



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राधा-सुधानी, बागला, जिला सोबा - 181143 जम्मू, जम्मू एवं कश्मीर
Rahya- Suchani (Bagla), District Samba-181143, Jammu (J&K)

No. 4 6/TM/CUJ/Reg/2021/1408

21st October, 2021

NOTIFICATION No. 71 /2021

Sub: Course Scheme and Syllabus Notification of 1st to 4th semesters of MBA (TTM) w.e.f. Academic Session 2021 - 22 - Reg.

Ref: Notification No. 79 of 2018 dated 06.12.2018

It is hereby notified for the information of all concerned that on the recommendations of the Board of Studies, Department of Tourism and Travel Management and Dean, School of Business Studies, the Vice Chancellor in anticipation of approval of Academic Council has approved the Course Scheme and Syllabus of 1st to 4th semesters of MBA (TTM) w.e.f. Academic Session 2021-22. The approved Course scheme and Syllabus are as follows:

Semester - I

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core courses						
PGTTM1C001T	Management Process and Organizational Behaviour	4	25	25	50	100
PGTTM1C002T	Tourism Concepts and Principles	4	25	25	50	100
PGTTM1C003T	Tourism Geography and Destination Knowledge	4	25	25	50	100
PGTTM1C004T	Statistics for Management	4	25	25	50	100
PGTTM1C005T	Travel Agency Management and Tour Operations	4	25	25	50	100
PGTTM1C006T	Accounting and Financial Management	4	25	25	50	100
PGTTM1C009V	Seminar Course & Viva-Voce	4	-	-	-	100
	MOOC available on SWAYAM/ NPTEL	-	-	-	-	-
Foundation Course						
PGTTM1F008T	Communication for Professional Excellence	4	25	25	50	100
Total		32	-	-	-	800

Semester - II

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core courses						
PGTTM2C001T	Tourism Marketing	4	25	25	50	100
PGTTM2C008T	Sustainable Tourism Development	4	25	25	50	100
PGTTM2C009T	Tourism Resources and Products of India	4	25	25	50	100
PGTTM2C004T	Tourism Policy, Planning & Development	4	25	25	50	100
PGTTM2C005T	Destination Management	4	25	25	50	100
PGTTM2C006T	Research Methodology	4	25	25	50	100
PGTTM2C007T	Foreign Language - 1 (French)	2	12.5	12.5	25	50
PGTTM2C011V	Seminar Course (Mapping of Local Tourism Products) & Viva Voce	4	-	-	-	100
	MOOC available on SWAYAM/ NPTEL	-	-	-	-	-
Foundation Course						
PGTTM2F002T	Tour Guiding and Interpretation	4	25	25	50	100
Total		34	-	-	-	850

Semester – III

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core courses						
PGTTM3C001T	Tourism Entrepreneurship and Venture Creation	4	25	25	50	100
PGTTM3C002T	Inbound Operation Management	4	25	25	50	100
PGTTM3C003T	Outbound Operation Management	4	25	25	50	100
PGTTM3C007T	Tourism Immersion and Leadership Development Programme (TILDLP)	4	25	25	50	100
PGTTM3C005S	Summer Training Report – Presentation and Evaluation	4	-	-	-	100
	MOOC available on SWAYAM/ NPTEL	-	-	-	-	-
Foundation Courses (Any Two)						
PGTTM3F001T	Event Management	2	12.5	12.5	25	50
PGTTM3F002T	Aviation Management	2	12.5	12.5	25	50
PGTTM3F003T	Adventure Tourism Management	2	12.5	12.5	25	50
PGTTM3F004T	Cross-Cultural Management in Tourism	2	12.5	12.5	25	50
PGTTM3F005T	Tourism Product Designing & Development	2	12.5	12.5	25	50
Interdisciplinary Courses						
PGTTM3I001T	Principles and Practices of Tourism	4	25	25	50	100
PGTTM3I002T	Tourism Products of India					
Total		28	-	-	-	700

Semester – IV

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core courses						
	Students have to pick either Option 1 or Option 2 for completion of 16 Credits OPTION – 1 (Students opting for 06 Months OJT in addition to PGTTM4C002V, PGTTM4F001T and Interdisciplinary Course which are Compulsory)					
PGTTM4C004D	Dissertation	8	-	-	200	200
PGTTM4C005S	On-the Job Training: Report Presentation	8	-	-	200	200
	OPTION – 2 (Students not opting for 06 Months OJT have to undertake 03 Courses plus six weeks OJT as under in addition to PGTTM4C002V, PGTTM4F001T and Interdisciplinary Course which are compulsory)					
PGTTM4C006T	Digital Marketing in Tourism	4	25	25	50	100
PGTTM4C007T	Strategic Management in Tourism	4	25	25	50	100
PGTTM4C008T	Customer Relationship and Services Management	4	25	25	50	100
PGTTM4C009S	On-the-Job Training: Report Presentation (Six Weeks)	4	25	25	50	100

In addition to option 1 and 2, compulsory core courses						
PGTTM4C002V	Comprehensive Viva-Voce	4	-	-	100	100
Foundation Course						
PGTTM4F002T	Tourism Enterprise Analysis	2	-	-	50	50
Interdisciplinary (Any One)						
PGTTM4I001T	Tourism Marketing	4	25	25	50	100
PGTTM4I002T	Tourism Geography	4	25	25	50	100
Total		26				650

Code S – stands for Training Course (Tr)


29/10/21
(Shailender Slathia)
Assistant Registrar
Academics

Encl: Syllabus of 1st to 4th semesters of MBA (TTM)

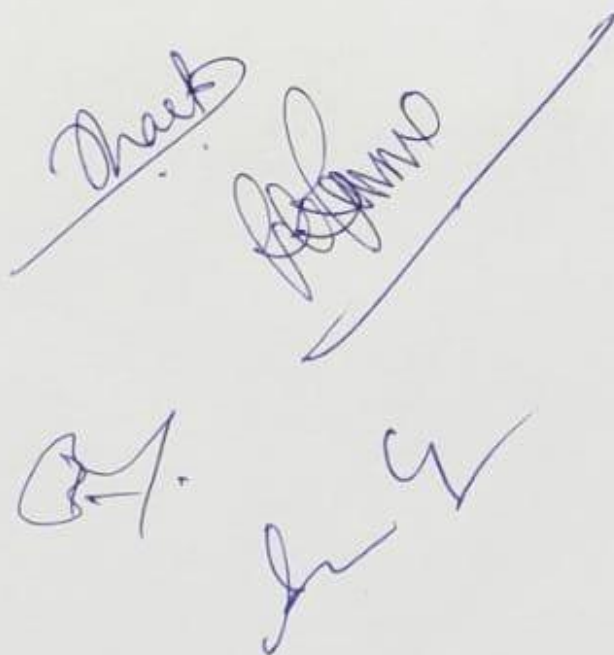
To: Head, Department of Tourism and Travel Management

Copy to: Controller of Examination

Department of Tourism and Travel Management
Central University of Jammu

✦ **Program Outcomes:**

1. To gain in-depth knowledge of Tourism and Travel Management and acquire capabilities to compete at the global level with an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge to conduct research in societal, industrial, and policy context.
2. To develop knowledge and skills in tourism industry through a blend of strategic perspectives and pragmatic know how.
3. To acquire professional and intellectual integrity and ethics, learn independently and continuously to upgrade the knowledge and competence with enthusiasm.
4. To inculcate spirit of entrepreneurship among the students.
5. To develop the future leaders for tourism industry and allied sectors.

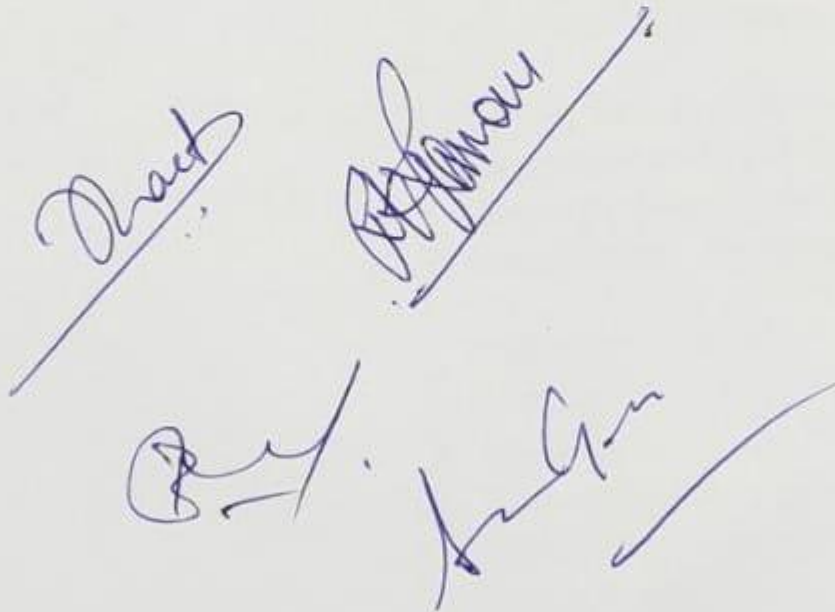


Department of Tourism and Travel Management
Central University of Jammu

↓ **Program Specific Outcomes of MBA (Tourism and Travel Management) :**

On successful completion of MBA (Tourism & Travel Management) program the student will be able to:

1. Demonstrate the knowledge of Tourism and Travel Management to solve complex corporate problems using limited resources.
2. Develop new skill competencies to work effectively in dynamic business environment.
3. Identify Tourism business opportunities, design and implement innovations in work place.
4. Develop necessary knowledge and entrepreneurial skills.



COURSE CODE:	PGTTM1C001T
COURSE TITLE:	MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR
Credit	4
Total Mark	100
COURSE OBJECTIVES:	To give the basic understanding about the management functions and process so as to develop a managerial aptitude, To comprehend the different components of organizational behavior so as to develop the confidence of working with diverse organizations.
UNIT-1	INTRODUCTION TO MANAGEMENT: Management: Meaning, nature, scope and importance of management. Functions of management, management roles, levels of management and management skills, corporate social responsibility, ethics and values in management. Evolution of management thought.
UNIT-2	MANAGEMENT FUNCTIONS: PLANNING, ORGANISING, STAFFING, DIRECTING AND CONTROLLING Planning: Meaning, nature and importance, planning process, types of planning, measures of effective planning barriers of effective planning, Management by Objectives (MBO). Decision making: meaning, types and process. Organizing: Meaning, organization structure, forms of organization structure, power, authority, accountability, centralization and decentralization. Staffing: Meaning, Manpower planning, job analysis, selection, training and development. Directing: Meaning, nature, scope and principle of direction, motivation, leadership and communication. Controlling: Meaning, importance, process, types of control, essentials of effective control and control techniques.
UNIT-3	INTRODUCTION TO ORGANISATION BEHAVIOUR Concept and importance of organization behaviour; contributing disciplines; models of OB. Challenges and opportunities for OB, Diversity in organizations. Attitudes and job satisfaction, Motivation concepts and application, conflict and negotiations, stress management
UNIT-4	ATTITUDES, EMOTIONS, MOODS, PERSONALITY, VALUES AND PERCEPTIONS Main components of attitudes, major job attitudes, basic emotions and moods, OB application of emotions and moods. Personality and its models, personality trait relevance to OB. Importance of values, perception and factors influencing perception, link between perception and individual decision making.
UNIT-5	GROUP BEHAVIOUR & HRM : Defining and classifying groups, stages of group development, group decision making and group properties. Types of teams and creating effective team, Definition of organization culture, functions of organization culture, creating and sustaining organization culture, learning of organization culture, Forces for organization change, resistance to change, approaches to manage organizational change. HRM : The Evolving Role of HRM in the tourism industry, Human Resource Planning (HRP), Job/Role Analysis, Recruitment & Selection, Orientation & Placement, Conflict and Stress management, Importance of Discipline and Counseling in Tourism.
REFERENCES	<ul style="list-style-type: none"> o The Essentials of Management : Kuntz o Principles and practices of Management : L.M. Prasad o Fundamentals of OB : Slocum /Hellriegel o Organisational Behaviour : Stephen P. Robbins, Timothy A. Judge, Neharika Vohra o Emotionomics; Leveraging Emotions for Business Success by Dan

Handwritten signatures and initials at the bottom of the page.

Course code	Course Name	Learning Outcomes
PGTTM1COO1T	Management Process and Organisational Behaviour	<p>Tourism professionals need to have managerial skills. The course will impart the following learning outcomes:</p> <p>CLO1: Students should have a basic understanding about the concepts of management. This includes the important features of managers, which one needs to inculcate through understanding and practice.</p> <p>CLO2: Planning is an essential element for the realization of mission, goals, and objectives. Students will learn the skill of designing plan through an understanding of the core concepts.</p> <p>CLO3: Behavior matters a lot in successful conduct and execution of professional tasks and professional life. Through this course the students will learn about the group behavior dynamics and its implications.</p> <p>CLO 4: Ethics, emotions, values, right perception and right personality are the key elements which make a professional a virtuous human being. The students</p> <p>Will learn comprehensively about the meaning of these concepts which will give them insight to the understanding of the self and the others. This understanding goes a long way in building harmonious interpersonal and intrapersonal relationships.</p>

Thant
 ..
 ..
 ..

COURSE CODE:	PGTTM1C002T
COURSE TITLE:	TOURISM CONCEPTS AND PRINCIPLES
Credit	4
Total Marks	100
COURSE OBJECTIVES:	This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.
UNIT-1	Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism - Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.
UNIT-2	Tourism Industry; Structure and Components: Attractions - Accommodation - Activities - Transportation - F&B - Shopping - Entertainment - Infrastructure and Hospitality - Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., - Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.
UNIT-3	Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.
UNIT-4	Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect - Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism - MNC's in Tourism Industry.
UNIT-5	Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of J&K, FHRAI, IHA, IATA, TAAI, IATO.
REFERENCES:	Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex. Sunetra Roday et al (2009), Tourism Operations and Management, Oxford University Press.

Handwritten signatures and initials:
 [Signature] [Signature] [Initials]

PGTTM1COO2T

Tourism Concepts and Principles

After doing this course the learner will have the following learning outcomes:

- Learners will understand the very basic concepts and terminology of Tourism Studies.
- Learners will know about the nature of tourism and its various components.
- Learners will conceptually understand the various models as given by the various experts of the field.
- The course shall bring environmental consciousness by understanding various impacts of tourism.
- Bringing awareness about the functions and roles of various organisation having connection to tourism shall make the learners aware about the scope of activities involved in the tourism phenomenon.

Mark







COURSE CODE:	PGTTM1C003T
COURSE TITLE:	TOURISM GEOGRAPHY AND DESTINATION KNOWLEDGE
Credit	4
Total Marks	100
COURSE OBJECTIVES:	Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
UNIT-1	Importance of geography in Tourism, IATA Areas, Factors affecting global and regional tourist movements; demand and origin factors, destinations and resource factors. Contemporary trends in international tourist movements.
UNIT-2	Europe : -The main tourism resources (Man-made, Physical & Symbiotic), Factors which makes Europe a leading Continent in terms of Tourist Arrivals & Tourism Receipts)
UNIT-3	America : -The main tourism resources (Man-made, Physical & Symbiotic) of North America ,South America and Latin America
UNIT-4	Africa & Australia : -The main tourism resources (Man-made, Physical & Symbiotic), Factors which effects the growth and development of tourism in Africa
UNIT-5	Asia : -The main tourism resources (Man-made, Physical & Symbiotic), The factors effecting the growth and development in Asian Region, A case study of India
REFERENCES:	Boniface, B.G. and Chris Cooper, <i>The Geography of travel and Tourism</i> Oxford: Butterworth Heinemann. Hall C.M. and Stephen, J. Page, <i>The Geography of tourism and recreation. Environment, place & space</i> , London: Routledge. Pearce Douglas, <i>Tourism Today: A Geographical Analysis</i> ; New York: Longman. Singh R.L., <i>India- A Regional Geography</i> , Varanasi: National Geographical Society of India Seth P.N., <i>Successful Tourism Management</i> , Sterling Publisher: New Delhi Sarina Singh et. al., <i>India</i> , Lonely Planet Publications

Boban

Boban

3

<p>PGTTM1COO3T</p>	<p>Tourism Geography and Destination Knowledge</p>	<p>Course Learning Outcomes:</p> <ul style="list-style-type: none"> · Understand the interrelation of geography, human geography and tourism and world travel patterns. · Understand the characteristics of travel in individual destinations and regions and the geographical factors influencing them. · Describe the physical and human geographic basis for the location of tourism attractions and major destination areas. · Possess a working knowledge of the geography of the world in relation to tourism and be able to locate areas on the map.
--------------------	--	--






Course Code	PGTMM 1C004T
Course Title	STATISTICS FOR MANAGEMENT
Credit	4
Total Mark	100
Course Objective	To give the students the basic knowledge of statistical techniques and develop fundamental understanding of the application of the technique with special focus on tourism management.
UNIT - I	Statistics: meaning and significance in tourism sector. Data and its utility. Measures of central Tendency: Meaning – Mean, Partition values, Mode. Advantages and disadvantages of mean, median and mode. Calculation – Mean, Median, Quartile, Decile and Percentile. Mode – Grouping methods. Case study.
UNIT – 2	Measures of Dispersion – Meaning, Significance, Range, Quartile Deviation, Standard Deviation, Absolute and Relative Measures of Dispersion. Advantages, Limitations – Skewness. Relating the concept in tourism. Case study.
UNIT – 3	Simple correlation – Meaning, Importance, Types, Karl Pearson's Method, Probable error, its utility. Significance of Correlation. Coefficient of determination, Spearman's Rank Correlation. Relating the concept in Tourism. Case study.
UNIT – 4	Regression – Meaning , Significance, Regression equation, Developing Regression equation, Regression Coefficient, Properties of Regression Coefficient, Standard Error of Estimate. Forecasting and approximate prediction interval, Difference between Correlation and Regression. Relating the concept in Tourism. Case study.
UNIT – 5	Time series- Meaning, Significance. Various components of time series, their significance. Least square method (odd numbers of elements), Least square (even number of elements) for calculating method of moving average. Calculating seasonal Index – Method of simple averages and moving average method. Relating the concept in Tourism. Case study.
References	<ul style="list-style-type: none"> • Gupta S.P – Statistical Methods – Sultan Chand & sons. • Reddy C.R – Quantitative Methods of Management – Himalaya Publishing House. • Gupta S.C – Fundamentals of Statistics. • Levin R.I & Cubia D.S – statistics for Management.

Handwritten signatures and initials.

Handwritten mark.

PGTTM1COO4T	Statistics for Management	<p>Acquaintance with various methods of collecting data and get familiar with some elementary methods of data viz. Measures of central tendency, dispersion, skewness and kurtosis and to interpret them.</p> <p>Understanding the basic concepts of probability and to find probabilities of various events.</p> <p>Understand types of random variables, concepts of conditional probability and ability to distinguish between univariate and bivariate probability distributions; transformation of continuous random variable and its application.</p>
-------------	---------------------------	---

Dr. P. S. Kumar
Dr. P. S. Kumar

COURSE
COURSE
Credit
To
C

COURSE CODE:	PGTTM1COO5T
COURSE TITLE:	TRAVEL AGENCY MANAGEMENT AND TOUR OPERATIONS
Credit	4
Total Marks	100
COURSE OBJECTIVES:	Travel Agency Mgt. is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.
UNIT-1	Travel Agency: Concept, History and growth of Travel Agency business; Emergence of Travel Intermediaries in India; Types of travel agency; Linkages of travel agency business; Modern concept of travel agency business; Case Study of American Express
UNIT-2	Tour Operation: Concept, History and Growth of Tour Operation business; Differentiation between Travel Agency and Tour operation Business; Types of Tour Operators; Forms of Organization, Departments and its functions; Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service; Case Study of SITA.
UNIT-3	Setting up travel agency/tour operation business: Market research, sources of funding- TFCL, Comparative study of various types of organization- proprietorship, partnership, private limited and public limited, Government rules for getting approval, IATA rules, regulation for accreditation, Documentation, RBI Regulations for Tour Operators; MEA regulations for tour operators; Sources of earning: commissions, service charges etc
UNIT-4	Travel Agency/Tour Operation business and Information and Communication Technology: Concept of e-travel agencies and e-tour operators. Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion. Case study of expedia.com, makemytrip.com.
UNIT-5	Travel Trade Organizations: International Air Transport Association, American Society of Travel Agents, Universal Federation of Travel Agents Association, Pacific Asia Travel Association, Travel Agents Association of India, Indian Association of Tour Operators, India Convention Bureau.
REFERENCES:	Mohinder Chand, <i>Travel Agency Management</i> , Anmol: Delhi Chunk, James, Dexter & Boberg, <i>Professional Travel Agency Management</i> . Prentice Hall Publication Fay Betsy, <i>Essentials of Tour Management</i> , New Jersey: Prentice Hall Publication. Negi J.M., <i>Travel Agency and Tour Operation: Concepts and Principles</i> , New Delhi: Kanishka Publishers & Distributors. Stevens Laurence, (1990), <i>Guide to Starting and Operating Successful Travel agency</i> ; Delmar Publishers, Inc. New York.

Pran

Pran

m

PGTTM1COO5T

Travel Agency
Management and Tour
Operations

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

· Demonstrate and
understanding and
importance of the
tourism and travel
industry.

· Explain the tour
operations of travel
agencies.

· Outline the functions of
tour operators.

· Understand structure of
travel industry.

· Explain tour operator
and package tour
concepts.

· Examine the procedural
formalities for the
establishment of tour
operating enterprises.

· Learn various skills
necessary for travel
agency and tour
operation business

· Acquire knowledge on
documentation in travel
industry.

Handwritten signatures and initials:
Ment
Ammar
A

COURSE CODE:	PGTTMIC006T
COURSE TITLE:	ACCOUNTING AND FINANCIAL MANAGEMENT
Credit	4
Total Marks	100
COURSE OBJECTIVES:	The course intends to give learners an understanding of the accounting procedures in a tourism organization. It will help the students to understand and apply the concepts of accounting and finance to solve business problems in tourism industry.
UNIT-1	Accounting: Meaning, objectives, Limitations, Systems and Classification, Accounting Equations, Double Entry System, Concepts and Conventions of Accounting. Financial statements: Trading and profit & loss account, preparation of trial balance, preparation of profit & loss account (with adjustments) Balance sheet related concepts- Assets and Liabilities and its preparation in tourism organizations.
UNIT-2	Cost Accounting: Nature & scope: Meaning of Cost Accounting Financial Accounting and Cost accounting, Management Accounting and cost Accounting Installation of a costing system. Cost concepts and classification: Concept of Cost, cost centre and cost unit, methods of costing, Techniques of costing classification and elements of cost, preparation of cost sheet in tourism organizations.
UNIT-3	Finance: Meaning, Goals and functions of Finance, sources of Finance of tourism organizations; Tourism Finance Corporation of India; Financial Management: Nature, scope, objectives and functions of Financial Management, Financial Analysis.
UNIT-4	Long Term Investment Decision in tourism organizations: Capital Budgeting-meaning and importance of Capital Budgeting Rationale for Capital Expenditure, Techniques of selecting capital Budgeting proposals-NPU Vs. IRP. Dividend Policy Decisions: The irrelevance of Dividend, Relevance of Dividend, Determinants of dividend policy.
UNIT-5	Current Assets Management in Tourism Organizations: Working Capital Management: Concept/Definition, Elements. Assessment of Working Capital requirement, working capital Forecasting Techniques, Theories & approaches of Working Capital Management. Cash Management: Nature, Functions of Cash Management, Cash Management, Objectives, Cash surplus Vs. Cash Deficit cash Management Techniques/Processes.
REFERENCES:	Bhattacharya, S.K. and Dearden J. Accounting for Management, Vikas Publication House, New Delhi. Chandra, P. Financial Management. Tata McGraw Hill, New Delhi. I.M. Pandey, Financial Management Khan M.Y. and Jain P.K., Management Accounting, Tata Mcgraw Hill, New Delhi. M.K. Khan & P.K. Jain Financial Management Maheshwari, S.N., Financial Accounting, Vikas Publication House, New Delhi. Pandey, I.M. Financial Management, Vikas Publication House, New Delhi. Van Horne, Financial Policy & Decision

Pran

Prof.

5

PGTTM1COO6T	Accounting and Financial Management	<p>CO1: Develop understanding on various kinds of Research and Objectives of doing research</p> <p>CO2: Have basic knowledge about Research Process and Research Design</p> <p>CO3. Have adequate knowledge on Measurement & Scaling Techniques</p> <p>CO4. Have basic awareness of Sampling and Data Analysis</p>
-------------	-------------------------------------	--

Dr. ...
...
...

COURSE CODE:	EC-1111111111 P01TTM1C009V
COURSE TITLE:	Seminar Course & Viva Voce
CREDIT	4
TOTAL MARKS	100
COURSE OBJECTIVES:	<p>The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of tourism industry and the current events which will help students in their professional career development.</p> <ul style="list-style-type: none"> • The students will be provided internal mentor(s) from the Department. • The concerned mentor(s) will give them assignment/project/any experimental learning activities and guide them. • At the end of the semester students will make presentations on assigned assignment and will be evaluated by the concerned mentor(s).
Evaluation	<p>The Seminar Course will have assessment based on project reports/documentary/thematic seminar/ any experimental learning activities as per the discretion of respective mentor's, and will be evaluated by the mentor out of 50 marks.</p> <p>The Viva-Voce would be conducted by concerned mentor(s), out of 50 marks. This viva would cover whole curriculum of the semester and general understanding of tourism industry.</p>

Handwritten signature

Handwritten signature

Handwritten mark

PGTTM1COO9V	Seminar Course & Viva-Voce	<p>Upon completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> Relate class room learning to practice Make an informed career choice after exposure to the actual work environment Observe the systems, processes, interactions and human relations in the organization Get an opportunity to understand the expectations of industry Prepare themselves for final placements
-------------	----------------------------	---






COURSE CODE:	PGTTM 1F008T
COURSE TITLE:	COMMUNICATION FOR PROFESSIONAL EXCELLENCE
Credit	4
Total Marks	100
COURSE OBJECTIVES:	The primary objective of business communication is to introduce the student to various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills.
UNIT-1	Communication Fundamentals: Importance of Communication, Business Communication in today's world, The Communication Process & Communication Channels, Barriers to Communication, Verbal & non-verbal communication.
UNIT-2	Oral and Written Communication: Elements of Good Oral Communication, Speaking and Listening Skills, Professional use of the telephone, Effective presentation skills.
UNIT-3	Professional Speaking – Speaking skills – reiteration of concepts- Group Discussion with evaluation- Debate Presentation with evaluation- Jam/ Extempore- Mock Interview and Meetings with evaluation-. Dealing with difficult people – role play based on behavioral patterns- Case Studies and SWOT analysis- Hot Seat with evaluation
UNIT-4	Customer care: Importance of Customer Care in Service Industry, Effective customer care, Managing customer complaints & negotiating with the customer, Handling Interpersonal Conflict, Counseling skills.
UNIT-5	Personality Development: Basic traits of personality - dress, 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, team building exercises, role plays.
REFERENCES:	Murphy, H.A. and Peck, C.E.(2006) Effective Business Communications , New Delhi: Tata McGraw Hill. Sharma R.C. and Mohan K. (2005) Business Report Writing and correspondence, New Delhi: Tata McGraw Hill. Peare, C.G. (2007) Principles of Business Communications. Communication in Tourism and Hospitality - Lynn Vander Wagen, Hospitality Press Pty Ltd. Organizational Communication - Patricia Hayes Andrews and Richard T. Herschel, A..I.T.B.S. Publishers and Distributors (Rgd). Interpersonal Skills for Travel and Tourism - Jon & Lisa Burton - Longman Group Ltd.

Signature *Signature* *Signature*

PGTMM1FOO8T	Communication for Professional Excellence	<p>Course Learning Outcomes</p> <p>CLO 01:</p> <p>Ø Communication is most important for the success of any professional therefore students will be introduced regarding various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills. Students will understand the nuances of the practical importance and application of communication for the success in personal and professional endeavors.</p> <p>CLO 02:</p> <p>Ø This course intends to impart the students' basics of communication and enable them to acquire business communication skills</p> <p>CLO 03:</p> <p>Ø Students will be able to speak confidently and present their point of view fearlessly.</p> <p>CLO 04:</p> <p>Ø The course will help students to learn how to inspire, motivate, and influence listeners and learn the art of effective speaking/oral presentation</p>
-------------	---	---

COURSE CODE:	PGTTM2C001T
COURSE TITLE:	Tourism Marketing
Course Credit	4
Total Marks	100
COURSE OBJECTIVES:	Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.
UNIT-1	Understanding Marketing and Marketing Process: Nature and Scope of Marketing, Marketing Management Philosophies, Marketing Environment – Micro/Macro, Marketing Mix.
UNIT-2	Services Marketing: Uniqueness of Service Products, Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model, Gronroos Model of Service Quality, Internal Marketing, External Marketing, Interactive Marketing.
UNIT-3	Designing Customer driven Marketing strategy: Market Segmentation, Targeting, Differentiation & Positioning.
UNIT-4	Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding, New product development and Packaging Decisions.
UNIT-5	Pricing: What is Price, Pricing Considerations and Approaches, Pricing Strategies and Methods, Distribution Channel in Travel and Tourism, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity, Online Marketing?
References	Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken Tourism Marketing : Les Lumsdon Marketing for Tourism - J. Christopher Holloway & Chris Robinson Marketing Management - V.S. Ramaswamy , S. Namakuman Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Moutinho Marketing in Travel and Tourism - Victor T.C. Middleton Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI. Principles of Marketing, Kotler Philip and Armstrong, G. PHI. Fundamentals of Marketing, Stanton, Willam J. , McGraw Hill. Marketing Management, Bhattacharya K. Sisir. , National Publishing House. Marketing Management Strategy and Cases, Dalrymple, J.D. and Parson, J.L., John Wiley and Sons.

RSE	PC
LSE	S
Credit	
Marks	
CTIES	

 2

PGTTM41001T	Tourism Marketing	Students will be able to understand the nuances and importance of services and service marketing. Students will understand the various models and its application in service marketing Develop critical thinking, analysis and service marketing from the management point of view through case studies, discussions and written assignments.
-------------	-------------------	---

B.L.

20/11/20

Pranav
Kumar

COURSE CODE	PGTMM2C008T
COURSE TITLE	Sustainable Tourism Development
Course Credit	4
Total Marks	100
OBJECTIVES	<ol style="list-style-type: none"> 1. To give the basic understanding about the relevance of the concept sustainable development in tourism phenomenon. 2. To orient the students towards sustainable tourism development 3. To develop understanding about the various dimensions of sustainable tourism. 4. To bring awareness about the various methodologies for assessing the approach to tourism. 5. To update students about the current initiatives being done in sustainable tourism development at global level.
UNIT-I	Defining sustainable tourism, related phrases, Three dimensions or pillars of sustainable tourism development, Tourism and Sustainable Development: A special relationship. Key challenges of more sustainable tourism development. Guiding principles and approaches of sustainable tourism. Sustainable Development- Evolution. Stakeholder roles and relationships to sustainable tourism development. Stages for indentifying and executing interventions to enhance capacities for sustainable tourism. Millennium Development Goals.
UNIT-II	The 12 aims of sustainable tourism development: Economic viability, local prosperity, employment quality, social equity, visitor fulfillment, local control, community well being, cultural richness, physical integrity, biological diversity, resource efficiency, environmental purity. Agenda 21 for Travel and Tourism Industry. Rio+20 The future we want. VICE model for sustainable destination management. Environmental Impacts of Tourism. Environment Impact Assessment. Climate Change: Issues & Implications for Tourism
UNIT-III	Methodology that provides framework for assessing the approach to tourism: the five pillars. Tourism Policy and Governance, Economic Performance, Investment and competitiveness, Employment Decent work and human capital, Poverty reduction and social inclusion, sustainability of the Natural and Cultural environment.
UNIT-IV	Instruments for Sustainable Tourism: Measurement Instruments; Command & Control Instruments; Economic Instruments; Voluntary Instruments & Supporting Instruments. Policy formulation and Sustainability: Country tourism policy, Tourism legislation and regulation, institutional strengths and public private partnerships. Physical planning and Resort Development, Destination Management Planning.
UNIT-V	Global Initiatives: Global Observatory on Sustainable Tourism (GOST); Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism Development, Global Partnership for Sustainable Tourism; Eco labels National Geographic Society & Geo tourism Principles.

Signature

Course Code :- POST TM2CO08T

Credit: 04

References	
	<ul style="list-style-type: none">• Sustainable Tourism for Development by European Commission and UNWTO (2013)• Making Tourism More Sustainable: A Guide for Policy Makers by UNEP and WTO (2005)• Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. New York: Van Nostrand Reinhold.• Ritchie, J.R. & Crouch, I.G. (2003). The Competitive Destination --A Sustainable Tourism Perspective. CABI Publishing, UK.• Shawforth, M. and Mann, I. (2003). Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.• Mitchell, V.T.C. and Hawkins, R. (1998). Sustainable Tourism: A Marketing Perspective. Butterworth - Heinemann, Oxford.• Weaver, D. (2001). The Encyclopedia of Ecotourism. CABI Publication, UK.• Walsh, S. and John J. Pizam, J.J. (1997). Tourism, Development and Growth: The Challenge of Sustainability. Routledge, London.

Prabhu

Pr

M

PGTTM2COO8T

Sustainable Tourism
Development

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

- Know the main impacts that tourism exerts on the environment, economy and society of the destinations and what are the main tools to manage and reduce the negative impacts.
- To learn best practices for sustainability in the tourism industry.
- Understand tourism as a tool for economic and social development, which can contribute to economic improvement and reduction of social inequalities at the destination level.

Handwritten signatures and initials in blue ink, including a large signature and the initials "R.T." above it.

COURSE CODE:	PGTTM 2C009T
COURSE TITLE:	TOURISM RESOURCES AND PRODUCTS OF INDIA
Course Credit	4
Total Marks	100
COURSE OBJECTIVES:	The course will develop the students' understanding and awareness of the tourism resources and products of India at National level. 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 promotion of these products.
UNIT-1	Understanding Tourism resources of India: Natural resources; Cultural and Heritage resources; Evidence based policy of government agencies (e.g. MoT, GoI, ASI, MoC, GoI); Tourism Products: Concept, classification and features; Natural, Cultural & Heritage Management Organizations- UNESCO, ASI, ICOMOS, INTACH.
UNIT-2	Architectural Heritage of India, glimpses on the prominent architecture style flourished in different period: Ancient architecture, Indo-Islamic architecture, Colonial architecture and Modern architecture.
UNIT-3	Popular Religious Centres of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions. Selected case studies of UNESCOs World Heritage Sites in India (Taj Mahal, Jim Corbett National Park, Konark sun temple, Ajanta & Ellora Caves).
UNIT-4	Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts and textiles: important handicraft objects and centres, craft <i>melas</i> ; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy)
UNIT-5	Major wildlife sanctuaries, national parks and biological reserves; (Jim Corbett Tiger Reserve, Kanha, Kaziranga, Sasan Gir, Dachigam, Hemis, Ranthambhore and Keoladeo Ghana). Hill Stations, Beaches, Deserts and Islands of India.
REFERENCES:	Agrawal V.S.: <i>The Heritage of Indian Art</i> , Govt. of India Publication. Basham A L: <i>The Wonder that was India</i> , Tapling Publishing Co., New York Basham A L: <i>The Cultural History of India</i> , Tapling Publishing Co., New York Christopher Tadgell : <i>The History of Architecture in India</i> , Penguin, New Delhi Daljeet and PC Jain: <i>Indian Miniature Paintings</i> , Brijwasi Art Press Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai Dixit Manoj and Charu Sheela, <i>Tourism Product of India</i> , Lucknow: New Royal Publisher Jagannathan Shankutala : <i>Hinduism – an Introduction</i> , Vakils, Feffer and Simon, Mumbai Keay John: <i>India: A History</i> , Harper Collins Luniya B.N.: <i>Ancient Indian Culture</i> , Laxmi Narain Educational Publisher, Agra Pattanaik Devdutt: <i>A Handbook of Hindu Mythology</i> , Penguin Global Brown Percy, <i>Indian Architecture</i> . Venkataraman Leela: <i>Indian Classical Dance</i> , Roli Books Thapar Romila and Percival Spear: <i>History of India</i> , Orient Longman, New Delhi Sarina Singh et. al., <i>India</i> , Lonely Planet Publications, Australia

Abhinav

Prof.

PGTTM2COO9
T

Tourism Resources and
Product of India

After doing this course the students will have the following learning outcomes:

Students will understand the importance of culture in terms of creating unique identity that helps create cultural differentiation needed as an important resource in tourism.

Students will develop cognitive understanding about the significance of cultural diversity in tourism industry.

Students will learn to relate historical narratives with the various tourism resources and products as an important tool for engaging the tourists' interest.

The resource and product knowledge will enhance the competence to apply creativity in designing new products. This will enhance their professional competence needed in tourism industry.

Dr. [Signature]
[Signature]

COURSE CODE:	PGTTM 2C004T
COURSE TITLE:	TOURISM POLICY, PLANNING & DEVELOPMENT
Course Credit	4
Total Marks	100
COURSE OBJECTIVES:	The Course is intended to build a holistic understanding about the conceptualization of planning process and policy making, its dynamics, its methodologies and applications in the tourism sector.
UNIT-1	Conceptual Meaning of Tourism Policy: Concept, Need and Objective; Importance and scope of tourism policy and planning , Socio-cultural, economic, environmental challenges in planning, Demonstration effect, Factors influencing the tourism policy, The role of government, public and private sector in formulation of tourism policy.
UNIT-2	Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Theories of Tourism Planning -Boosterism, an economic, industry-oriented approach, physical/spatial approach, community-oriented approach, Sustainable tourism approach (system approach)
UNIT-3	An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report, National Action Plan on Tourism, Tourism policy 2002, the latest Policy initiatives on Tourism. Tourism and Five-year Plans in India with special reference to 12th Five-year Plan ,Incredible India Campaign : Its importance and relevance
UNIT-4	Concept of Community based approach for tourism planning, public private partnership (PPP), Assessment of Tourism Planning Process in Indian context, problems, Grey areas and possible strategies, Bottom-up tourism policy, Tourism Planning and local community
UNIT-5	Case study of tourism policies of a few states - Kerala, Madhya Pradesh, Himachal Pradesh ,Gujarat etc.
REFERENCES:	<ol style="list-style-type: none"> 1. Branding India : Amitabh Kant 2. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi) 3. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann) 4. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication) 5. Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van 6. Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis) 7. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen) 7. Tourism Planning : An integrated and Sustainable Approach - Inskeep E. 8. Grant, M. (2004). Innovation in Tourism Planning Processes: Action Learning to Support a Coalition of Stakeholders for Sustainability. <i>Tourism and Hospitality Planning & Development</i>, 1(3), 219-237. http://www.informaworld.com/smpp/content~content=a714025037~db=all 9. Hall, C. M. (2000). <i>Tourism Planning: Policies, Processes and Relationships</i>. Harlow: Pearson Education.

[Handwritten signatures]

hr

PGTTM2COO4 T	Tourism Policy, Planning & Development	Upon completion of this course, the students will be able to: · Build capabilities for evidence-based research in tourism policy domain. · Undertake policy analysis and programme evaluation initiatives. Understand ethical responsibility involved in the tourism policy, planning and development domain
-----------------	---	---

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

Course Code	PGTTM2C005T
Course Title	Destination Management
Course Credit	4
Total Marks	100
Course Objective	This course provides a comprehensive introduction to and explanation of the core concepts relevant to the destination management.
UNIT-1	<p>Concept of Destination Management : Defining a tourism destination, Destination Management Roles, The 10 As of successful destination, Stakeholders in destination management, Destination governance, Destination Management Organizations(DMOs)</p> <p>Destination Planning : Characteristics of tourism planning, Tourism planning process for destination management, destination visioning, tourism planning toolkits, specialized form of destination planning</p> <p>Destination Marketing : Destination Marketing Principle, Destination marketing planning-destination vision, DMO vision, DMOs Mission Destination Marketing System(DMS) and PRICE Model, Positioning- Image-Branding (PIB) approach development</p> <p>CASE STUDY : 1. Ministry of Tourism Government of India, 2. Australia Department of Resources, Energy and Tourism(RET)</p>
UNIT-2	<p>Destination Management Research Contribution of research to destination management, Fundamentals of destination management research, Analysis of potential markets, Analysis of destination Image, Analysis of destination competitiveness, Preparing a destination management research plan-RESPECT U Criteria</p> <p>Destination Product Development Definition and components of the destination product, Tourism Area Life Cycle(TALC), Destination quality, Product Development Strategy models-growth strategy matrix from ANSOFF, Principles of destination product development</p>
UNIT-3	<p>Destination Partnerships and Team Building Destination partnership, Destination team -building, Partnership and destination governance, Identifying destination partners, Public-Private Partnership in destination Management</p> <p>Destination Community and tourism stakeholder relations Community and residents relations, Tourism sector stakeholder relations, Stakeholder and stakeholder theory, Tourism sector stakeholder types</p> <p>Destination Governance and Leadership Definition of destination governance, Dimensions of Governance, DMO accountability, DMO transparency, DMO organization structure, Measuring DMO effectiveness, Leadership role of DMOs</p>
UNIT-4	<p>Destination Communications and Promotions Destination Branding, Importance and benefits of destination branding, Challenges of destination branding, Characteristics of a good destination brand</p> <p>Key concepts in Branding, Steps in destination branding Integrated marketing Communication-components, benefits and planning Importance of Internet Marketing, Roles of website for DMOs, Website Evaluation, The 'I AM OUTSTANDING ' Model, Social Networks and Destination Management</p> <p>CASE STUDY: (1) 100 % Pure New Zealand, (2) Incredible India, (3) Tourism Australia, (4). VisitBritain, (5) Shaoxing Case Study</p>
UNIT-5	<p>Consumer Behaviour & Market Trends Tourism destination selection, The influence of destination Image, Travel purchase behaviour process, Tourism market segmentation, Market trends, Trends and future prospects for domestic tourism, Trends and future prospects of International Tourism, Current and future issues in destination management and marketing</p>
<p>References 1. Alastair M. Morrison (2013). Marketing and Managing Tourism Destinations, Routledge 2. David Pike (2008). Destination Marketing, U.K : Butterworth-Heinemann 3. Frank Howie (2003). Managing the Tourist Destination, Londonum 4. UNWTO (2007). A Practical Guide to Tourism Destination Management</p>	

Handwritten signatures and initials:
 1. A signature that appears to read "Prasanna".
 2. A signature that appears to read "S. S. S.".
 3. The number "7" followed by a small mark.

PGTTM2COO5

T

Destination Management

Understand the basics of destination management.

Understand destination management and marketing plans and strategies.

Understand the implementation and evaluation processes in destination management and marketing planning.

Evaluate the major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs).

COURSE CODE:	PGTMM 2C006T
COURSE TITLE:	RESEARCH METHODOLOGY
Credit	4
Total Marks	100
COURSE OBJECTIVES:	The objective of this course is to make the student acquaint with the research methodology which will help in developing business strategies.
UNIT-1	Meaning of research; Objectives, types of research and approach; meaning of method and methodology, scientific research process; Identification and defining of research problem, research design and types.
UNIT-2	Research Design: Meaning, need and important features, types of research design, selection and formulation of research problem. Hypothesis formulation and its importance in research; types of hypothesis
UNIT-3	Types and sources of data. Collection techniques: questionnaire, schedules, participant observation, interviews, focused-group, nominal group (NGT). Difference between case study and survey methods;
UNIT-4	Questionnaire design considerations; Sampling-definition, types and their importance, type of sampling designs; sampling size and its determination, sampling in qualitative research.
UNIT-5	Interpretation techniques; Report writing; Presentation;
REFERENCES:	Gaur, A.S. and Gaur, S.S. (2006). Statistical methods for practice and research, New Delhi: Response books. Krishnaswami, O.R. and Ranganatham, M. (2005). Methodology of research in social sciences, 2/e, Mumbai: Himalaya Publishing House. Punch, Keith, F. (2003). Survey research – the basics, New Delhi: Sage Publications. Walliman, Nicholas (2006). Social research methods, New Delhi: Sage Publications. Chandan, J.S. (1998). Statistics for business and economics, New Delhi: Vikas Publishing House Pvt. Ltd.

[Handwritten signature]

[Handwritten signature]

[Handwritten mark]

PGTTM2COO6
T

Research Methodology

The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course students are expected to

- Develop understanding on various kinds of Research and Objectives of doing research
- Have basic knowledge about Research Process and Research Design
- Have adequate knowledge on Measurement & Scaling Techniques
- Have basic awareness of Sampling and Data Analysis

Credit 1.02

COURSE CODE:	PGTTM2C007T
COURSE TITLE:	FOREIGN LANGUAGE – 1 (FRENCH)
COURSE OBJECTIVES:	Tourism is a business of dealing with strangers and some basic knowledge of foreign language is necessary for tourism professionals. Further in hospitality industry French is considered as an important language therefore learners will try to learn basic French in this course.
SYLLABUS	<p>Conjugation of verbs from the text to be put in present tense only</p> <p>A series of exercises covering the grammar</p> <p>Translation of sentences from the text form French to English and English to French</p> <p>Demanding of a service: A simple dialogue to be formed between two persons for any of the following situations:- Reservation of train/air tickets, room booking, giving directions to reach a place, taking a phone call, ordering food in a restaurant.</p>
REFERENCES	<ul style="list-style-type: none">• Bienvenue En France – Tome I By A. Monnerie. Chapters 1-7• Cours De Langue Dt De Civilisation Francaises Book I. By G. Mauger. Chapters 1-14.

[Handwritten signature]

[Handwritten signature]

[Handwritten mark]

PGTMM2COO7
T

Foreign Language- 1
(French)

· Learners will have basic conceptual understanding of French language

· Learners will develop know-how to further enhance their competence in the language.

· The course will develop confidence in the usage of the language.

Prof.
Shubh
Anurag

Credit: 04

COURSE CODE:	PGTTM2C014V
COURSE TITLE:	Seminar Course (Mapping of Local Tourism Products) & Viva Voce
COURSE OBJECTIVES:	<ul style="list-style-type: none">• To disseminate the knowledge regarding the importance of the indigenous culture and tourism products.• To inculcate the sense of belongingness and pride among young professionals.• To sensitize the students regarding the native values and culture.• There shall be an oral examination at the end of the semester of the programme to test student on his comprehension of the subject knowledge acquired during the semester of learning.
COURSE CONTENTS :	<p>Field Visits /Practicum</p> <p>To make the learning experience self-motivated and participatory, mentors play the role of facilitators by providing a foundation for discussion and leaving the ground open for students 'experiential learning through field visits and practicum. This method provides an opportunity to explore the intricacies of a subject that help students to develop good writing, presentation and analytical skills.</p> <p>Note: The detailed course structure and methodology for the Field Visits /Practicum will be planned by the concerned mentor(s)/Faculty In-charge.</p>
REFERENCE	Letter no. MHRD Govt. of India vide letter no. F.20-48/2017-CU.Cdm dated 21 st September 2017
EVALUATION	<ul style="list-style-type: none">• The students will be provided internal mentor(s) from the Department.• The concerned mentor(s) will give them assignments/projects/any experimental learning activities and guide them.• At the end of the semester students will make presentations on assigned assignment and will be evaluated by the concerned mentor(s).• The Seminar Course will have assessment based on project reports/documentary/thematic seminar/ any experimental learning activities as per the discretion of respective mentor's, and will be evaluated by the mentor out of 50 marks.• The Viva-Voce would be conducted by concerned mentor(s), out of 50 marks. This viva would cover whole curriculum of the semester and general understanding of tourism industry.

m
R. K. M. /
B. K. /

PGTTM2C011V	Seminar Course (Mapping of Local Tourism Products) & Viva Voce	<ul style="list-style-type: none">• Students will have awareness about the local resources.• Students will develop confidence of being Vocal for Local.• The knowledge gained shall facilitate students in making local tourism products thus contributing to the local tourism economy.
-------------	--	--

Thant

Refer

3.1.

for Cur

Course Code	PGTMM2F002T
Course Title	Tour Guiding and Interpretation
Course Credit	4
Total Marks	100
Course Objectives	<ul style="list-style-type: none"> • Introduce to students the concept and practice of Tour Guiding and Interpretation. • Develop students' competence in Tour Guiding and Interpretation and delivery of guiding and interpretation skills training and job-oriented knowledge. • Nurture students' competencies of innovative problem solving, communication skills, variety of interpretive talks using narratives, visual and symbolic representations to enhance understanding. • Apply the knowledge/concepts of Tour Guiding and Interpretation to real world situations in individual and team-based work and display creative and analytical skills in managing tour guiding assignments.
UNIT-1	<p>Introduction: The tourism system and the tour guides; understanding tour guiding; role and responsibility of tour guides; qualities required by a tour guide; personal hygiene and grooming checklist for tour guides; tour guiding in India</p> <p>Steps to becoming a tour guide: The guidelines for the selection and grant of guide license to Regional Level Tourist Guides (RLG); code of conduct for tour guides in India; training opportunities for a tour guides-The World Federation of Tourist Guide Associations(WFTA); IITM; Challenges encountered by tour guides in India</p>
UNIT-2	<p>Developing effective communication skills for tour guides: concepts related to communication in tour guiding operations; reasons for communicating; the process of communication; features of effective communication in tour guiding operations; barriers that may hinder effective communication; effective Communication Strategy</p> <p>Presentation Skills: understanding presentation skills; the importance of a presentation; what makes a good presentation? Characteristics of a good presenter; what makes a poor presentation? grooming habits of a presenter</p>
UNIT-3	<p>Dynamics of commentary: steps in delivering a tour commentary; keeping tour commentary fresh; paraphrasing; top visual Priority(TVP); too much information(TMI); position triangle</p> <p>Guiding context: general dos and don'ts for tour guides; guiding on walking tours; guiding on coach; guiding on museum; guiding at a religious place; guiding at archaeological site; guiding on a nature walk</p> <p>Tricks of the trade : handling difficult tourists; handling questions; handling emergencies; search for information; responsible guiding</p>
UNIT-4	<p>Interpretation :Meaning of interpretation; the history of interpretation; types of interpretation; skills required for interpreters; the interpretive equation; principles of interpretation- Tilden's principles of interpretation; interpretation techniques</p>
UNIT-5	<p>Heritage Interpretation: the role of site interpretation in the heritage setting; the key principles of heritage interpretation; presentation and interpretation at a World Heritage site-A case of destination enlightenment</p> <p>Nature Interpretation: concept; perspective; approach and principles of nature interpretation.</p> <p>Setting up a tour guiding business: Business Plan for Tour Guiding Company</p>

Signature *Prof.* *3*

PGTTM2F002T

Tour Guiding and Interpretation

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

- Enhance competencies of innovative problem solving, communication skills, variety of interpretive talks using narratives, visual and symbolic representations.

- Apply the knowledge/concepts of Tour Guiding and Interpretation to real world situations in individual and team-based work and display creative and analytical skills in managing tour guiding assignments.

Course Code	PGTMM3C001T
Course Title	Tourism Entrepreneurship and Venture Creation
Course Credit	04
Total Marks	100
Course Objectives	<p>The major emphasis of the course will be on creating a learning system through which MBA (TTM) students can acquaint themselves with in-depth appraisal of topics in the Entrepreneurship & New Venture Creation and special challenges of starting new ventures and introducing new product and service ideas in tourism and allied sectors.</p> <ul style="list-style-type: none"> ▪ To instill a spirit of entrepreneurship among the students participants. ▪ To provide a holistic overview on the competence needed to become an entrepreneur. ▪ To develop necessary knowledge and entrepreneurial skills among the students. ▪ To give insight into starting new venture in tourism and allied sectors.
UNIT-1	<p>Entrepreneurship- Theory & Practice:</p> <ul style="list-style-type: none"> ▪ The concept of entrepreneurship ▪ Theories of Entrepreneurship ▪ The entrepreneur : Definition and concept ▪ Classification of entrepreneurs ▪ Entrepreneurial competencies ▪ Characteristics of entrepreneurs ▪ Role of entrepreneurship in nation building ▪ Social Entrepreneurship: Concept and Case of Ashoka Innovators for the Public
UNIT-2	<p>New Venture Creation-Exploring Tourism Business Opportunities:</p> <ul style="list-style-type: none"> ▪ Creativity, Innovation and Entrepreneurship ▪ Innovation-driven Entrepreneurship: Putting India in the Global Map ▪ Understanding Business Incubation ▪ Role of R & D and University/institutions in creating new venture ▪ Tourism Industry & SMTEs perspectives ▪ Tourism-related business opportunities ▪ Tourism Industry Verticals ▪ Developing Entrepreneurial Marketing: Networks and collaboration • Financial support for new venture creation-Role of banks, Venture Capital, Angel funding etc.
UNIT-3	<p>New Venture Creation-Feasibility Study and Business Plan</p> <ul style="list-style-type: none"> ▪ Feasibility study: Testing your business Ideas ▪ Feasibility study: advantages/disadvantages ▪ Purpose of feasibility study ▪ Components of feasibility study: Market feasibility Production/Technical feasibility, Financial feasibility and Organizational/ Management feasibility <p>Business Plan-The Roadmap to Success:</p> <ul style="list-style-type: none"> ▪ Definition ▪ Principles of planning ▪ Purpose ▪ Importance of business planning ▪ Components of business plan ▪ Format of a Business Plan ▪ Project Proposal for Tourism Business Verticals (e.g. SMTEs, CBTEs and STEs, etc.)
UNIT-4	<p>Government Policies and Initiatives:</p> <ul style="list-style-type: none"> ▪ Policy Framework of Ministry of Skill Development & Entrepreneurship ▪ National Policy on Skill Development & Entrepreneurship-2015 ▪ Ease of Doing Business- Central Government Initiatives ▪ Make In India and Start-ups India etc. ▪ Business Support Organizations/Institutions (NSTEDB, NIF, NIESBUD, EDII, IIE, JKEDI etc.).
Unit-5	<p>Setting up a Tourism MSMEs:</p> <ul style="list-style-type: none"> ▪ Micro, Small, Medium Enterprises Development (MSMED) Act. ▪ Location of enterprises ▪ Factors influencing the location of projects ▪ Steps for starting a MSMEs ▪ Selection of types of ownership organization ▪ Guidelines for selected Tourism Enterprise (e.g., Bed and Breakfast, Guest House, Restaurant (Stand alone), Domestic Tour Operator, Travel Agency, Tourist Transport Operator, etc.).

Course Code: PLTMM3001T

Credit: 04

Reading
References

- Anil K. Lal and Ronald W. Clement (2005). Economic development in india: the role of individual enterprise (and entrepreneurial spirit), Asia-Pacific Development Journal, Vol (12), No (2), 1-39.
- Atu Bagus Wiguna and Asfi Manzilati(2014).Social Entrepreneurship and Socio entrepreneurship: A Study with Economic and Social Perspective. Procedia - Social and Behavioral Sciences 115 (2014) 12 - 18.
- Alison Morrison, Mike Rimmington and Claire Williams (1999). Entrepreneurship in the Hospitality Tourism and Leisure Industries. Elsevier Ltd.
- Chowdhary, N & Prakash, M (2010). Managing A Small Tourism Business, Matrix Publication, New Delhi
- Danilo L. Fonollera (2009). Feasibility Study, Project Proposal and Business Plan. Western Midanao state University, Philippines.
- Developing Ecosystem for Knowledge to Wealth Creation, National Science & Technology Entrepreneurship Development Board (NSTEDB) Department of Science & Technology.
- Entrepreneurship: New Venture Creation by David H. Holt.
- Mihai Lisetchi and Laura Brancu(2014). Procedia - Social and Behavioral Sciences 124 (2014), 87 - 92.
- Michael Morris (2011). Starting a Successful Business. Koganpage
- The effect of entrepreneurship on national economic growth: an analysis using the GEM database.
- Vasant Desai (2014).The Dynamics of Entrepreneurial Development & Management. Himalaya Publication House.
- W. Zhao et al.(2011). Social capital and tourism entrepreneurship, Annals of Tourism Research 38 (2011), 1570-1593.

Pranav

Pranav

Semester III

Course Code	Course Name	Learning Outcomes
PGTMM3COO1T	Tourism Entrepreneurship and Venture Creation	<p>Upon completion of this course, the students will be able to:</p> <ul style="list-style-type: none">· Develop business plan for new venture· Take challenges of starting new ventures and introducing new product and services.· Create start-ups for "Atmanirbhar Bharat"



Three handwritten signatures in blue ink are present below the table. The signatures are stylized and appear to be in cursive or a similar script. One signature is on the left, and two are on the right, one above the other.

COURSE CODE:	PGTTM3C002T
COURSE TITLE:	Inbound Operations Management
COURSE CREDIT:	04
TOTAL MARKS:	100
COURSE OBJECTIVES:	<ul style="list-style-type: none"> To comprehend the planning and execution of the inbound tourism operations in the most efficient and effective manner whilst ensuring the utmost level of professionalism. To make students aware of the competencies which are expected of them as inbound tourism professionals by the tourism industry. To create awareness about the various famous destinations of inbound tourism. To create awareness about the most promoted itineraries for the inbound tourists by the top tour operator organizations. To make students aware of the present inbound tourism scenario and the formalities required in the execution process. To develop the skills of working on the software of Computerised Reservation System and Global Distribution System.
UNIT-I	Inbound Tourism Process: Definition / Meaning of inbound tourism, Importance of Networks; B2B and B2C, Source Markets of inbound tourism, Marketing Initiatives, Booking and Execution, Inbound tourism scenario in India, Challenges and opportunities in Inbound Tourism, Importance of Inbound Tourism to India. Trade Fairs & Exhibitions (SATTE, GITB and others)
UNIT-II	Mega Inbound Tourism Circuits: Golden Triangle of India, Golden Triangle of Odisha, Buddhist Circuits of India, Jainism Circuits of India, Char Dhams of India, etc. Assam: National Park Mega Circuit National Park Mega Circuit covering Manas, Orang, Nameri, Kaziranga, Jorhat, Sibsagar & Majouli Bihar: Bodhgaya-Rajgir-Nalanda- Circuit Goa: Churches of Goa Gujarat: Dwarka-Nageshwar-Bet Dwarka Circuit Uttarakahnd: Haridwar-Rishikesh-Munikireti Circuit, Char Dhams of Uttarakhand. Internationally attractive circuits of Ladakh, Kerala and Karnatka
UNIT-III	Itinerary Analysis of the Top Four Operators: <ul style="list-style-type: none"> o Cox & Kings o Le Passage to India o Thomas Cook o Kuoni o Online Travel Agencies (OTAs) o Others <p>Comparative study of the old and established trade organizations with the upcoming trade organizations like Holiday Links Pvt. Ltd and others General information about Indian Railways, Types of rail tours in India, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc., Ind-rail Pass. Comparison.</p>
UNIT-IV	Inbound Tourism Scenario and Formalities: Inbound tourism statistics, VOA (Visa on arrival) to different countries and its formalities, Regulations for NRI/Indian Diaspora, characteristics of best itinerary, feasibility check of an itinerary, useful linkages with hotels, transportation and excursion points, procedure of introducing new itineraries and problems involved in it, Knowledge of seasonality, special rates, price undercutting in tourism and its remedies for successful business exchange programs, decision of percentage mark ups, costing as the marketing tool. Special Permit Zones / Innerline Permit Zones, Guides and Tour Escorts, Traditional and Uprising Motivations of Inbound tourists
UNIT-V	Nesting of the Tourism Trainees: Induction, Organization Culture (Cases of leading travel houses), Competencies expected: Networking ability, amicability, techno savvy, initiative, confident, time management, analytic skills, written and verbal communication skills, etc. First hand information retrieval from the industry people in the local area regarding what is expected from a tourism professional. Practical exposure to the working of software's of CRS and GDS
REFERENCES	<ul style="list-style-type: none"> • <i>Tourism Products of India by Manoj Dixit and Charu Sheela</i> • <i>Lonely Planet: India</i>

m

[Handwritten Signature]

[Handwritten Signature]

PGTTM3COO2T

Inbound Operation
Management

Students will be in know of the various important processes involved in the making of inbound tourism system.

Students will learn about the current status of India's Inbound tourism in terms of statistics, opportunities and challenges..

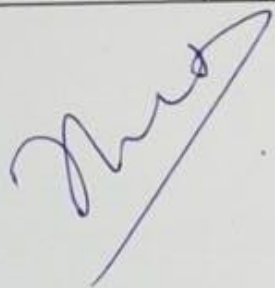

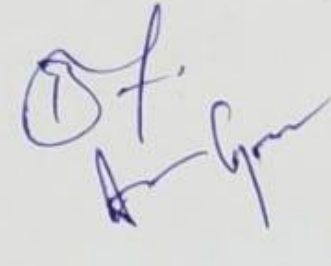
Students will become aware of the various initiatives at governmental level.

Students shall learn to make itinerary for inbound tourism

Students will be in know of the various formalities like visa and understanding about the meaning of the terms used for Indian diaspora

Students will know about the importance of Indian railways in inbound tourism

Stendents will be able to appreciate the importance of various competencies needed to be a successful inbound tourism professional.

COURSE CODE:	PGTTM3C003T
COURSE TITLE:	OUTBOUND OPERATION MANAGEMENT
COURSE CREDIT	04
TOTAL MARKS	100
COURSE OBJECTIVES:	The purpose of this course is to acquire in-depth knowledge about the Outbound operations and the necessary formalities involved in it. The objectives of this course it to give injunction to the student about the outbound operations. The course covers the major outbound destinations and the some of the popular outbound itineraries.
UNIT-1	INDIA'S OUTBOUND TOURISM : Outbound tourism and its challenges, Top outbound tourism markets of India, Factors influencing the Outbound Tourism of India, Changing profile of Indian Tourist : Demographic dividend for the Indian tourism industry ,Understanding the cash rich/time poor status of new form of travelers, Changing buying habits, Internet technology and outbound tourism , Greater proliferation of the Internet, growth in low-cost air carriers, secure payment mechanisms, Indian railways portal ,rise in online sales in the travel industry, Niche Travel Drives India Outbound ,Look East Policy etc.
UNIT-2	GLOBAL OUTBOUND TOURISM SCENARIO: Factors affecting Outbound and regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in outbound tourist mobility, SoLoMo trend: Reshaping consumers in the travel industry, Understanding Growth Markets: China & India , Trends and Influences shaping Urban India & China, Cinema and Outbound Tourism ,Political aspects of the outbound travel, tourism Barriers to travel, regulations, need for government support to promote outbound tourism, political stability, Importance of travel advisories, political risk, and crisis management outbound tourism .
UNIT-3	DESTINATION PERSONALITY ASSESSMENT: Understanding the leading tourism markets of the world, Europe, North America, Asia, Escorted International Group Tour Packages, Different Tour Packages, America tour package, Canada tour packages, African tour packages, South east Asia tour packages.
UNIT-4	CONTEMPORARY OUTBOUND TOURISM TRENDS : Glocalization, Experiential form of travelling , Backpackers, Flash Packers, Gen Y and Outbound Travelers, Bar-bell Effect in Tourism, Buddy-mooners, Pester-power, DEWKS,DINKS, Self Drive tours , Concepts of airbnb,rome2rio web portals, Couch surfing, OYO Rooms, Home Exchange, UBER, OLA Cab etc. in Outbound Tourism
UNIT-5	Accreditation Programme for Outbound Tourism : Britagent,100%Pure Newzealand , Aussie Expert, Golden Agent, FUNDI etc.
REFERENCES	<i>Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge Hall, CM and Page, S.J. The Geography of Tourism and Recreation, Routledge.</i>

Roman

Prof.

5

PGTMM3COO3T	Outbound Operation Management	<ul style="list-style-type: none"> · Identify the core concepts of outbound tourism and its role in businesses or organizations · Understanding the factors influencing the Outbound Tourism of India · Understanding the leading tourism markets of the world- Europe, North America, Asia · Understanding the factors affecting Outbound and regional tourist movements · Understanding the contemporary trends in outbound tourist mobility · Understanding the concepts of Airbnb, Couch surfing, OYO Rooms, UBER, etc.
-------------	-------------------------------	---

[Handwritten signature]

[Handwritten signature]



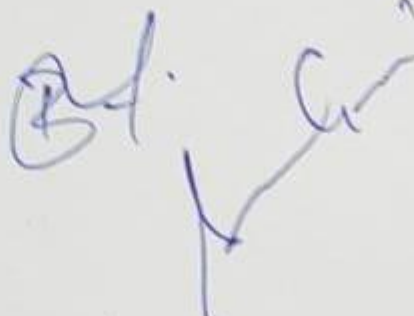
Course Code	PGTMM3C005S
Course Title	Summer Training-Report and Evaluation
Course Credit	04
Total Marks	100
Course Objective	The objective of this course is to enable students to develop an aptitude of research aptitude, the course shall develop the ability and expertise from where to conduct review/situational/observational analysis of the tourism industry.
Course Contents	The guidelines and detailed instructions to complete dissertations will be given by the mentors allocated by the Department.
Evaluation	The report would be evaluated by an external/internal examiner, nominated by the University, out of 100 points.

Pranav

Prof.

3

PGTMM3CO05S	Summer Training Report- Presentation and Evaluation (MOOC available on SWAYAM/NPTEL	Upon completion of this course, the students will be able to: <ul style="list-style-type: none">· Relate class room learning to practice· Make an informed career choice after exposure to the actual work environment· Observe the systems, processes, interactions and human relations in the organization· Get an opportunity to understand the expectations of industry· Prepare themselves for final placements
-------------	--	--

COURSE CODE	PGTMM3F001T
COURSE TITLE:	Event Management
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	The purpose of this course is to provide students with a comprehensive overview of the event management, the potential of MICE and to gain an awareness of the significance of the travel trade fairs in the industry.
UNIT-I	Introduction: History and growth of events; meaning, characteristics and types of events; Social, Economic, Political and Developmental implications of events.
UNIT-II	Dynamics of Event Management: Event Planning and organizing; Event preparation, logistics and support services; Financial management; Event Marketing; Event sponsorship, Risk management, Post Event assessment, Case study of ITPO.
UNIT-III	Introduction to MICE: Components of MICE, Economic and Social significance of MICE, Introduction to professional meeting planning: associate, Corporate and independent meeting planners; Convention Visitor Bureaus-ICPB and ICCA. Travel Trade Fairs: ITB, WTM, BTF, PATA Travel Mart, KTM, IITM
REFERENCES	<ul style="list-style-type: none"> • Joe Goldblatt, <i>Special Events: A New Generation and the Next Frontier</i>, 6th Edition. • Leonard H. Hoyle (2002), <i>Event Marketing</i>, John Wiley and Sons, New York. • Anton Shone & Bryn Parry (2002), <i>Successful Event Management</i>, Cengage Learning. • Bhatia A.K. (2001), <i>Event Management</i>, Sterling Publishers, New Delhi. • David C. Watt (1998), <i>Event Management in Leisure and Tourism</i>, Pearson, UK.

Aslan

Prof.

5

PGTTM3FOO1T	Event Management	<p>Develop an understanding of Event Management, the roles & responsibilities of Event Management.</p> <p>Understand the importance of communication for leadership & decision making in Event Management.</p> <p>To acquire competencies to plan a proposal on management of an event.</p>
-------------	------------------	---






COURSE CODE:	PGTTM3F002T
COURSE TITLE:	Aviation Management
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	To familiarize about the dynamics of aviation industry, airline reservation and ticketing.
UNIT-I	Introduction to Airline Industry: History, growth and development of aviation industry; Current and future trends; Aviation Organizations; International Conventions: Warsaw Convention, Chicago Convention.
UNIT-II	Airline Geography: IATA Areas, Time Calculation: GMT Variation, Standard Time, Elapsed Time, Flying Time, Daylight Saving Time. Introduction to Airline Operational Terms: IATA codes and decodes of Airlines, Aircrafts, Airports, Country, City and Currency. Types of Airlines, Types of Aircrafts.
UNIT-III	Airline Reservation and Ticketing: Introduction to CRS and GDS; Reservation procedure; Travel Documentation; Airport Facilities, Baggage handling procedures and practices. IATA-UFTAA Fare Formula; Fare Components, Fare Types.
REFERENCES	<ul style="list-style-type: none"> • <i>IATA Ticketing Handbook.</i> • <i>Jagmohan Negi (2005). Air Travel Ticketing and Fare Construction, Kanishka, New Delhi.</i> • <i>Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.</i> • <i>Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.</i> • <i>Air Traffic Manuals.</i>






PGTTM3FOO2T

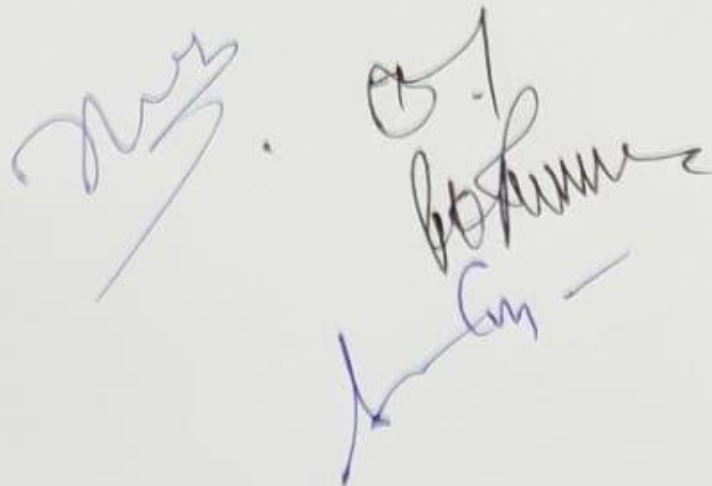
Aviation Management

To offer wide exposure to the students to handle issues in Aviation related businesses professionally.

To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy in Aviation Tourism Management.

To sharpen soft and hard skills among the students for being better professionals in Aviation Tourism Management.

To promote entrepreneurial skills among students, for promoting a better ecosystem of business in Aviation Tourism Management.

Handwritten signatures in blue ink, including a large signature on the left and a smaller one on the right with a horizontal line underneath.

COURSE CODE	PGTTM3F003T
COURSE TITLE:	Adventure Tourism Management
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of adventure tourism technicalities, markets and trends. This course will develop an understanding of various organizations working in the field of adventure tourism.
UNIT-I	Introduction to Adventure tourism, Definition and history of adventure tourism, Various components of adventure tourism, Typologies of adventure tourism, Popular adventure tourism activities, Understanding the Adventure tourist and Adventure travel Motivators, Case Study of Himachal Pradesh, Uttarakhand, New Zealand.
UNIT-II	Adventure tourism markets, Global trends, Future challenges and opportunities in adventure tourism markets, Marketing, Risk Management, Ethical issues in adventure tourism, Training in adventure tourism, Popular adventure programs in India, Socio-economic and Environmental impacts of adventure tourism.
UNIT-III	Various tools and techniques used in mountaineering, Trekking and White Water rafting, Different grades of adventure (with special reference to trekking, rafting and climbing), Mountain manners, ATTA, ATOAI. Role and history of IMF and Mountaineering Institutes in developing the adventure tourism in India.
REFERENCES	<ul style="list-style-type: none"> • Swarbrooke J., C. Beard, S. Leckie and G. Pomfret: <i>Adventure Tourism-New frontier</i>, Butterworth Heinenmann, London. • Buckley, Raif: <i>Adventure Tourism</i>, CABI: Oxfordshire, UK. • Negi Jagmohan: <i>Adventure Tourism and Sports-Risks and Challenges (a set of two volumes)</i>, Delhi, Kanishka. • Malik, S.S.: <i>Adventure Tourism</i>, Delhi: Rahul. • <i>Adventure Tourism Report</i>, 1997. http://www.tia.org/pubs/domestic.asp?PublicationID=40. • <i>Adventure Travel Society</i>, 2011. http://www.adventuretravel.com/research_definitions.htm • Darst P., and G. Armstrong: <i>Outdoor Adventure Activities for School and Recreation Programs</i>, Minneapolis, MN: Burgess. • Ewert, A.W.: <i>Outdoor Adventure Pursuits</i>, Worthington, Ohio, Publishing Horizons Inc..

Pranami

Pr.

5

PGTTM3FOO3T	Adventure Tourism Management	<p>To offer wide exposure to the students to handle issues in Adventure tourism related businesses professionally.</p> <p>To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy in Adventure Tourism Management.</p> <p>To sharpen soft and hard skills among the students for being better professionals in Adventure Tourism Management.</p> <p>To promote entrepreneurial skills among students, for promoting a better ecosystem of business in Adventure Tourism Management.</p>
-------------	------------------------------	--

B. A.
Pranveer
K. G.



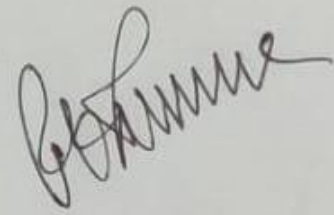
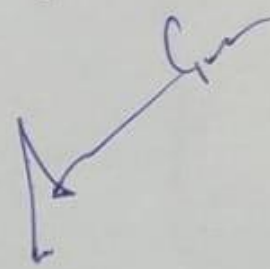
COURSE CODE	PGTTM3F004T
COURSE TITLE:	Cross Cultural Management in Tourism
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	This course will focus on issues related to managing inter cultural interactions as primarily the tourism business is focused on handling people with various cultural beliefs. It highlights the importance of recognizing and addressing cross cultural sensitivities. A large part of tourism business is to either handle inbound tourists or accompany tourist to an outbound destination. In both cases a tour manager must prepare for cross-cultural sensitivities. This course will discuss issues related to managing intercultural interactions.
UNIT-I	Introduction to Cross Cultural Management: Elements and Characteristics of Culture, The Globalization & Cultural Diversity, Culture and Social groups, Debates surrounding the concept of Culture; Expatriate Managers: Reasons for Using Expatriates, Challenges faced by Expatriates, Selection of Expatriates, Cross-cultural Training. The interacting Spheres of Culture- Influence on Workforce Culture
UNIT-II	Cultural Theories and Practice: Cultures as Adaptive Systems, Ideational Theories of Culture: Cultures as Cognitive Systems, Cultures as Structural Systems, Cultures as Symbolic Systems; Intercultural Theories: Acculturation Theory, Enculturation Theory, Social Exchange and Social Representation Theory. Cross Cultural Comparisons: Motivation and Leadership Across cultures, Differences among International Societies like the United States, China, Russia, Islamic Civilization, India etc.
UNIT-III	The Dimensions of Culture: Edward Hall Model, Kluckhohn-Strodtbeck Model, Geert Hofstede's Model, Trompenaars-Seven dimensions of culture, The GLOBE Study; Intercultural Communication: Communication Styles across cultures; Cultural Influences on Tourist Behavior; Intercultural communication and negotiation process; Culture Shock.
REFERENCES	<ul style="list-style-type: none"> • Hodgetts Richard and Luthans, Fred (2008). <i>International Management: Culture, Strategy and Behaviours</i>, New Delhi: Tata McGraw Hill. • Hooker, John (2003). <i>Working Across Cultures</i>. Stanford: Stanford University Press. • David C. Thomas & Mark F. Peterson (2014). <i>Cross Cultural Management: Essential Concepts</i>. Sage Publication. • ShobhanaMadhavan (2011). <i>Cross- Cultural Management: Concepts and Cases</i>. Oxford University Press.

Shobhana

Prof.

h

PGTTM3FOO4T	Cross-Cultural Management in Tourism	<p>On completion of this course, the students will be able to understand the concepts related to Management process understand an organisation's characteristics and how they might impact on management practices. The course will help students to learn how to demonstrate the roles, skills and functions of management and to diagnose and solve organizational problems and develop optimal managerial decisions and appreciate how organisational structure and culture contribute to management control in organizations.</p>
-------------	--------------------------------------	---

COURSE CODE	PGTMM3F005T
COURSE TITLE:	Tourism Product Designing & Development
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	The overall objective of this course is to provide students with an understanding of the tourism product designing and development in general; and the specific skills and steps required in Tourism product development. The subject will develop students' awareness of the importance of the Tourism product development at both regional and national level, and at the same time, students will also familiarize themselves with the key elements and processes of tourism product development, and the theoretical concepts and principles underlying them.
UNIT-I	<p>Definitions, Determinants and Influences:</p> <ul style="list-style-type: none"> • Defining Tourism Product Development(TPD) • Variables Influencing Tourism Product Development • The Tourism Destination and its Characteristics • Determinants and Indicators of Tourism Product Development • Destination Strategy for Tourism Product Development • Role of Destination Authorities in Tourism Product Development (e.g. MoT, GoI or NTO/NTA/DMOs)
UNIT-II	<p>Principles and Procedures of Tourism Product Designing & Development:</p> <ul style="list-style-type: none"> • Market Research(MR) • Stakeholder Consultation and Collaboration(SCC) • Market: Product Matching-Matrix(MPM) • Tourism and Product Development Areas (TDAs) • Clusters, Circuits and Events designing • Product Portfolio Analysis(PPA) • Investment Plan and Funding etc. <p>Steps in the Tourism Product Development Process:</p> <ul style="list-style-type: none"> • The Present Situation Analysis- PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, • Boston Consulting Group Matrix • Putting the Plan into Action
UNIT-III	<p>New Tourism Product and Package Designing:</p> <ul style="list-style-type: none"> • Meaning of tourism packaging and its importance • Packaging for group verses Individual traveler • Packaging verses product development • Indian Tourism Segments- SWOT analysis • Niche Tourism Products -Film tourism, Golf tourism, Adventure, rural tourism, MICE, Wellness, Medical, events etc
REFERENCES	<ul style="list-style-type: none"> • <i>Tourism Development Guide, Alberta Tourism, Parks and Recreation, Tourism Business Development, Research and Investment Branch</i> • <i>Handbook on Tourism Product Development, World Tourism Organization (UNWTO) and European Travel Commission (ETC)</i> • <i>Rich Harrill (2003). Guide to Best Practices in Tourism and Destination Management, Georgia Institute of Technology Economic Development Institute Tourism and Regional Assistance Centers (TRACS).</i> • <i>A Handbook for Tourism Development, East mid Lands Tourism.</i> • <i>Tourism Development Handbook, Ontario Tourism Marketing Partnership.</i> • <i>Product Development Opportunities For Resource-based Operators, Ministry of Northern Development and Mines</i> • <i>Stephen L. J. Smith (1994). The Tourism Product, Annals of Tourism Research.</i> • <i>Tourism Destination Management Achieving Sustainable and Competitive Results, Sustainable Tourism: International Cooperation for Development, US Agency for International Development.</i> • <i>Manjula Chaudhary (2011). Tourism Marketing, Oxford University Press (OUP), India.</i> • <i>Packaging Handbook for Tourism Suppliers, Ontario Tourism Marketing Partnership (2010).</i>





PGTTM3FOO5T	Tourism Product Designing & Development	Upon completion of this course, the students will be able to: Understand key concepts related to new product development Develop and launch new product and services in tourism industry.
-------------	---	---

[Handwritten signatures]

COURSE CODE:	PGTTM31001T
COURSE TITLE:	Principles and Practices of Tourism
Course Credit	04
Total Marks	100
COURSE OBJECTIVES:	This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.
UNIT-1	Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism - Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.
UNIT-2	Tourism Industry; Structure and Components: Attractions - Accommodation - Activities - Transportation - F&B - Shopping - Entertainment - Infrastructure and Hospitality - Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., - Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.
UNIT-3	Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Intrain Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.
UNIT-4	Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect - Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism - MNC's in Tourism Industry.
UNIT-5	Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of J&K, FHRAI, IHA, IATA, TAAI, IATO.
REFERENCES:	Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex. Sunetra Roday et al (2009), Tourism Operations and Management, Oxford University Press.




PGTTM3IOO1T	Principles and Practices of Tourism	<p>After doing this course the learner will have the following learning outcomes:</p> <p>Learners will understand the very basic concepts and terminology of Tourism Studies.</p> <p>Learners will know about the nature of tourism and its various components.</p> <p>Learners will conceptually understand the various models as given by the various experts of the field.</p> <p>The course shall bring environmental consciousness by understanding various impacts of tourism.</p> <p>Bringing awareness about the functions and roles of various organisation having connection to tourism shall make the learners aware about the scope of activities involved in the tourism phenomenon.</p>
-------------	-------------------------------------	---



[Handwritten signature]

[Handwritten signature]

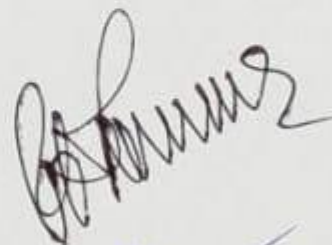
[Handwritten signature]

[Handwritten signature]

COURSE CODE:	PGTTM3I002T
Course Credit	04
Total Marks	100
COURSE TITLE:	TOURISM PRODUCTS OF INDIA
COURSE OBJECTIVES:	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the sales & marketing of the tourism product.
UNIT-1	Tourism Products: Definition, Concept and classification; Cultural Heritage of India - Stages of evolution, continuity; Heritage – Meaning, types of Heritage Tourism, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.
UNIT-2	Architectural Heritage of India, glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Jain, Buddhist and Islamic.
UNIT-3	Popular Religious Centres of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions. Selected case studies of World Heritage Sites in India (Taj Mahal, Khajuraho, Konark, and Ajanta & Elora Caves).
UNIT-4	Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts and textiles: important handicraft objects and centres, craft <i>melas</i> ; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy), regional variations
UNIT-5	Major wildlife sanctuaries, national parks and biological reserves; (Jim Corbett Tiger Reserve, Kanha, Kaziranga, Sasan Gir, Dachigam, Hemis, Ranthambhore and Keoladeo Ghana). Hill Stations, Beaches, Deserts and Islands of India.
REFERENCES:	Agrawal V.S.: <i>The Heritage of Indian Art</i> , Govt. of India Publication. Basham A L: <i>The Wonder that was India</i> , Tapling Publishing Co., New York Basham A L: <i>The Cultural History of India</i> , Tapling Publishing Co., New York Christopher Tadgell : <i>The History of Architecture in India</i> , Penguin, New Delhi Daljeet and PC Jain: <i>Indian Miniature Paintings</i> , Brijwasi Art Press Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai Dixit Manoj and Charu Sheela, <i>Tourism Product of India</i> , Lucknow: New Royal Publisher Jagannathan Shankutala : <i>Hinduism – an Introduction</i> , Vakils, Feffer and Simon, Mumbai Keay John: <i>India: A History</i> , Harper Collins Luniya B.N.: <i>Ancient Indian Culture</i> , Laxmi Narain Educational Publisher, Agra Pattanaik Devdutt: <i>A Handbook of Hindu Mythology</i> , Penguin Global Brown Percy, <i>Indian Architecture</i> . Venkataraman Leela: <i>Indian Classical Dance</i> , Roli Books Thapar Romila and Percival Spear: <i>History of India</i> , Orient Longman, New Delhi Sarina Singh et. al., <i>India</i> , Lonely Planet Publications, Australia

PGTTM31002T	Tourism Products of India	<p>After doing this course the students will have the following learning outcomes:</p> <p>Students will understand the importance of culture in terms of creating unique identity that helps create cultural differentiation needed as an important resource in tourism. Students will develop cognitive understanding about the significance of cultural diversity in tourism industry.</p> <p>Students will learn to relate historical narratives with the various tourism resources and products as an important tool for engaging the tourists' interest.</p> <p>The resource and product knowledge will enhance the competence to apply creativity in designing new products. This will enhance their professional competence needed in tourism industry.</p>
-------------	---------------------------	--



Option-1

COURSE CODE:	PGTTM4C004D
COURSE TITLE:	Dissertation
COURSE CREDIT:	08
TOTAL MARKS:	200
COURSE OBJECTIVES:	The objective of this course is to enable students to develop an aptitude of research aptitude. The course shall develop the ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry.
COURSE CONTENTS:	The guidelines and detailed instructions to complete dissertations will be given by the mentors allocated by the Department.
EVALUATION:	This report would be evaluated by an external/internal examiner, nominated by the university, out of 200 points.

Handwritten signature

Handwritten signature

Handwritten mark

Semester IV

Course Code	Course Name	Learning Outcomes
PGTMM4COO4D	Dissertation	<p>Upon completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> Develop an in depth understanding and insight of a relevant topic of specific interest. Demonstrated critical engagement with existing literature relevant to their topic. Use appropriate methodologies and to justify their use in the study context Analyse and present their data and to critically evaluate results to make logical conclusions. Report the research in a scholarly fashion appropriate to the disciplinary area Take up live research projects Make orientations towards research career.






Option-1

COURSE CODE:	PGTMM4C005S
COURSE TITLE:	On-the-Job Training: Report Presentation (6 months)
COURSE CREDIT:	08
TOTAL MARKS	200
COURSE OBJECTIVES:	<p>The objectives of this course is to enable students to:</p> <ul style="list-style-type: none"> • Develop and relate theory to practice; • Help themselves in making an informed career choice after exposure to the actual work environment • Observing the systems, processes, interactions and human relations in the organization; • Get an opportunity to understand the expectations of industry; • Prepare themselves for final placements
EVALUATION	<p>Students' presentations would be organized based on their On-the-Job Training reports. Presentations would be organized according to a predetermined schedule. They would give students feedback on their training reports. Based on feedback, students would submit a final report which would be evaluated by an external/ internal examiner, nominated by the University, out of 200 points.</p>

Prasanna

Pr

Sn

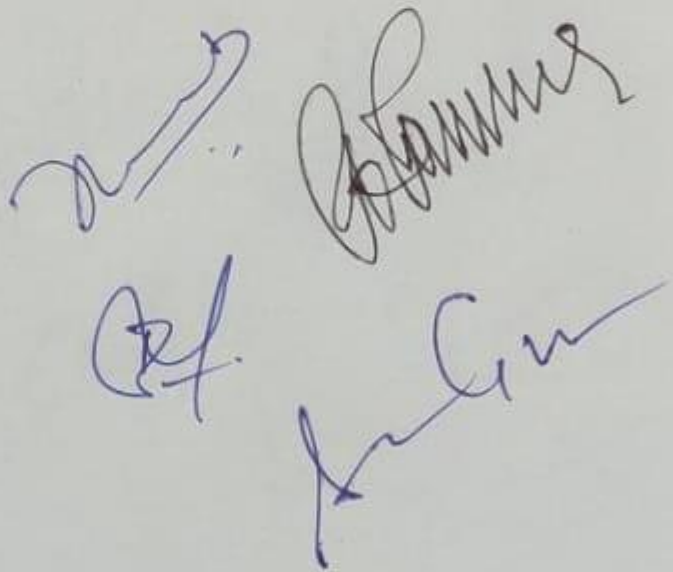
PGTTM4CO05S

On-the Job Training: Report
Presentation

1. Students will have a pragmatic exposure to the tourism industry in order to acquire new competencies and skills needed for a job in a real, or close to real, working environment.

2. Students will learn how to handling queries and ensure guest satisfaction and work like a professional.

3. Students will learn how to prepare project report and corporate presentations

Four handwritten signatures in blue ink are present on the page. The signatures are stylized and cursive, arranged in two rows. The top row contains two signatures, and the bottom row contains two signatures.

Option-2

Course Code	PGTMM4C006T
Course Title	Digital Marketing in Tourism
Course Credit	04
Total Marks	100
Course Objectives	The purpose of course is to disseminate the knowledge about the contemporary advancement of information technology, notably the digitalization/ Internet and the World Wide Web, To understand the challenges and opportunities for the tourism industry. Digitalization has considerably changed the role of each player in the value-creation process of the industry which must be clearly understood by the tourism professional to be successful in their professional endeavors.
UNIT 1	E-marketing: E-marketing and tourism, Changing marketing Landscapes, E-marketing -Strengths and applications, E-marketing communication modes in tourism, GenY-Expectation and Influence in tourism.
UNIT 2	Online Marketing Mix: Market Segmentation, Consumer Segmentation, Consumer and online travel purchase, Digital ecosystem, Models of Website visits, Web2.0 and marketing.
UNIT 3	Social Media: Social media and model by McKinsey, Social Media analytics and its importance for tourism, Viral Marketing, Social Curation and Brands, Guerrilla social media marketing, Marketing and Co creation in tourism.
UNIT 4	Online Campaign Management :Campaign Management, Twitter Marketing, Data driven marketing, Co-creating communities for brands, Netiquettes, Brand post popularity, Gamification in tourism
UNIT 5	Case Study : TripAdvisor, OYO, Travel Mobile Apps, Jet Airways, The Master Card- A world beyond cash Campaign etc.

References:


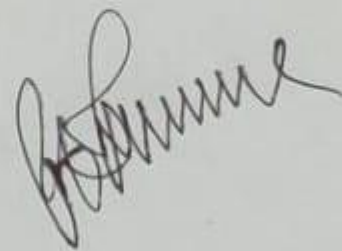

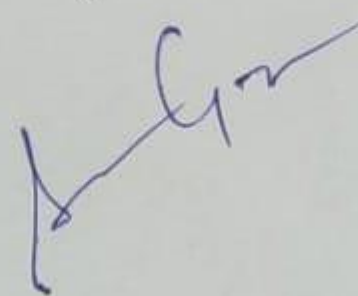
- Digital Marketing, Vandana Ahuja, Oxford Publication (2015)
- Sigala, M., Christou, E. and Gretzel, U. (2012). Social media in travel, tourism and hospitality. 1st ed. Farnham, Surrey, Burlington, VT: Ashgate Pub.
- Levinson, J. and Gibson, S. (2010). Guerrilla social media marketing. 1st ed.
- Buhalis, D. (2000) Tourism in an Era of Information Technology. In B. Faulkner, G. Moscardo and E. Laws (Eds.) *Tourism in the Twenty-first Century: Lessons from Experience*, London: Continuum.
- Wind, J. and Mahajan, V. (2001) *Digital Marketing*. New York, John Wiley & Sons.
- Kotler, P. and Armstrong, G. (1999) *Principles of Marketing* (8th edn). New York, Prentice-Hall.

[Handwritten signature]

[Handwritten signature]

[Handwritten mark]

PGTTM4COO6T	Digital Marketing in Tourism	<p>Student will be able to understand the core concepts of digital marketing and its role in businesses or organizations, digital marketing channels</p> <p>Student will be able to understand the difference between traditional marketing vs. digital marketing and its applications</p> <p>Student will be able to understand the relevance and importance of online advertising such as ad networks and behavioural targeting, social Media marketing platforms</p> <p>They will develop an understanding of the content marketing concepts & strategies</p>
-------------	------------------------------	--


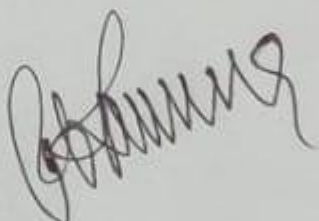
Course Code	PGTTM4COO7T
Course Title	Strategic Management in Tourism
Course Credit	04
Total Marks	100
Course Objectives: The present course aims to <ul style="list-style-type: none"> • Provide an in-depth review of the subject area applied to the travel and tourism industry and its component sectors. • Understand the strategic implications of managing an organization and rapidly developing industry in particular. 	
Unit-I Strategy and strategic objectives Meaning, Elements of strategy, Mission and mission statements, Strategic analysis, Strategic choice, Strategic implementation and management of change, Strategy and strategic objectives for travel and tourism organizations	
Unit-II Internal Analysis Purposes and components of Internal Analysis, The travel and tourism organization - competences, resources and competitive advantage, financial analysis and performance indicators, products and markets Case analysis in strategic management	
Unit-III External Analysis External environment for travel and tourism organizations – the macro context- STEEP analysis and the micro context- Competitive and collaborative analysis, SWOT analysis Case analysis in strategic management	
Unit-IV Strategic Choices Competitive strategy and strategic direction for travel and tourism organizations, Strategic methods of development for travel and tourism, Strategic evaluation and selection	
Unit-V Strategic implementation Strategic implementation for travel and tourism organizations, International and global strategies for travel and tourism organizations, Strategic management - present and future trends	
References: <ul style="list-style-type: none"> • Kazmi Business Policy & Strategic Management 2 nd Tata McGraw Hill • Thomson & Strickland Strategic Management: Concept & Cases 12th Tata McGraw Hill • Evans Nigel, Campbell David and Stonehouse George Strategic Management for Travel and Tourism, 2003, Butterworth-Heinemann 	

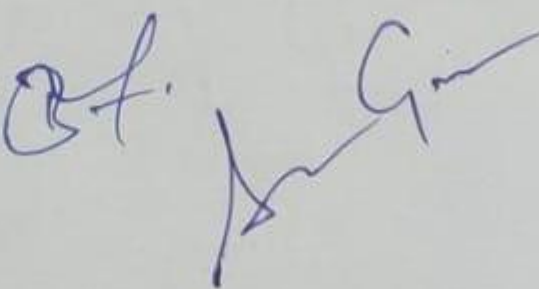
m

Signature

Signature

PGTTM4COO7T	Strategic Management in Tourism	<p>CO1: On completion of this course, the students will be able to understand the concepts related to Management process understand an organisation's characteristics and how they might impact on management practices.</p> <p>CO2: The course will help students to learn how to Demonstrate the roles, skills and functions of management and to diagnose and solve organizational problems and develop optimal managerial decisions and appreciate how organisational structure and culture contribute to management control in organizations.</p>
-------------	---------------------------------	--



COURSE CODE:	PGTTM4C008T
COURSE TITLE:	Customer Relationship and Services Management
Course Credit	04
Total Marks	100
COURSE OBJECTIVES:	<ul style="list-style-type: none"> ➤ The objective of the course is to invoke critical thinking and analysis of the concept of customer relationship management and enabling them to develop and manage CRM strategies. ➤ To familiarize with the issues of services management and its global context.
UNIT-1	Introduction to CRM: History and development of CRM, Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modelling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.
UNIT-2	CRM - Measurement and Data Management: Customer Information Databases - relationship life cycle - Customer Profiling - Customer Identification - Technology and Data Platforms - Database and Customer Data Development.
UNIT-3	Introduction to Consumer Behaviour: Market Segmentation – Consumer Decision Making – Motivation, Personality, Perception, Communication, Family & Peer group, Culture & Social Class.
UNIT-4	Services: Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters. Service Delivery – Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.
UNIT-5	CRM Practices in Services: CRM in Tourism, CRM in Insurance, CRM in Airlines, CRM in hotels, CRM in telecom, CRM in Pharmaceutical Industry, CRM in Retailing.
REFERENCES:	<ul style="list-style-type: none"> ➤ Alok Kumar, Rakesh Sharma & Chhabi Sinha: Customer Relationship Management Concepts & Application, Dreamtech Press. ➤ R. Baran, R. Galka: Customer Relationship Management, Cengage Learning. ➤ Buttle, Francis: Customer Relationship Management, Elsevier Publishing. ➤ Paul Greenberg: CRM at the Speed of Light - Essential Customer Strategies for the 21st Century, Tata McGraw Hill. ➤ Paul Greenberg and Marc Benioff: CRM at the Speed of Light - Social CRM Strategies, Tools, and Technologies for Engaging Your Customers, Tata McGraw Hill. ➤ K. Mukerjee: Customer Relationship Management-A Strategic Approach to Marketing, Prentice Hall India. ➤ G. Shainesh & J.N. Sheth: Customer Relationship Management, Macmillan Publications. ➤ Christopher Lovelock & Jochen Wirtz (2004), SERVICES MARKETING, Pearson Education, Delhi. ➤ Gilmore (2004), SERVICES MARKETING AND MANAGEMENT, Response Books, New Delhi. ➤ Andry Silmore (2001), Services MARKETING &

Adhawan

Prof. 7

5

	<ul style="list-style-type: none">➤ MANAGEMENT, SAGE Publications, Delhi.➤ Iqbal S. Sachdeva (2009), PUBLIC RELATIONS PRINCIPLES AND Practices, Oxford Uni., Delhi.➤ Jagdish Seethi, Etal (2000), CUSTOMER RELATIONSHIP MANAGEMENT. STANCLES A.Brown, Customer Relationship Management, John Wiley & Sons.➤ Lovelock (2003), SERVICES MARKETING – PEOPle, Technology & Strategy, Pearson, Singapore.➤ Zeithmal, Parasuraman & BERRY – DELIVERING QUALITY SERVICE, THE Free press, New York.➤ Schiffman/Kumar/Hansen, Consumer Behaviour 11/e, Pearson
--	--

Parasuraman

Ref

m

Parasuraman

PGTTM4COO8T	Customer Relationship and Services Management	Upon completion of this course, the students will be able to: Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models
-------------	---	---

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

COURSE CODE:	PGTMM4C009S
COURSE TITLE:	On-the-Job Training: Report Presentation (Six Weeks)
COURSE CREDIT:	04
TOTAL MARKS	100
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • The objectives of this course is to enable students to: • Develop and relate theory to practice; • Help themselves in making an informed career choice after exposure to the actual work environment • Observing the systems, processes, interactions and human relations in the organization; • Get an opportunity to understand the expectations of industry; • Prepare themselves for final placements
EVALUATION	Students' presentations would be organized based on their On-the-Job Training reports. Presentations would be organized according to a predetermined schedule. They would give students feedback on their training reports. Based on feedback, students would submit a final report which would be evaluated by an external/ internal examiner, nominated by the University, out of 100 points.

[Handwritten signature]

[Handwritten signature]

[Handwritten mark]

PGTTM4COO9S

On-the Job Training: Report
Presentation (six Weeks)

CLO 01: Students will have pragmatic exposure of tourism industry in order to acquire new competencies and skills needed for a job in a real, or close to real, working environment.
CLO 02: Students will learn how to handling queries and ensure guest satisfaction and work like a professional.
CLO 03: Students will learn how to prepare project report and corporate presentations

[Handwritten signature]

[Handwritten signature]
[Handwritten signature]

COURSE TITLE:	Tourism Enterprise Analysis
COURSE CODE:	PGTTMAF002T PGTTMAF002T
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	<ul style="list-style-type: none"> To provide students basic understanding of tourism enterprises. To guide the students in analyzing an enterprises, with respect to, a set of basic parameters.
COURSE CONTENTS:	<p>Enterprise History & Background: Establishment, Original and current promoters, Business group or business family to which it belong, Vision, Mission-Philosophy, Name of the Chairman, CEO, MD, CSR Initiatives, technical collaboration and any relevant information etc..</p> <p>Organization Structure: Organization Structure, Geographic (Domestic/Global) foot print at the time of inception and spread over the years, companies current head quarters, service locations in India and abroad, certification if any.</p> <p>Markets: Major customers, customer segments, key products/service, major brands, market share with product/service wise, advertising agencies, advertising punch line, slogan, logo etc..</p> <p>Financial: Data to be studied, tabulated, graphically depicted, analyzed and presented for last three five years for revenues, profitability and market capitalization etc..</p> <p>Governance: Overall philosophy, involvement in scam, insider trading issues, S & P rating, CRISIL rating etc.</p>
Evaluation	<p>Students shall do desk research and use secondary data sources such as Annual Reports, Corporate websites, Stock Market Websites to collect main information-facts and figure about the enterprise and its functions.</p> <p>Students shall work individually under the guidance of a faculty/assigned mentor from the Department. Students shall study various aspects of any two corporate entities (companies)/tourism enterprises of their choice. Focus should be on analyzing the information collected and gaining insights. Students shall submit a structured detailed report to their assigned mentor. The evaluation shall be made by the assigned mentor out of 50 marks.</p>

R. Ramani

[Signature]

M

PGTTM4FOO2T	Tourism Enterprise Analysis	Organization Structure of Tourism Enterprise Governance aspects of Tourism Enterprise Key success factors Tourism Enterprise
-------------	-----------------------------	--




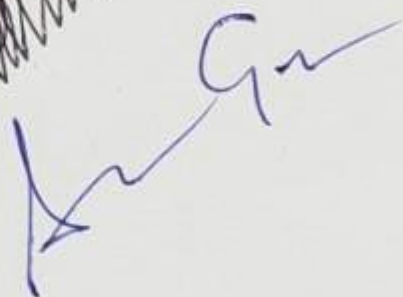
ms *BT*
Arjun
h.c.

Course Code	PGTTM4C002V
COURSE TITLE:	Comprehensive Viva-voce
COURSE CREDIT:	04
TOTAL MARKS:	100
COURSE OBJECTIVES:	There shall be an oral examination at the end of fourth semester of the programme that will test student on his comprehension of the subject knowledge acquired during the two years of learning.
COURSE CONTENTS:	This comprehensive oral examination would be evaluated by a panel of external/internal examiners, nominated by the University, out of 100 points. This viva would cover whole curriculum of degree programme and general understanding of tourism business
EVALUATION:	There shall be an oral examination at the end of fourth semester of the programme that will test student on his comprehension of the subject knowledge acquired during the two years of learning.

Johnson

Prof.
47

PGTTM4COO2V	Comprehensive Viva-Voce	Upon completion of this course, the students will be able to: Relate class room learning to practice Make an informed career choice after exposure to the actual work environment Observe the systems, processes, interactions and human relations in the organization Get an opportunity to understand the expectations of industry Prepare themselves for final placements
-------------	-------------------------	---

COURSE CODE	PGTTM4I001T
COURSE TITLE	TOURISM MARKETING
Course Credit	4
Total Marks	100
COURSE OBJECTIVES	The objective of this course is to acquaint the students with the basic understanding of Tourism Marketing, concepts and techniques used in tourism marketing both at micro and macro levels.
UNIT-1	Tourism Marketing: Uniqueness of Tourism Products, Concepts, Definition, Characteristics
UNIT-2	Tourism Marketing Mix, Service Quality and Service Gap Analysis Model
UNIT-3	Understanding Internal Marketing, External Marketing, Interactive Marketing and their importance in Tourism Marketing.
UNIT-4	Designing Customer driven Marketing strategy: Market Segmentation, Targeting, Differentiation & Positioning.
UNIT-5	Understanding the role of ICT innovations in Tourism Marketing.
References	Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken Tourism Marketing : Les Lumsdon Marketing for Tourism - J. Christopher Holloway & Chris Robinson Marketing Management - V.S. Ramaswamy , S. Namakuman Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho Marketing in Travel and Tourism - Victor T.C. Middleton Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.

Handwritten signature

Handwritten signature

Handwritten mark

PGTTM41001T	Tourism Marketing	Students will be able to understand the nuances and importance of services and service marketing. Students will understand the various models and its application in service marketing Develop critical thinking, analysis and service marketing from the management point of view through case studies, discussions and written assignments.
-------------	-------------------	---

B.L.

[Signature]

[Signature]

COURSE CODE:	PGTTM41002T
COURSE TITLE:	TOURISM GEOGRAPHY
Course Credit	04
Total Marks	100
COURSE OBJECTIVES:	Geography is the basic subject of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
UNIT-1	Importance of geography in Tourism, IATA Areas, Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourist movements.
UNIT-2	Europe - The main tourism resources (Man-made, Physical & Synthetic) Factors which makes Europe a leading Continent in terms of Tourist Arrivals & Tourism Receipts
UNIT-3	America - The main tourism resources (Man-made, Physical & Synthetic) of North America, South America and Latin America
UNIT-4	Africa & Australia : - The main tourism resources (Man-made, Physical & Synthetic) Factors which affects the growth and development of tourism in Africa
UNIT-5	Asia - The main tourism resources (Man-made, Physical & Synthetic) The factors affecting the growth and development in Asian Region, a case study of India
REFERENCES:	<p>Domline, B.C. and Chris Cooper, <i>The Geography of Travel and Tourism</i> Oxford Butterworth Heinemann</p> <p>Hall C.M. and Ingleton J. Pags, <i>The Geography of tourism and recreation Environment place & space</i>, London Routledge</p> <p>Patrice Douglas, <i>Tourism Today & Geographical Analysis</i>, New York Longman.</p> <p>Singh B.L., <i>India & Regional Geography</i>, Varanasi National Geographical Society of India</p> <p>Seth P.N., <i>Successful Tourism Management</i>, Sterling Publisher, New Delhi</p> <p>Sarvesh Singh et. al., <i>India</i>, Lonely Planet Publications</p>

Prof. Sarvesh Singh

Prof.

44

PGTTM41002T	Tourism Geography	<p>Understand the interrelation of geography, human geography and tourism and world travel patterns.</p> <p>Understand the characteristics of travel in individual destinations and regions and the geographical factors influencing them.</p> <p>Describe the physical and human geographic basis for the location of tourism attractions and major destination areas.</p> <p>Possess a working knowledge of the geography of the world in relation to tourism and be able to locate areas on the map.</p>
-------------	-------------------	---

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]