

PONDICHERRY UNIVERSITY

DEPARTMENT OF TOURISM

(BBA – TOURISM PROGRAM IN AFFILIATED COLLEGES)

REGULATIONS



SYLLABUS FOR BBA (HONORS) TOURISM

Effective from the Academic year 2023 – 2024

AFFILIATED COLLEGES

PREAMBLE
PONDICHERRY UNIVERSITY
BBA DEGREE COURSE
REVISED REGULATION & SYLLABUS

(UG PROGRAMME IN BBA TOURISM DEGREE COURSE)

The revised syllabus shall be effective from the academic year 2023 -2024 onwards.

DURATION OF THE COURSE

The Curriculum Framework designed by UGC for implementing NEP 2020 specifies that all Undergraduate (UG) degree programmes are to be for a period of 3 years leading to the award of UG Degree.

All UG courses shall focus on conceptual understanding and development of critical thinking in a given field of Study, incidentally, skills such as communication, teamwork, and leadership shall be embodied in the Teaching-learning process to facilitate career options in the given field of specialization.

AGE LIMIT

The rules as applicable to other Under Graduate courses as prevailing in Pondicherry University.

ELIGIBILITY FOR ADMISSION

Candidates for admission to the first year of the BBA (Tourism) degree shall require to have passed Higher Secondary course examination(+2) conducted by the Government of Tamil Nadu or any other equivalent system recognized by the Government of Puducherry based on the admission criteria laid down by Pondicherry University are eligible to apply.

LATERAL ENTRY

As per NEP, students have a choice of entry into the Programme of Study. UGC specifies that about 10% of seats over and above the sanctioned strength shall be allocated to accommodate the Lateral Entry students. The guidelines for lateral Entry are as follows:

1. Lateral Entry for II Year BBA Tourism:

Students should complete a UG **Certificate course/ UG Certificate in Tourism Operations (CTO) in with major subject as Tourism** from any University.

2. Lateral Entry for III Year BBA Tourism:

Students should complete UG **Certificate course/UG Diploma in Tourism Management (DTM) in with major subject as Tourism** from any University.

COURSE STRUCTURE

All Academic Programmes offered under NEP shall be offered in terms of credits. Each course/subject in a given Programme of study shall carry a certain number of credits which will be awarded on completion of the said course.

Exit of the Course:

NEP 2020 introduces the facility to breakdown the Programme of study at Undergraduate (UG) level after completion of every year of study. The students will be awarded the following:

1. Students who opt to exit after completion of first year will be awarded UG **Certificate in Tourism Operations (CTO)** provided they have earned a minimum of 42 credits and in addition, they have to complete work based vocational course /internship of 2 credits during the vacation of the First year
2. Students who opt to exit after completion of second year will be awarded UG **Diploma in Tourism Management (DTM)** provided they have earned a minimum of 84 credits and in addition, they have to complete work based vocational course/internship of 2 credits during the vacation of the Second year
3. Students who opt to exit will be awarded UG degree in BBA Tourism after successful completion of three years, provided they have earned a minimum of 124 credits.

MEDIUM OF INSTRUCTION

The medium of instruction for the BBA Tourism course shall be in English.

Arrear Exam:

A student who fails to secure 40% marks in aggregate is declared as Failed and he is eligible to take up supplementary examination by registering to the said course in the following Semester. All other candidates who failed due to shortage of attendance, those who are seeking to improve the grade shall repeat the course. Each student shall obtain 75% attendance to be eligible for appearing for End semester exams.

Letter Grades and Calculation of CGPA:

Total Marks Secured by a student in each subject shall be converted into a letter grade. UGC Framework has suggested a Country wide uniform letter grades for all UG courses. The following Table shows the seven letter grades and corresponding meaning and the grade points calculation of CGPA.

TABLE - 1

Equivalent Letter Grade	Meaning	Grade points for calculation of CGPA
O	Outstanding	10
A+	Excellent	9
A	Very Good	8
B+	Good	7
B	Above average	6
C	Average	5
P	Pass	4
F	Fail	0
Ab	Absent	0

In order to work out the above letter grades, the marks secured by a student (Total of IA and Semester End Exam) would be categorized for relative grading. The ranges of marks for each grades would be worked as follows:

Highest marks in the given subject	= X
Cut off marks for grading purpose	= 50 marks
Passing mark (for 4-year UG)	= 40
Number of grades (excepting P grade) (O, A+, A, B+, B, C)	= 6
Range of marks	= K

$$K = x - 50$$

$$\frac{\quad}{G}$$

The following table given the range of marks and letter grades. According to K value, one the following grading scheme will be followed.

Internal test Scheme:

The Principal of the College schedules the Mid Semester exam for all courses during the 8th/9th week of start of classes. All faculty members are expected to conduct this Mid-Semester exam for 1.30 hr duration and evaluate, upload the mark to the Controller of Examinations of University. Colleges are also requested to preserve the answer books of Mid-Semester exams until declaration of results by the University

Internal Assessment marks for Practical's/ Project work/Internships subjects:

Faculty member in-charge of Project shall evaluate the Project for 50 marks. The break up is as follows:

a) Observation note/ Demo note/ Work dairy/ etc.	20
b) Practical Record / Internship Report / etc.	30
Total	50

End-Semester University Exam:

Controller of Examinations (COE) of Pondicherry University schedules the End-Semester exams for all theory and practical subjects based on the university calendar.

A detailed Exam Time Table shall be circulated to all Colleges at least 15 days before the start of exams mostly during 15/ 16th week of the Semester. Question Papers shall be set externally based on BOS approved syllabus. All students who have a minimum of 70% attendance are eligible to attend the end-semester exams. The breakup of end semester marks:

a) Theory subjects: (Sec A, Sec B and Sec C) Questions from all units of syllabus	75 marks
b) Practical / Internship project Work subjects (Based on Practical exams / Presentation / Viva	50 marks

Consolidation of Marks and passing Minimum

Controller of Examinations of the University consolidates the Internal Assessment marks uploaded by the Colleges and marks secured by students in end- semester examination. The total marks will be converted into letter grades as shown in the following Table 1. As per NEP Regulations, the passing minimum is 50% marks (IA + End semester put together) However, Pondicherry University considers 40% marks as pass during first 3 years of study and students who secured less than 60 will be awarded P' (Pass Grade)

The course structure and coverage of topics are suggested by UGC in its draft documents, colleges/UG Boards of Studies may design the methodology for conducting these value added courses.

Summer Internship (2 Credits)

As per the guidelines all UG students should be exposed to 42 days Summer Internship in an industrial organisations/ Training Centres/Research Institutions, etc. Such Summer Internship is to be conducted in Second Semester and Fourth Semester. A review of report and award of grade based on Work based learning by students is to be recorded during the 3rd and 5th semesters.

a) Community Engagement and Service (CES) (2 credits)

All UG students are also mandated to participate in a 15 days community engagement activity during their vacation between 6th and 7th Semesters. This Community engagement activity is expected to expose the students to social problems of neighbourhood village students may prepare a report on the activities carried out for an award of 2 credits.

EVALUATION: Total Marks: 100

All Credit courses are evaluated for 100 marks. Internal Assessment component is for 25 marks and the End Semester University exam is for 75 marks. In case of Practical, Project work, etc., it is 50:50 marks for Internal and End-Semester Exams.

Break up of Internal Assessment Marks:

Total internal assessment mark for a theory subject is 25 marks. The breakup is:

a)	Mid semester exam (one) - 20 marks
b)	Percentage of attendance – 5 marks
Total – 25 marks	

Marks for Attendance are as follows:

Below 75 %	0
75% - 80 %	1
80% - 85 %	2
85 % – 90 %	3
90 % - 95 %	4
95 % - 100 %	5

(One each in natural Sciences, Physical Science, humanities) for uniform option of all UG students.

iv) Ability Enhancement (AEC) courses: (8 Credits)

All Undergraduate (UG) students are mandated to complete at least 8 Credits worth of Courses which focus on Communication and Linguistic skills, Critical reading, and writing skills. These courses are expected to enhance the ability in articulation and presentation of their thoughts at the workplace. Colleges may design these ability enhancement courses tuned to the requirements of a given major discipline. Eg. A course in Business Communication is more appropriate in place of literature/ prose/poetry.

a) English Language

Ability Enhancement course	
I English language	II Indian Language (two courses)
a) English language & literature – 1 and 2	a) Indian language & literature – 1 and 2
b) Functional English – 1 and 2	b) Functional language – 1 and 2
c) Communicative English – 1 and 2	c) Communicative language – 1 and 2

v) Skill Enhancement Course: (9 Credits)

These courses focus on imparting practical skills with hands-on Training. In order to enhance the employability of students, Colleges are expected to design such Courses that they deem fit for their students for better employment/entrepreneurship/career development, etc. Colleges may outsource the Skill Enhancement Courses to AICTE approved agencies for also conducting short term Training Workshops, Skill India initiatives of GOI and approved Trades by Skill development of corporation are to be considered. Short term Courses.

vi) Value Added Common courses (VAC): (8 credits)

Under NEP, the UGC has proposed for 6 to 8 credits worth of common courses which are likely to add value to overall knowledge base of the students. These Courses include:

- a) Understanding India
- b) Environmental Sciences/ Education
- c) Digital Technologies
- d) Health, Wellness, Yoga Education, Sports & Fitness

NEP Classification of Courses:

Major Disciplinary courses (MJD): (60/80 credits)

Major disciplinary courses are subject specific compulsory subjects that a student has to complete to obtain the UG/UG (Hons) Degree in the given discipline. Major disciplinary courses shall constitute 50% of the total credits.

All discipline specific major courses shall be designed for 4 credits each with one/two additional hours or guidance of teaching at Tutorials/ Practical's.

UG programmes may be offered in a single major discipline or in Multiple Major disciplines giving equal weightage in credits. For example a B.Sc. course may be in a single discipline like B.Sc. (Maths) or with multiple major disciplines like B.Sc. (Maths, Physics & Chemistry).

ii) Minor Disciplinary Course (MID): (24/32 credits)

Minor disciplinary courses refer to those subjects which are Allied/Specialization/Elective subjects to the Major discipline. These allied courses are expected to provide additional understanding of the subject in a specific focused area. For example a B.A. (Political Science) student shall study allied subjects like Public Administration, Sociology as these subjects have inter linkages with the Major Disciplinary subjects.

iii) Multi-Disciplinary courses (MLD): (9 Credits)

All undergraduate students are mandated to pursue 9 credits worth of courses in such Multi-disciplinary areas/ Courses out of 9/10 NEP defined subjects. Colleges may identify any 3 multiple disciplinary streams listed below based on availability of resources and manpower.

- a) Natural Sciences
- b) Physical Sciences
- c) Mathematics & Statistics
- d) Computer Science/Applications
- e) Data Analysis
- f) Social Sciences
- g) Humanities
- h) Commerce & Management
- i) Library Science
- j) Media Sciences, etc.

Students are expected to learn basic/introductory courses designed by other departments for this purpose. Colleges may list any 3 introductory courses

Breakup of Credits and Courses:

NEP Framework has specified the minimum number of credits that a Bachelor student has to earn in % year period. Table I specifies the number of credits and number of courses that a 3 year UG student is expected to complete in 3 duration.

Table 2
Breakup of credits and courses

Sl. No	Component	3 year degree
1	Major disciplinary courses	60 credits (15 courses of 4 credits each)
2	Minor disciplinary courses	24 credits (6 courses of 4 credits each)
3	Multi-disciplinary courses	9 credits (3 courses of 3 credits each)
4	Ability enhancement courses	12 credits (4 courses of 3 credits each)
5	Skill enhancement courses	9 credits (3 courses of 3 credits each)
6	Common value added courses	8 credits (4 courses of 2 credits each)
7	Winter project/Internship Community engagement	2 credits (1 field based course)
8	Total (3 year) credits required	124 credits

Every Undergraduate (UG) programme offered by a College shall confirm to the Structure specified by the UGC's Framework, 2023. A student of 3 year UG programme is mandated to complete a minimum of 124 credits. An UG student shall complete the following courses under different heads as listed below:

1. Major Disciplinary Courses
2. Minor Disciplinary Courses
3. Multi-Disciplinary Courses
4. Ability Enhancement Courses
5. Skill Enhancement Courses
6. Value added/Common Courses
7. Internships and Community Service based projects

SEMESTER\ WISE CREDITS AND HOURS OF WORK AS PER NEP

SEMESTER I				
Code No	Nature of Course	Title of the Course	Credits	Hours of Teaching
MJD 1	Major Disciplinary courses (compulsory)	MJD-1 Basics of Tourism	4	5
MID 1	Minor Disciplinary courses (choose any one)	MID-1(A) Soft skills and Personality Development	4	5
		MID-1 (B)		
		MID-1(C)		
MLD 1	Multi-Disciplinary courses (compulsory)	MLD-1. Natural Science	3	4
AEC I & II	Ability Enhancement courses I & II English or Indian Language	AEC-1 (A). Basic Language and Literature	2+1	4
		AEC-1 (B). Functional Language		
		AEC-1(C). Spoken communication		
		AEC-2 (A). Basic Language and Literature		
		AEC-2 (B). Functional Language		
		AEC-2 (C). Spoken communication		
SEC	Skill Enhancement Course (Any one)	SEC-1(A) Tour Guiding	3	4
		SEC-1(B)		
		SEC-1(C)		
VAC	NEP Value added common courses I & II (compulsory)	VAC-1. Environmental Studies	2	4
		VAC-2. Understanding India (Theory/Field based)	2	4
		Total Credits/ Total Hours of Work	20 Credit	30 Hours

Department floats 2 to 3 streams of minor courses (Allied/specialisations/elective) and student chooses any one

SEMESTER II				
Code No	Nature of Course	Title of the Course	Credits	Hours of Teaching
MJD 2	Major Disciplinary courses (compulsory)	MJD-2 Tourism Products of India	4	5
MID 2	Minor Disciplinary courses (choose any one)	MID-2(A) Business Communication	4	5
		MID-2 (B)		
		MID-2(C)		
MLD 2	Multi-Disciplinary courses (compulsory)	MLD-2. Physical Science	3	4
AEC III & IV	Ability Enhancement courses III& IV English or Indian Language	AEC-3 (A). Basic Language and Literature	2+1	4
		AEC-3 (B). Functional Language		
		AEC-3(C). Spoken communication		
		AEC-4 (A). Basic Language and Literature		
		AEC-4 (B). Functional Language		
		AEC-4(C). Spoken communication		
SEC	Skill Enhancement Course (Any one)	SEC-2(A) Tourism Start-ups	3	4
		SEC-2(B)		
		SEC-2(C)		
SKD	Skill Development Course	Summer Internship	2	4
VAC	NEP Value added common courses I & II (compulsory)	VAC-3. Digital Technologies (Theory/Field based)	2	4
		VAC-4 Health & Wellness/Yoga Education	2	4
		Total Credits/ Total Hours of Work	22 Credit	30 Hours

SEMESTER III

Code No	Nature of Course	Title of the Course	Credits	Hours of Teaching
MJD 3	Major Disciplinary courses (compulsory)	MJD 3: Management Practices in Tourism	4	5
MJD 4		MJD 4: Travel Agency and Tour Operations	4	5
MID 3	Minor Disciplinary courses (choose any one)	MID-3(A): Organizational Behaviour in Tourism	4	5
		MID-3 (B): _____		
		MID-3(C): _____		
MLD 3	Multi-Disciplinary courses (compulsory)	MLD-3 Humanities/Social Sciences	3	4
AEC V & VI	Ability Enhancement courses V& VI English or Indian Language	AEC-5 (A). Basic Language and Literature	2+1	4
		AEC-5 (B). Functional Language		
		AEC-5(C). Spoken communication		
		AEC-6 (A). Basic Language and Literature		
		AEC-6 (B). Functional Language		
		AEC-6 (C). Spoken communication		
SEC	Skill Enhancement Course (Any one)	SEC-3(A) Digital Technology in Tourism	3	4
		SEC-3(B)		
		SEC-3(C)		
		Total Credits/ Total Hours of Work	20 Credit	27 Hours

SEMESTER IV

Code No	Nature of Course	Title of the Course	Credits	Hours of Teaching
MJD 5	Major Disciplinary courses (compulsory)	MJD 5: Introduction to Hospitality	4	5
MJD 6		MJD 6: Aviation Management	4	5
MJD 7		MJD 7: Tourism Marketing	4	5
MID 4	Minor Disciplinary courses (choose any one)	MID-4(A): Cultural Tourism in India	4	5
		MID-4 (B): _____		
		MID-4(C): _____		
AEC VII & VIII	Ability Enhancement courses VII& VIII English or Indian Language	AEC-7 (A). Basic Language and Literature	2+1	4
		AEC-7 (B). Functional Language		
		AEC-7(C). Spoken communication		
		AEC-8 (A). Basic Language and Literature		
		AEC-8 (B). Functional Language		
		AEC-8 (C). Spoken communication		
SKD	Skill Development Course	MJD 15 – Summer Internship	2	4
		Total Credits/ Total Hours of Work	22 Credit	30 Hours

SEMESTER V				
Code No	Nature of Course	Title of the Course	Credits	Hours of Teaching
MJD 8	Major Disciplinary courses (compulsory)	MJD 8: Airfares and Ticketing	4	5
MJD 9		MJD 9: Travel Documentation	4	5
MJD 10		MJD 10: Sustainable Tourism	4	5
MID 5	Minor Disciplinary courses (choose any one)	MID-5(A): Basics of Accounting	4	5
		MID-5 (B): _____		
		MID-5(C): _____		
SKD	Skill Development Course	MJD 15 – Summer Internship	4	6
		Total Credits/ Total Hours of Work	20 Credit	26 Hours

SEMESTER VI				
Code No	Nature of Course	Title of the Course	Credits	Hours of Teaching
MJD 11	Major Disciplinary courses (compulsory)	MJD 11: Special Interest Tourism	4	5
MJD 12		MJD 12: Tourism Organizations	4	5
MJD 13		MJD 13: Destination Planning and Development	4	5
MJD 14		MJD 14: Educational Tour	4	5
MID 6	Minor Disciplinary courses (choose any one)	MID-6(A): Tourism Geography	4	5
		MID-6(B): _____		
		MID-6(C): _____		
Project	WP/Internship	Community Engagement	2	6
		Total Credits/ Total Hours of Work	22 Credit	25 Hours

SEMESTER VII

Code No	Nature of Course	Title of the Course	Credits	Hours of Teaching
MJD 16	Major Disciplinary courses (compulsory)	MJD 15: Human Resource Management in Tourism	4	5
MJD 17		MJD 16: Event Management	4	5
MJD 18		MJD 17: Legal Framework in Tourism	4	5
MID 7	Minor Disciplinary courses	MID-7(A): Research Methods in Tourism	4	5
MID 8		MID-7(B): Travel Writing		
		MID-7(C):_____		
		MID-8(A):_____	4	5
		MID-8(B):_____		
		MID-8(C):_____		
		Total Credits/ Total Hours of Work	20 Credit	25 Hours

SEMESTER VIII

Code No	Nature of Course	Title of the Course	Credits	Hours of Teaching
MJD 19	Major Disciplinary courses (compulsory)	MJD 18: Tourism Economics	4	5
		MJD 19: Information Technology for Tourism	4	5
MJD 20		MJD 20: E Commerce in Tourism	4	5
MID	Research Project or Major Disciplinary Course (Choose one) Or 3 Major Disciplinary Courses	Research Project (Alternatively)	8	10
			4*3	5*3
		Total Credits/ Total Hours of Work	20 Credit	25 Hours

SEMESTER I

MJD-1 Basics of Tourism

Unit –I: History of Tourism as a new discipline-evolution of Tourism as an academic subject; Definition of Tourism & its meaning, nature, scope, and importance; Components and Elements of tourism: ancillaries of Tourism

Unit-II: Types and typologies of tourism; Travel and tourism through the Ages: Early Travels, 'Renaissance' and Age of Grand Tours; Emergence of modern tourism, concept of 'Paid Holiday'; Linkages in Tourism industry

Unit-III: Tourism motivations; push and pull factors in Tourism; Growth and development of national and international Tourism-concerns and problems; Impact of Industrialization on Tourism; Impact of Technological Advancements on tourism industry.

Unit-IV: Accommodation: Types, procedure of categorization and classification of hotels; Modes of Transport, relative significance, challenges and measures to be taken by the travel operators; Concept of demand and supply in Tourism and unique features of tourist demand

Unit-V: Economic impacts of Tourism: income and employment, multiplier of tourism, balance of payment (BOP), foreign exchange, etc. Socio-cultural impacts of tourism: cultural exchange among nations and international understanding; Impacts of tourism on ecology and environment, need for Sustainable and Responsible Tourism and its development

References:

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; an Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C. Fletcher, J. Gilbert, D and Wanhill, S. (2002); Tourism : Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice, Kanishka Publishers, New Delhi - 02.
4. Kamra, Krishna, K, (2001) : Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi - 02.
5. Mishra, S.N, Sadual S, K(2008) : Basics of Tourism Management, Excel Books, New Delhi-28
6. Prasad, VVV and Sundari VBT (2009): Travel and Tourism Management, Excel Books, New Delhi - 28.
7. Raj K. (2002): Modern Dictionary of Tourism, Ivy Publishing House, Delhi-95.
8. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling publishers, New Delhi.
9. Annamalai Murugan, Basics of Tourism, Dominant Publishers.
10. Krishnan, K.K. (2001): Managing Tourist Destination; Development, planning, marketing, policies, Kanishka Publishers Distributors, New Delhi - 110002.
11. Bhatia, A.K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd., New Delhi.
12. Negi, J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Publishers Distributors, New Delhi - 110002.

MID-1(A) Soft Skills and Personality Development

Unit-I

Oral communication skills: Public speaking - Group presentations and discussions – Participation in meetings and interviews – Brainstorming - Designing and delivering presentations, Team Presentations – Non - Verbal communication: Forms of Non-Verbal communication, Interpreting non-verbal messages, Tips for effective use of Non-Verbal communication.

Unit-II

Skills development through practice: Listening skills and barriers; JAM sessions, Role Plays, Debates, Elocution, Mock Interviews, etc.; Persuasive Communication, Convincing Skills, Conversations.

Unit III

Spoken English skills: Vocabulary – word power; grammar –common errors and sentence building, phonetics; reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing.

Unit IV

Presentation skills and techniques; Personal grooming and business etiquettes – corporate etiquette, social etiquette and telephone etiquette, gestures and body, language, impression management - Image Building and Self Awareness- Developing Self Awareness- Projecting a winning personality-Attending Interviews.

Unit V

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

Reference Books

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S. K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
4. Meenakshi Raman & Prakash Singh (2012), Business Communication, Oxford University Press.
5. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.

SEC-1 (A)

TOUR GUIDING

Unit:1- INTRODUCTION TO TOUR GUIDING

Tour Guide, Tour Leader, Tour Guiding and Escorting- Meaning, Definition & Differences- Types of Tour Guide- Duties and Responsibilities of Tour Guide- Qualities of Tour Guide- Steps to become a Tour Guide- Tips for a Successful guide.

Unit:2- ROLE AND RESPONSIBILITIES OF TOUR GUIDE

Exploring and Educating the Tourist Sites, Bridging Local Community with Tourists, Teaching Host community Ethics, Norms and Practices. Delivering the right information about the Destination, Commanding the group, Time Management, Destination Promotion, Aware of Safety and Security Threats, and Situation Handling.

Unit:3- DESTINATION BASED GUIDING

Diversified Tourism Destinations and Guiding- Religious Centre's, Cultural and Heritage Sites, Adventure Tourism, Mass Tourism, Health & Wellness Tourism, Monuments- Museums- Natural sites (Beaches, Hill Station, National Parks and Sanctuary). Tour Guide and Destination Promotion.

Unit: 4 -CHALLENGES IN TOUR GUIDING PROFESSION

Practical Difficulties of a Tour Guide- Handling Unforeseen Incidences- Emergency Handling- Tourist Behaviour- Nature of Destination, Handling Diverse Tourists, Government Regulations, Competition, Seasonality and Lack of Training Program. Advantages and Disadvantages of Guided Tour.

Unit:5- TOUR GUIDING SKILLS AND NEW TRENDS

Managing Relationship with Different Stakeholders at Tourist Destination- Tour Guide as Brand Ambassador- Training and Skill Development Programs. Communication and Multi-Lingual Skills, Dynamism and Professionalism. New Trends in Tour Guiding- Virtual Guiding, Augmented Reality, Online Guiding, Webinars, Lectures etc.

REFERENCES:

1. **Chowdary .N** (2013), Handbook for Tour Guides, Matrix Publishing, New Delhi.
2. **Kumar. C** (2016) Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism, Createspace Independent Publishing Platform.
3. **Negi. J** (2004), Tourist Guide and Tour Operation: Planning and Organising, Kanishka Publishers, New Delhi.
4. **Sracooh. C, Passah. K** (2021), Tour Guiding: The Ultimate Guide to Theory and Practices, Dakpabli & Associates, ACCRA.

SEMESTER II

MJD-2 Tourism Products of India

Unit –I: Knowledge of history and its importance in tourism: Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity; British rule and genesis of modern tourism in India.

Unit-II: Historical, Cultural and Religious Tourism Resources of India: Art and architecture of tourism significance; World Heritage monuments and other prominent monuments of India; Cultural tourism resource: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals - religious and socio-cultural.

Unit – III: Natural Tourism Resources of India: Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India: Coringa wildlife sanctuary, Nagarjuna – Srisailem sanctuary, Koundinya Wildlife sanctuary and Rayala Elephant Reserve; Major hill stations, Islands, River and River Islands of India: Horsely hills, Araku valley, Konaseema, Bhavani Island, Diviseema, Hope Island, Krishna and Godavari rivers, River Banks, Important Sea Beaches of India - Mumbai, Puri, Goa, Chennai, Puducherry Trivandrum and Kerala: Ramakrishna Beach, Manginapudi, Suryalanka, Mypadu beach, Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India.

Unit-IV: Catalyst of Tourism Development in India: Tourism promotional festivals of India- Kumbh Mela, Snake Boat Race, International Kite Festival, Pushkarmela; Visakha Mahotsavam, Kanaka Durga Navarathris, Tirupati Brahmotsavam; Tourist Trains in India - Places on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.

Unit-V: Important Tourism Circuits: Golden Triangle - Delhi, Agra and Jaipur, Southern triangle Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbini, Bodhgaya, Sarnath and Kushinagpur and Green triangle - Guwahati, Shillong and Kaziranga, Bhubaneswara, Puri - Konark.;Heritage and Buddhist circuits in Andhra

References:

1. Acharya, R. (1986): Tourism & Cultural Heritage of India, ROSA Publication, Jaipur.
2. Harle, J.C. (1994): The Art and Architecture of Indian Sub-Continent
3. Hussain, A.A. (1987): The national culture of India, National Book Trust, New Delhi
4. Jacob, R., Joseph, S., Philip, A. (2007): Indian Tourism Practices, Abhijit Publications
5. Percy, B. (1940): Indian Architecture - Hindu and Buddhist Period
6. Mukerjee, R.K. (1984): The Culture and Art of India
7. Raina, A.K. Raina, C.L. (2005): Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi-02
8. Sharma, U. (2008): Festivals in Indian Society, Mittal Publication, New Delhi -02
9. Singh, A: Cultural Tourism in India
10. Annamalai Murugan, Tourism and Hospitality Management ND Publishers
11. Singh R : Dynamics of Historical Cultural & Heritage Tourism
12. Rai. H.C. (1998) : Hill Tourism Planning & Development
13. Dr. VBT Sundari – Bharatiya Sanskruthi Paryataka Rangam, 2012

MID-2(A) Business Communication

Unit1

ESSENTIALS OF EFFECTIVE BUSINESS LETTERS - Business Correspondence – Need –Functions – Kinds of Business Letters –Essentials of an Effective Business Letter (Layout) –Planning the Letter.

Unit2

BUSINESS ENQUIRIES – Business Enquiries and Replies – Credit and Status Enquiries – Placing and fulfilling orders – Compliance and adjustments – Collection Letters – Secular Letters –Sales Letters–Agency Correspondence and Good will Letters –Import and export correspondence.

Unit3

PERSONNEL CORRESPONDENCE – Application for employment – References – Testimonials – Letters of appointment – Confirmation – Promotion –Retrenchment and resignation

Unit4

SECRETARIAL CORRESPONDENCE – Intra – organizational business communication – Memorandum – Notices – Circulars – Orders – Staff suggestions and complaints – Correspondence with regional and branch offices – Agenda and minutes – Report Writing – Kinds of Reports – Tables and graphic presentation – Periodicals publication for internal circulation

Unit5

PUBLIC RELATIONS CORRESPONDENCE – External communication – press release and notices – press conference – Exhibitions – Launches – Magazines – Brochures – Advertising – Direct mailing - advertising – Classified Advertising – Speeches – Committees and conferences – Interviews– Suggestion schemes –Listening and communication for public relations.

Reference Books

1. Rajendra Pal & Korlahalli, Business Communication, Sultan Chand & Co“, New Delhi.
2. Annamalai Murugan, Business English and Communication Vol I & II Emerald Publishers.
3. L. Gardside, Modern Business Letters, Pitman Publications, London. McGraw Hill, Manual of Business Letters, Mc Graw Hill, New York

SEC 2 (A)

TOURISM START-UPS

UNIT – I: INTRODUCTION TO TOURISM STARTUP

Introduction, Objectives, Steps, Procedures, Licenses and Registration to Start Tourism Enterprise, Special Programmes of Assistance, Entrepreneurship, Steps to be followed to begin a Tourism Enterprise.

UNIT – II: FRAMEWORK FOR TOURISM STARTUP

Designing your tour products, Choose your target market, Develop your value proposition, Identify your Unique Selling Point (USP), Devise a go-to-market strategy, Set your price, Identify the resources you required, Visualise a day running the tour, Make a list of people who can help you, Estimate your costs.

UNIT – III: EXECUTION STAGE OF TOURISM STARTUP

Name your company and its logo, Create a company website, Promote your company brand via different mode of media (Printed Media, E-Media, Social Media, Mass Media etc), Craft your website with nice pictures and videos, Fix your company launch date, Decide your company office timings, Set up your contact details, Create a Facebook page, Networking, Talk to people be connected with all the tourism Stakeholders, Follow the influencers, Get involved in events and travel meet-ups.

UNIT – IV: LEGAL AND GOVERNMENT PROCEDURES

Legal Considerations, Licenses and Permits for Start-ups, Register your business, Open a business bank account, GST and its implications on Tourism, Set up liability insurance. Tourism Policy of India; Contemporary Schemes of Ministry of Tourism, Government of India.

UNIT – V: TOURISM STARTUP. SCOPE, OPPORTUNITIES AND CHALLENGES

Open for Business, Start taking online bookings, Register with Online Travel Agencies (OTAs), Get on review platforms, Sign up for the relevant social media platforms, Tell your story, Do email marketing, Advertise (if you can afford it), Set up analytics, Do a test run. Competition, Fund rising, Difficulties in Government procedures, Seasonality, Natural Calamities, Pandemic affects.

REFERENCES:

1. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
2. Lalitha Krishnamurthy (2019), An Empirical Study on Role of Travel Start-Ups and Entrepreneurship in E-Tourism, [Journal of Service Science and Management](#).
3. Nimit Chowdhary (2011), Starting a Tour Company, Matrix Publisher, New Delhi.
4. Walmsley (2019), Entrepreneurship in Tourism, Routledge, UK.
5. Rich Mintzer (2012), Start Your Own Travel Business, Entrepreneur Press, California, USA.

SEMESTER III

MJD 3: Management Practices in Tourism

Unit –I:

Basics of Management: Meaning, concepts, and characteristics of Management; Nature of Management: Management as a Science, Arts, and as a profession; Functions of Management and their relevance in Tourism industry: planning, organizing, staffing, directing, controlling; Types of Management: Operative and Administrative Management; Management systems of Accommodation; Management of a Travel Agency

Unit -2:

Understanding of Travel Agency and Tour Operator Business; Travel Agency and Tour Operation Business: Definition and differentiation; Inbound Tourism; Genesis and growth of Travel Agency and Tour Operator business; Types of Travel Agency; Functions of a Travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc. Functions of Tour Operators; Negotiation and liaising with principles, Tour Package formulation, pre-tour arrangements, tour operations and post - tour management; Source of Travel Agency and tour operator income: commission, service charges and mark up on tours; Distribution Chain in tourism

Unit-3:

Entrepreneurship, Procedure, Formal Approvals; Entrepreneurship and Tourism: meaning, elements, determinants and importance of entrepreneurship. ; Dimensions of entrepreneurship; managerial roles of an entrepreneur and his functions in a small business; the need for and the extent of professionalism of management in Tourism Industry in India; Procedure for setting up of travel agency and tour operating enterprises; their role in development of tourism industry. Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)

Unit-4:

Travel Documentation & Role of Internet and modern information techniques for promoting Tourism Passport, Visa, Tickets, Travel Insurance, Medical Documents, Travel Documents required for visiting NE region of India : Restricted Area Permit (RAP) and Inner Line Permit (ILP); Role of Internet, Accessing Tourism Web Sites, Mobile apps and modern information techniques for promoting Tourism; Designing of tourist itinerary: Project work on preparation of a tourist itinerary, tourist brochure/information leaflet with the help of incorporating the important/popular destinations in India. Tour Guide; duties and responsibilities, his role in promoting tourism

Unit-5:

Travel Organizations & Associations; Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA, Organization and Functions of ITDC, APTDC, FHRAI,. Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI, Cox & Kings

References:

1. Bhatia, A.K. (1991); Tourism Development; Principles and Practices, Starling Publishers Pvt. Ltd. New Delhi
2. Bhattachararya, P. (2004); Tourism in Assam, Trends and Potentialities, Bani Mandir, MMC Bhawan, Ghy-3
3. Mandal, V.K. (2008); Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
4. Negi. J. (1998) : Travel Agency & Tour Operation, concept and principles, Kanishka Publishers, Distributors, New Delhi-02
5. Negi, J. (1998); Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi-02.
6. Negi, K.S. (2011); Travel Agency Management, Wisdom Press, New Delhi-02.
7. Agarwal, R.D. (2008): Organization and Management, Tate McGraw-Hill Publishing Co., New Delhi-08.
8. Annamalai Murugan, Tourism and Hospitality Management ND Publishers
9. Foster, D. (1985): Travel and Tourism Management, Macmillan Press Ltd., London.
10. Kotler, P, (2001): Tourism and Hospitality Management, Pearson Education, India.
11. Kotahri, Anurage (2011): A Textbook of Tourism Management, Wisdom Press, New Delhi - 02.
12. Kumar, Akshay (1997): Tourism Management, Commonwealth Publishers, Daryaganj, New Delhi-02.

MJD 4: Travel Agency and Tour Operations

Unit I: Introduction to Tourism Industry & Travel Intermediaries:

Tourism Industry: meaning; structure and its parts. Travel Intermediaries: concept, definition, types of intermediaries and differences among types of tourism intermediaries, levels of tourism distribution. Importance of Tourism intermediaries; historical development and changing dimensions of Tourism Intermediation.

Unit II: Tour Operator:

Definition; types and role of tour operator; Main product of Tour Operator – Tour Package and its types. Functions of tour operator – tour package formulation; marketing and sales of tour package; Tour Brochure; tour execution and operations. Distribution Network of tour operator. IT Revolution and its Impact on Tour Operator. Linkages with Tourism Principals /Suppliers.

Unit III: Travel Agents:

Definition; types and role; functions and responsibilities of travel agents - travel information and counseling of the tourist, travel documentation, VISA services, travel insurance and reservation procedure with hotel, airline, cruise, train. Travel retailing and operations. Travel Agency Skills and Competences. Profitability of Travel Agents - commission, service charges and mark up on tours.

Unit IV: Approvals Setup and Organisation Structure:

Travel agency and Tour operation business setting procedure; approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI. Organisation structure of departments in Tour Operator & Travel Agency business for Large-scale and small-scale. Career opportunities in Tourism Intermediary business.

Unit V:

Leading Organisations and Companies in Travel Intermediary Business:

Organisation- PATA; ASTA; IATO; TAAI; OTOAI, ADTOI, ATOAI and TOFT. Study of functioning of leading Inbound and Outbound Tour operators of India. Itinerary development – Meaning; types of itineraries; reference tool for itinerary preparation; development of effective itinerary.

Reference Books

1. Kamra, K. K. and Chand, Mohinder (2002). *Basics of Tourism - Theory, operation and Practice*, New Delhi: Kanishka Publishers, and distributors.
2. Mohinder Chand (2007) *Travel Agency Management: An Introductory Text*. New Delhi: Anmol Publications Pvt. Ltd.
3. Swain, S. K., & Mishra, J. M. (2012). *Tourism: Principles and Practices*. Oxford University Press.
4. Annamalai Murugan (2013) *Tourism and Public Relations*, Kalpaz Publications New Delhi.

5. Gee, Chuck and Y. Makens (1990). *Professional Travel Agency Management*, New York: Prentice Hall.
6. Goeldner, C. R., & Ritchie, J. B. (2007). *Tourism principles, practices, philosophies*. John Wiley & Sons.
7. Holloway, J.C. (2008). *The Business of Tourism*, London: Person Education Limited.
8. Jafari, J. (Ed.). (2002). *Encyclopedia of tourism*. Routledge.
9. Yale P. (1995). *The Business of Tour Operations*, London: Pitman.



MID-3 (A): Organizational Behaviour in Tourism

UNIT I

Organisational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs–

UNIT II

Values - Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY Window –Management of Stress

UNIT III

Group Dynamics: Group Behavior – Group Formation - Understanding Work Teams – Conflict,

UNIT IV

Negotiation, and Intergroup Behavior - Change Management – Resistance to Change – Organizational Development.

Reference Books

1. Verma, P. (2002). Personnel Management in Indian Organisations, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Annamalai Murugan (2017) Organisational Behaviour and HRM, Regal Publishers. New Delhi.
3. Venkata Ratnam, C.S. & Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.

SEC – 3

DIGITAL TECHNOLOGY IN TOURISM

UNIT:1- Introduction • Introduction to Digital tourism, Historical Development - Electronic technology for data processing and communication – Strategic and Operational use of IT in Tourism.

UNIT: Digital Technology - IT and disintermediation in tourism - Global Distribution System: History & Evolution - GDS & CRS - Changing Business models of GDS- Consumer decision journey and Marketing funnel - Online Tourist Behavior- Role of social media and user generated content in marketing - Reputation management system and online reviews - Features of online marketing research

UNIT – III • Digital Marketing: Characteristics - Process for Products & Services - Online Segmentation-Targeting - Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising : Organic and Inorganic - Emerging trends: Augmented and Virtual Reality, Artificial Intelligence, API, Chatbots

UNIT- IV • Digital Media Marketing: Social Media Campaign Process - Social Media Marketing - Measure Social Media Performance - Manage Social Media Activities-Content Marketing: Travel Blogs, Travel Guides, Travel Stories

UNIT – V • Future of Digital Tourism – Problems and Prospects – intermediaries – destinations and public sectors- Digital-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

REFERENCES

1. Sheldon P. (2002), *Tourism Information Technology*, CABI.
2. Inkpen G.(2000), *Information technology for Travel and Tourism*, Addison Wesley.
3. Buhalis D. (2004), *Etourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
4. Poon A. (1998), *Tourism, Technology and Competitive Strategies*, CABI.
5. Rayport J.F. & Jaworski B.J.(2002), *Introduction to Ecommerce*, McGraw-Hill.
6. Malvino A.P (1995), *Electronic Principles*, McGraw-Hill.

SEMESTER IV

MJD 5: Introduction to Hospitality

UNIT – I: Nature and scope – Classification of hotels – as per location, size, clientele, length of stay, service level, affiliation, star ratings –Independent hotels – Chain Operations Franchise and referred groups - Types of hotel guest - reasons for travelling – business travelers – pleasure travelers – sources, FIT, FFIT, DFIT, Group travelers, Special interest tours, International travelers - Need for hotel product brochures, Tariff cards - Types of guest room as per beds, décor, view, segmentation of rooms as per market – room rates – basis of changing room rates – rack rate – discount rate – special rate – seasonal rate – need for discounts – rate types – Corporate rates (CVGR), Commercial rate, promotional rate – incentive rate – crew rate – group rate, crib rate, back to back series rate, week end rates, extra bed - Meal plans – EP, CP, AP, MAP

UNIT – II Functions of information section – Procedures for key control – Handling Guest mail – Handling guest inquires use of Service directories, importance of product knowledge – Guests special requests; information binder - Importance, layout and equipment for Bell desk. – Luggage handling – FIT. Groups; Left luggage procedure – Miscellaneous services – Running errands, vending stamps etc. – identification and procedures for handling scanty baggage guests – Staff organization, Duty rotations, work schedules, Errand Cards – Concept of concierge – Paging – Door and car parking facilities – Departure procedures – FITs, Groups.- The role of guest relation executive – Types of guests problems – Skills necessary for handling problems – Steps for handling complains – Functions of hospitality desk; handling V.I.Ps – Follow up of actions.

UNIT – III Registration – objectives – importance – functions of registration – legal aspects – greetings – importance of first guest contact – Non - automated, semi-automatic and fully automatic registration – Pre- registration – needs and importance – use of expected guest arrival list – assessing guests special request, matching with availability - Special considerations for VIP and regular guest – room assignment as per registration stage limitations – Registration card – types of registration records – bound book – loose leaf – use of — C _ form – blacklist.

UNIT – IV Importance of reservations for hotel and for guest – Functions of reservations – layout, furniture and equipment of reservations, types of reservations – guaranteed and non-guaranteed reservations – reservation enquiry- sources – modes – use of mails, phone and computer, CRS – Central Reservation System – function and services – Global networks Advantages in information and bookings – special consideration for group reservation. Reservation Process: Determining availability – usage of room status board, density chart etc. - acceptance of reservation – denying and offering alternatives – computerized reservation system – procedures and selection of property management systems – PMS allocations – online reservation module process – reports

UNIT – V The role of bell desk – The role of receptionist – Functions of the cashier – Steps for departures; use of departure control sheet - Check for mails and messages – Verifying and posting outstanding charges – Verifying accounts and presenting guest folio – Processing payment; split folios- Cash settlements; handling of local and foreign currencies handling of Travelers – Cheques, Personal cheques etc. – Credit settlements; settlement of corporate accounts, credit cards; Travel agent vouchers etc. – Handling of late charges, skippers, loan etc. – Securing the room key; cashiers clearance – Creating a good lasting impression – Updating Front office records; Room rack, Alphabetical register, arrival and departure register, etc. – Departure intimation; manual and automatic.

REFERENCES:

1. Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata McGraw Hill Publishing Company Ltd., 32nd Reprint. 2004.
2. Sue Baker, Pam Bradly and Jeremy Huyton Principles of Hotel Front Office Operations: London. Cassell Publishers. 2nd Edition 2004.
3. Annamalai Murugan, Hotel Front Office, Discovery Publication House,
4. S. K. Bhatnagar. Front Office Management: New Delhi. Frank Bros and Co. Publishers Ltd., 1st Edition.2002

MJD 6: Aviation Management

UNIT-I

Evolution and Introduction: Aviation History-Open Sky Policy - Freedoms of Air - Functions and Roles of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts-Manufacturing Companies: Boeing, Air Bus; International Conventions: The Chicago Convention -The Warsaw Convention - The Montreal Convention; Licensing of Air Carriers - Limitations of Weights and Capacities.

UNIT-II

Anatomy of Air Journey: International Sale Indicators - Global Indicators - Types of Air Fares - Three Letter City and Airport Code - Airline Designated Code - Mileage Principles - MPM, TPM, EMA, EMS, HIP - Currency Regulation - Special Fares.

UNIT- III

Airport Management: Travel Documentations – Types of Airports - Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices.

UNIT-IV

Computer Reservation System: Ticketing – GSAs - Online Booking System – Web - Checking Machine Readable Travel Documents - Frequent Flyers - Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan - Case studies of Selected Airlines - American Airlines Group, Delta Air Lines, Lufthansa, Air France - KLM, Indio, Air India

UNIT-V

Amadeus Software – Encoding and decoding - Flight availability - Alternative Availability Entry - Selling from Availability - Selling or Waitlist by Flight Number - PNR Creation Editing and Retrieval of PNR - Fare Display - Seat assignment – Advance Seating Request Queue Functions - Miscellaneous Entries.

REFERENCES

1. Rodwell. J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
2. Negi. J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
3. Cook. G. N., & Billig. B. G. (2017). Airline Operations and Management. London: Routledge.
4. Singh. R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers.
5. E - Pathshala. (2018). Retrieved from E - Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select – P-03.
6. IATA Training Manual.

MJD 7: Tourism Marketing

- Unit I** **Marketing:** Introduction to tourism marketing: Definition; nature & scope of tourism marketing; process growth of tourism marketing. Understanding the needs, want, demands, value and satisfaction, evolution of marketing.
- Unit II** **Market targeting:** Concept of market segmentation; targeting and positioning. Types of segmentation; Marketing mix.
- Unit III** **Product issues:** Types of products; product mix dimensions; product strategies, product life cycle.
- Unit IV** **Pricing:** Concept of price, factor influencing tourism pricing, method of price fixation; pricing strategies.
Distribution channels- Nature importance distribution system. Marketing intermediaries.
- Unit V** **Promotion :**Concept of Promotion and Communication; objectives and importance of marketing promotion and communication; promotion mix; components of promotion mix; factor affecting promotion mix, types of Marketing promotion and communication tools.

Reference Books

1. Chowdhary, Nimit and Prakash, Monika (2005). *A Textbook of Marketing of Services*. New Delhi: Macmillan India Limited. (L).
2. Dasgupta, Devashish (2010). *Tourism Marketing*. New Delhi: Pearson Education. (L).
3. Middleton, Victor (2001). *Marketing in Travel and Tourism*, 3/e.
4. New Delhi: Butterworth-Heinemann. (L).
5. Kotler, Philip, Bowen, John and Makens James (2009). *Marketing for Hospitality and Tourism*. New Delhi: Prentice Hall/ Pearson Education. (L).

MID-4(A): Cultural Tourism in India

- Unit I** Races in India, Characteristics of Indian culture & society in the pre-historic ages and Indus valley civilization. The early and later Vedic period. Ramayana and Mahabharat.
- Unit II** Different religious in India- Hinduism: (Saivism, Vaishnavism, Saktism, Tantrikism). Jainism, Buddhism, Sikhism, Christian and Islam.
- Unit III** Social life in India: Verna system, Ashrams, Marriage, Dress and ornaments social traditions and costumes, Farming, Food habits, Astrology and Astronomy.
- Unit IV** Art & Architecture: Mauryan Architecture, Gandhara, Mathura School, Contribution of Guptas, Temple Architecture, Indo Islamic, Mughal architecture and Colonial architecture.
- Unit V** **Religious:** Hindu-Char Dham, Kasi, Varanasi, Mathura, Rishikesh, Tirupati, Puri Kamakhya, Vaishno Devi, Akshar Dham and other Important Hindu temples of all regions of India.
Buddhist-Buddhist Circuit (Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgir, Sankisa, Sravasti; Christians - Churches & Convents of Goa, Kerala and other States - Islamic- Ajmer Sharif, Fatehpur Sikri, Haji Ali and important Masjids of India Jain- Rajgir, Pavapuri, Dilwara temples, Gomateshwara Temple Sikh - Golden Temple and other Gurudwars; Lotus Temple;

Reference Books

1. Mitter. Partha (2001), Indian Art, Oxford Publications, London.
2. Basham. A.L. (2004), The wonder that was India, Picador; Indian edition.
3. Annamalai Murugan (2022) Tourism and Hospitality Management ND Publishers
4. Singhanian. Nitin (2015), Indian Art and Culture, Tata McGraw Hill Education, First Edition.

SEMESTER V

MJD 8: Airfares and Ticketing

Unit-I

Airline Terminology – Airports and offline stations served by airlines – Abbreviations used in airlines- Freedom of Air – Types of Journeys (OW, CT, RT, OJ, RTW) – Global indicators.

Unit-II

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice(PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

Unit-III

Types of fare – normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/CIPs, introduction to special fares.

Unit-IV

Internal fare constructions based on IATA & UFTAA – FBP – NUC – MPM – TPM – EMA –HIP – BHC – ROE – LSF – RWM. Point to point one way routing – Specified routing – Round the World Minimum (RWM) – Circle Trip Minimum (CTM).

Unit-V

Introduction to CRS – Computer Reservation System - Types – AMADEUS – GALILEO – SABRE– Advantages of CRS.

Reference Books

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction.- Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc.Graw Hill)
4. Study Kit for IATA/UFTAA
5. Foundation Course: - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport
 - Module – IV – Air Fares & Ticketing

MJD 9: Travel Documentation

Unit-1

Introduction to Travel Documentation and Formalities – Major Documents for International Travel and Domestic Travel - Cargo Documentation – Travel Advisories – Travel Regulations –Emigration and Immigration.

Unit-II

Passport -Types of Passports - Rules and Regulations – Formalities involved in obtaining the Passports– Travel certificates–Alternative travel documents for cruise staff and others.

Unit-III

Visa - Types of Visas – Embassies and Consulates – Formalities for applying for Visas – Supporting documents–Rules governing the issuance of Visas.

Unit-IV

Health Regulations – Quarantine norms for preventing the spread of infection of A H1N1, Yellow Fever, HIV, ZIKA, Plague, Ebola, Swine Flu, etc.– Medical certificates.

Unit-V

Currency Regulations - RBI rules pertaining to FOREX –
FERA & FEMA - Customs Regulations, Baggage
rules, Lost Luggage, TBRE – Travel Insurance.

Reference Books

1. Roday. S, Biwal. A & Joshi.V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
2. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
3. A. K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
4. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Julie F. Rodwell (2010) Essentials of Aviation Management: A Guide for Aviation Service Businesses, Kendall Hunt Publishing Company.
6. IATA Training Manual.
7. Prem Nath Dhar (2008) Global Cargo Management –Concepts, Typology, law and policy, Kanishka Publishers, New Delhi.
8. Camille Allaz (2004). History of Air Cargo and Airmails from the 18th century, Christopher Foyle Publishing, Paris.

MJD 10: Sustainable Tourism

Unit-I

Sustainable Development: back ground, concept and Definition. Dimensions of Sustainability; Social, Economic, Environmental - Stockholm Conference 1972- Brundtland Commission 1987 – Rio Declaration 1992 - WSSD2002 Global Warming and Sustainable Development. Sustainability and climate change issues in tourism

Unit-II

Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism – Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 – Benefit and issues of Sustainable Tourism Development, Millennium development goals and sustainability in tourism, Role and significance of Millennium development goals in tourism development

Unit-III

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

Unit-IV

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

Unit-V

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

Reference Books

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca Hawkins
2. Sustainable Tourism, Salah Wahab and John J. Pigram,
3. Sustainable Development – Economic and Policy, P. K. Rao
4. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press.

MID-5(A): Basics of Accounting

Unit I:

Meaning- Definition of Accounting- Book keeping and Accounting- Objectives of Accounting - Branches of accounting- Persons interested in Accounting Information

Unit II:

Types of Accounts- methods of Recording Differences between Single Entry and Double entry system- Accounting concepts and conventions.

Unit III:

Journal, Ledger, Subsidiary Books

Unit IV:

Trial Balance- Trading Account- Profit and Loss Account and Balance Sheet (with adjustments)

Unit V:

Accounting of Non Trading Organisation- Receipts and payments- Income and Expenditure and Balance sheet

References:

1. S.N. Maheswari, Advanced Accountancy Vol I, Vikas Publishing
2. R.L. Gupta, Advanced Accounting, S. Chand & Co. New Delhi
3. Pillai and Baghawati, Cost Accounting
4. Jain and Narang, Cost Accounting, Kalyani Publications
5. T.S. Reddy & Murthy, Financial Accounting
6. Jain & Narang, Financial Accounting
7. M. C. Shukla &T. S. Grewal, Financial Accounting.

SEMESTER VI

MJD 11: Special Interest Tourism

UNIT-I

Special Interest Tourism: Characteristics, socio - economic impact - Types of SIT - Strategic approaches – Management tools and Techniques – Marketing of Special Interest attractions, Sustainability and Special Interest Tourism.

UNIT-II

Health & Wellness: Determinants of Health and Wellness - Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario - Stakeholders, Certification and Accreditation - Tourism and wellness – Dimensions of wellness - types of Spas - Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism – Case studies about selected medical and wellness tourism destinations.

UNIT-III

Adventure Tourism: Adventure in Water, Adventure on Land, and Air - Considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities - Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation - Impacts of adventure tourism -Selected case studies on adventure destinations.

UNIT-IV

Rural Tourism: Rural areas as a tourism product- Rural Life, Art, Culture and Heritage Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society - Challenges of Rural Tourism-Selected case studies on popular rural destinations.

UNIT-V

Emerging Special Interest Areas: Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Volunteerism - Impact of SITs: social, economic, environmental – Future trends.

REFERENCES

2. Agarwal. S., Busby. G., & Huang. R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI.
3. Douglas. N., Douglas. N., & Derrett. R. (2002). Special Interest Tourism. Brisbane: Wiley.
4. Annamalai Murugan, Medical Tourism and Eco Tourism, Abhijeet Publication.
5. E - Pathshala. (2018). Retrieved from E - Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-09
6. Inskeep. E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
7. Myers. J.E., Sweeney. T.J. (2005). Counselling for Wellness: Theory, Research and Practice. Alexandria: American Counselling Association.
8. Novelli. M. (Ed.). (2005). Niche Tourism: Contemporary Issues, Trends and Cases. London: Routledge.

MJD 12: Tourism Organizations

Unit-I

Travel Trade Associations: Need and forms of Associations in the Travel and Tourism field- Early History of International Tourism Organisations: IUOTO - Growth of Tourism organizations in India.

Unit-II

Organisations with Sectoral Interests: ASTA, AFTA, ABTA, JATA, IATO - their Aims and Activities.

Unit-III

Regional Tourism Organisations: PATA, IOTO, ETC-their Aims and Activities.

Unit-IV

Organisations for Global Tourism Development: UNWTO, WTTC - their Aims and Activities.

Unit-V

Organisations representing Specific Trade Groups: IATA, ICAO, UFTAA- their Aims and Activities.

Reference Books

1. [Sunetra Roday, Archana Biwal & Vandana Joshi](#) (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
2. A. K. Bhatia (2011), International Tourism Management, Sterling, New Delhi.
3. Anu Chandran (2018), Tourism an Overview, Bharatha Pathrika Publications, Thiruvananthapuram.

MJD 13: Destination Planning and Development

Unit-1

Destination Development: Definitions, Types & Characteristics of destinations – Goals of Destination Development – Destinations and products – Destination Management Systems – Destination planning guidelines – Destination selection process.

Unit-II

Tourism Destination Planning - Process and Analysis: National and Regional Tourism Planning and Development – Assessment of tourism potential – Controlled tourism development – Contingency planning and destination preparedness - Economic, social, cultural and environmental considerations in destination planning – Design and innovations – Resource Analysis, Market Analysis, Competitor analysis, Regional Environmental Scanning - HRD in the destination context.

Unit- III

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

Unit- IV

Components of Destination Marketing Mix. Product Strategy –Nature & Characteristics. Managing existing Tourism Products. New Product development in Regional Tourism. Pricing Strategies – Tourists Perception of Price- Six A's framework for tourism destinations – The dynamic wheel of tourism stakeholders – Destination Management Organisations (DMO's).

Unit- V

The Tourism Distribution Strategy - Choice of distribution channel. Developing a Destination Promotional strategy. Evaluation and Control of the Promotional Programme. Tourism organizations and their role in Destination Development. Case studies of Genting (Malaysia), Pattaya (Bangkok), Khajuraho & Konark.

Reference Books

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

MID-6(A): Tourism Geography

Unit-I

Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes.

Unit-II

Time calculation, Flying time calculation, time zones, day light saving time, international dateline, marking of cities on outline maps.

Unit-III

Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal(in brief).

Unit-IV

Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

Unit-V

Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).

Reference Books

1. Rough Guides
2. Lonely Planet
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism –Delmar (1999)
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)
5. Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers Distributors
6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography of Travel And Tourism: A Regional Approach, Butterworth - Heinemann
7. Colin Michael Hall, Stephen J. Page - The Geography of Tourism And Recreation Environment, Place and Space, Routledge

SEMESTER VII

MJD 15: Human Resource Management in Tourism

- Unit I** **Introduction to Human Resource Management:** Concept & Importance; Scope & Role; Organization of H.R.D; Personnel Policies.
- Unit II** **Planning Human Resource:** Tourism work environment and its determinants. Human Resource Planning.
- Unit III** **Human Resource Management Process:** Recruitment; Selection and Induction.
- Unit IV** **Training:** Meaning; importance; need; performance appraisal; motivation and moral; managing cultural diversity in Tourism Industry.
- Unit V** **Employee Benefits & Services:** Concept, objectives, significance, Types of Benefits & Services, Fringe Benefits.

Reference Books

1. Aswathappa, K. (1997). *Human Resources and Personnel Management*. Tata McGraw Hill, New Delhi.
2. Annamalai Murugan (2018) *Human Resource Management*, DPH, New Delhi.
3. Dressler, G. (2000). *Human Resource Management*. Prentice Hall of India, New Delhi

MJD 16: Event Management

Unit-I

Concepts, Nature, Scope, Significance and Components of Events, Relationship between Business and Leisure Tourism, Systems Approach to Event Management, Responsibility of Event Planners, Identifying Suitable venue, Conference, Facility Layout

Unit-II

Meaning and Functions of MICE Tourism - Meeting, Incentive, Conference and Exhibitions, Need for MICE, Growth of Incentive Travel and Incentive Programmes, Motivation for Incentive Travel, Profile of Business & Corporate Travelers, Need of a Business Traveler, Client's Profile, Prospective Customers

Unit-III

Infrastructure for MICE Tourism, Players in the Event Industry, Convention Centres, Transportation, Accommodation, Logistics, Catering, Human Resource, Civic Amenities and other Supporting Services, Sustainable Policies for MICE.

Unit-IV

Socio- Economic Significance of Event Tourism, Economic, Social and Cultural and Environmental Impact of MICE Tourism, Issues and Challenges

Unit-V

Technology for Event Management, Providing Services at meetings, Spot Management, Pre and Post Convention Management, Demand and Supply, Organizers of Events, Meeting Planners

Reference Books

1. Buhalis & E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations, London: Continuum.
2. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
3. Annamalai Murugan, Event Tourism, University Science Press.
4. Rogers, T. (1998). (2003). Conferences and Conventions: A Global Industry. Oxford: Butterworth - Heinemann.
5. Swarbrooke, J., & Horner, S. (2001). Business Travel and Tourism. Oxford: Butterworth - Heinemann

MJD 17: Legal Framework in Tourism

- Unit I** **Introduction to legislation:** Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.
- Unit II** **Legal and regulatory framework in travel and tourism:** Relating to consumer protection; health; safety and security of travel and tourism customers.
- Unit III** **Transport Legislation:** Surface; sea and air transport laws in relation to carriage of passengers.
- Unit IV** **Contract legislation** in relation to Travel and Tourism customers.
- Unit V** **Business Ethics** in travel and tourism sector; CSR policy for travel and tourism businesses.

Reference Books

1. Downes, John, P. & Tricia (2011). *Travel and Tourism Law*. 5th ed. Huntington: ELM publications.
2. Grant, David, M. M. & Stephen (2012). *Holiday Law*. 5th ed. London: Sweet and Maxwell.
3. Annamalai Murugan (2021) *Tourism and Hospitality Laws* HPH Mumbai, Amity University.
4. Singh, A. (2008). *Contract and Specific Relief*.

MID-7(A): Research Methods in Tourism

UNIT – I

Approach to Research: An Introduction: Meaning – Objectives - Types and Significance of Research in Management- Criteria of Good Research - Typology and Research Design – Structure of Research Thesis.

UNIT – II

Research Problem and Hypothesis: Research Problem: Identifying Research Problem in Tourism - Formulating Objectives of Study, Concept of Hypothesis: Role and Formulation of Hypothesis – Testing of Hypothesis and Verification of Hypothesis

UNIT – III

Research Methods: Historical Method – Scientific Method – Stages of Scientific Method – Limitations of Scientific Method – Logic and Scientific Method – Deductive and Inductive Method – Hypothetic Deductive Method – Case Study Method – Observation Method – Scaling Techniques

UNIT – IV

Survey Methods & Data Collection: Census and Sample Survey – Relative Utility – Organization and Planning of Survey, Steps in Sampling Design: Sample Size and Its Determination – Sampling Methods and Techniques, Collection of Primary Data - Use of Questionnaire and Schedule – Personal Interview Vs Mailed Collection – Sampling and Non Sampling Error – Database of UNWTO, WTTC, PATA, WEF, MoT, Economic Survey

UNIT – V

Data Analysis & Report Writing: Statistical Methods – Probability Theory: Concept and Laws / Theorems of Probability Distribution – Expectation – Special Distribution Binomial, Poisson, Normal, t-test, Chi Square test, f - Distribution – Statistical Inferences: Sampling Distributions – Estimation – Properties of Estimates and Testing of Hypothesis – Analysis of Variance (ANOVA), Multivariate Analysis – Factor Analysis, Role of Concepts in Data Analysis – Interpretation and Report Writing.

REFERENCES

1. Durberry. R. (2015). Research Methods for Tourism Students. New Delhi: Routledge.
2. Hillman. W., & Radcl. K. (2018). Qualitative Methods in Tourism Research: Theory and Practice (Aspects of Tourism). Bristol: Channel View Publications.
3. Silverman. D. (2010). Doing Qualitative Research. London: Sage.
4. Malhotra. N., Hall. J., Shaw. M., & Peter. (2007). Market Research. Second Edition. London: Prentice Hall.
5. Annamalai Murugan, Research Methodology New Delhi.
6. Dann. G., Nash. D., & Pearce. P. (1988). Methodology in Tourism Research. Annals of Tourism Research, 15(1), 1-28.
7. E - Pathshala. (2018). Retrieved from E - Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-15.

MID-7(B): Travel Writing

Unit-I

Travel Writing: Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering. Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue.

Unit-II

Travel Writing: Topic Selection; which area to focus on; important components in writing a full travelogue; do's and don'ts in writing a travelogue.

UNIT –III

Researching Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material-The importance of specializing.

UNIT-IV

Developing Ideas for Travel Articles: Journey Pieces, Activity Pieces, Special Interest Pieces, Side-trips, Reviews - Ideas from own travel experiences - Ideas from other sources.

UNIT-V

How to portray the experiences: Practical Tips; Choosing the Right Words, Verbs, Adjectives and Phrases, And Usages- Illustrations.

Reference Books

1. Richard L'Anson (2014). *Guide to Travel Photography*, Lonely Planet Publications.
2. Srivastava, Mukesh (2012). *Digital Photography*, Unicorn Books, New Delhi.
3. Greenman, J. F. (2012). *Introduction of Travel Journalism*. New York: Peter Lag.
4. Macdonald, J. (2000). *Travel Writing*, London: Robert Hale.
5. Neilson, C. (2001), *Tourism and the Media: Tourist Decision Making, Information and Communication*, Melbourne: Hospitality Press.
6. Reijnders, S. (2016). *Places of the Imagination Media, Tourism, Culture*. London: Routledge.

SEMESTER VIII

MJD 18: Tourism Economics

Unit I

Concepts of economics – Nature; scope; characteristics and application of managerial economics; wealth oriented view; welfare oriented view; scarcity view; development view.

Unit II

Consumer Analysis – Measurement of consumer behavior; law of diminishing marginal utility; law of equi marginal utility; consumer's equilibrium; price effect; income effect and law of substitution & consumer surplus.

Unit III

Demand analysis – Meaning of demand; law of demand; determinants of demand; measurement of demand; elasticity of demand; demand forecasting and its methods.

Unit IV

Production analysis – Law of supply; Determinant of supply; Elasticity of supply; Methods of measuring elasticity of supply; Return to scale; law of returns and production function.

Unit V

Price determination – Meaning and main features of price determination of a firm; Different theory of pricing. Factors and methods of pricing; price determination under perfect, imperfect, monopoly and oligopoly situations.

Profit: kind of profit role of profit theory of profit; break-even analysis; Determinant of break-even points.

Reference Books

1. Maheshwari Y, (2012) Managerial Economics, 3rd Ed. PrenticeHall India Pvt. Ltd., New Delhi.
2. Singh, Ramesh (2015). Indian Economy (7/e). New Delhi: TataMcGraw Hill.
3. Tribe, John (2004). *The Economics of Recreation, Leisure and Tourism* (4/e). Burlington: Elsevier.
4. Maier, M.H. and Nelson, J.A. (2007). *Introducing Economics- A Critical Guide for Teaching*. New York: M.E. Sharpe Inc.

MJD 19: Information Technology for Tourism

- Unit I** **Basic Computer Concepts:** Introduction, Evolution, Different generations of computer hardware, Hardware and software, Programming languages, Basic computer applications; General idea of information and communication technologies.
- Unit II** **Computer Hardware:** Input and Output devices; Memory (or storage) devices; Central Processing.
Computer Software: Types- System and application.
Cyber Crime & Virus: Computer Virus, Types of Viruses, Use of Antivirus software, Ethical Issues & Cyber Law
- Unit III** **Introduction to MS Office:** MS - Word: Introduction, Starting MS - Word, MS - Word Screen and its Components, Elementary Working with MS - Word MS-Excel: Introduction, Starting MS - Excel, Basics of Spreadsheet, MS - Excel Screen and Its Components, Elementary Working with MS - Excel MS - PowerPoint: Introduction, Starting MS - PowerPoint, Basics of PowerPoint, MS - PowerPoint Screen and Its Components, Elementary Working with MS-PowerPoint
- Unit IV** **Computer networks** – Basic concepts of computer networks; local area networks and wide area networks; switches, hubs, routers, idea of distributed systems.
Internet: Introduction, Internet evolution Working of Internet, Use of Internet Overview of World Wide Web (Web Server and Client)
- Unit V** **Internet Applications:** Introduction to Search engine. Introduction to Web Browsers,

Reference Books

1. Bharihoke, Deepak (2013). *Fundamentals of Information Technology* (Third Edition), New Delhi: Published by ExcelBooks (2006)
2. Basandra, S. K. (1995). *Computers today*. Galgotia Publications Pvt. Ltd.
3. Rajaraman, V., & Adabala, N. (2014). *Fundamentals of computers*. PHI Learning Pvt. Ltd.
4. Curtin, D. P. (1998). *Information Technology: The Breaking Wave*. Irwin Professional Publishing.
5. Jerome, K. (2001). *Managing with Information*.

MJD 20: E Commerce in Tourism

UNIT – I

Introduction to E-Commerce, Features of E-commerce, Benefits & Impact of E-Commerce, Classification of E-Commerce, Application of E-Commerce Technology and Business models.

UNIT - II

Web Concepts for E-Commerce- Client/Server Applications, Communication Channels, TCP/IP – Typical B2C transaction, Web Security Threats in B2C, Information Security Threats- Cryptography, Transport Layer Security, Application Layer Security, Server Proxies and Firewalls.

UNIT - III

Electronic Payment Systems: Online Electronic Payment Systems, Prepaid and Post Paid Internet Advertising, Models of Internet advertising, sponsoring content, Corporate Website, Weaknesses in Internet advertising, Web Auctions, BLOG writing.

UNIT - IV

Launching Your E-Business – Marketing an E-Business, Search Engines and Directories, Public Relations, Consumer Communication, News Groups and Forums, Exchanging Links, Web Rings, E-Business Back end systems, Business Record Maintenance, Back up procedures and disaster Recovery plans. Case study discussion on a Corporate Web site.

UNIT - V

Legal & Privacy issues in E-Commerce: Legal, ethics and privacy- Protecting needs & methodology- Consumer protection, cyber laws, contracts & warranties, taxation & encryption.

Reference Books

1. Electronic Commerce – Framework, technologies and applications – Bharat Bhaskar TMH Publications.
2. World Wide Web Design with HTML: C Xavier
3. Creating a winning E-Business: Napier, Judd, Rivers, Wagner – course Technology – Thomson Learning, 2001
4. E-commerce - Concepts and Model Strategy – Murthy C.S.V (Himalaya)