

REGULATIONS PERTAINING TO MASTER OF TOURISM ADMINISTRATION
(M.T.A) COURSE UNDER CBC SYSTEM FROM 2014-15 ONWARDS

1. OBJECTIVE:

The broad objective of the Master of Tourism Administration course is to impart to the Students, professional education and training in various aspects of business and its environment and provide them with opportunities to develop managerial and analytical skills in order to meet the challenges of business at the national and global level.

2. Eligibility for Admission:

Candidates who have passed the Bachelor's / Master's Degree examination of this University or of any other University recognized as equivalent thereto and has secured not less than 50% of the marks in the aggregate in Arts, Science, Commerce, Management, Social Sciences, Engineering/Technology courses shall be eligible for admission to the course. In the case of SC/ST/Cat-I students and blind students the minimum percentage of marks required shall be less by 5%.

3. Duration of the Course:

The course of study for M.T.A, degree shall extend over a period of two years divided into 4 (four) semesters. Each Semester will be of 16 weeks or more duration with a minimum of 90 actual working days.

4. Scheme of Instruction:

1. In each semester there will be seven papers (including practicals)
2. There will be 27 contact hours per week. This includes practicals.
3. Candidates are required to maintain record for computer practicals, which will have to be certified by the Chairman / Co-ordinator of the course, failing which students will not be permitted to take the end semester examination in that subject.

5. Attendance:

Each course (theory/practical) shall be treated as an independent unit for the purpose of attendance. A student shall attend a minimum of 75% of the total instruction hours in a course (theory/practical) including tutorials and seminars in each semester. There shall be no provision for condonation of shortage of attendance and a student who fails to secure 75% attendance in a course shall be required to repeat that semester.

6. Medium of Instruction:

The medium of instruction shall be English. However a candidate will be permitted to write the examination either in English or in Kannada.

7. Registering for the Examination:

A candidate shall register for all the papers of a semester when he appears for the examination of that semester for the first time.

8. Scheme of Examination:

8.1 There shall be a University examination at the end of each semester.

8.2 The details of the scheme of examination are as given below:

Sl. No.	Course	Duration	No. of papers per semester	Maximum Marks of Per Semester	No. of Credits
1	M.T.A	I & II	6+1	700	52 (26+26)

8.3 Each semester will normally have six (Hardcore) and one (soft core) paper and each shall be for 100 marks.

8.4 (i) The composition of theory and internal assessment marks for each paper will be 70 and 30 respectively. However, in Computer related papers it will be 70+30 (theory + practical).

ii. Duration of examination per theory paper of 70 marks shall be for 3 hours, for practicals it will be 1 1/2 (one and half) hours.

iii. Practical records will be evaluated as part of the practical examination.

iv. In case of practical examinations, students will be assessed on the basis of knowledge of processes, skills operations involved, results/calculations and reporting.

v. Practical examination will be conducted with both internal and external examiners. If the external examiner absents, then the examination will be conducted by two internal examiners.

8.5 Every theory paper shall ordinarily consist of two/three sections, developed to testing of conceptual skills, understanding skills, comprehension - skills, articulation and application skills.

8.6 (i) In case of theory papers the various components of internal assessment will be as follows:

- i. Assignment – 5 Marks
- ii. Attendance – 5 marks
- iii. Internal Test – 20 Marks

(The test shall be for 1 1/2 hour duration carrying 40 marks. The marks scored by the candidate shall be later reduced to 20 marks).

- (ii) The Departmental Council / College / Centre shall notify in the first week of each semester, scheme of internal assessment, containing the details of tests, assignments, and seminars.
- (iii) Co-ordination Committee: In order to monitor IA tests there shall be Co-ordination Committee consisting of the following:
 - 1. Chairman BOS: Chairman
 - 2. One senior faculty member
 - 3. Two members from affiliated colleges as recommended by the BOS
- (iv) At least one week prior to the last working day, I.A. marks secured by the candidates shall be displayed on the notice board.
- (v) The Departmental Council / College / Centre may decide to give test/seminar to candidates who absent themselves for the above, only if the Council is convinced that the absence of the candidate is on valid grounds. However, the Council will allow the candidate to avail of this provision within the duration of that semester.
- (vi) The statement of internal assessment shall be sent to the Registrar (Evaluation) one week prior to the commencement of that particular semester examination.

Question Paper Pattern:

Section – A:

Answer any Seven Questions out of Ten. Each Question Carries Two Marks (7x2=14)

Section – B:

Answer any Four Questions out of Six. Each Question Carries Five Marks (4x5=20)

Section – C:

Answer any Three Questions out of Five. Each Question Carries Twelve Marks (3x12=36)

9. Study Tour and Viva – Voce

A Study Tour and Viva – Voce would be based especially on Study Tour to tourist centers in the region. Accompanied by the Male and Female Faculty of the department, it would be compulsory for the students to attend the Study Tour to the tourist centers for at least one week and submit a comprehensive Tour Report to the Department. The students failing to attend the Study Tour would not be allowed for appearing Viva – Voce Examination, such students will have to undertake the Study Tour during the next academic year's programme. The Study Tour Report would comprise for 35 marks and Viva – Voce would **be for** 15 Marks

10. Internship Training:

Each student will select one business unit – a manufacturing or service organization for his training after the second semester. The student will study the organizational structure, financial position, information systems, customer profile, profile of competitors and the like, besides studying the marketing, HR and operations practices and submit a report in the beginning of third semester which will be evaluated for 50 marks by single examiner.

11. Dissertation:

Each candidate is required to develop a case in finance/accounting/banking and analyse the same with probable solutions and submit a report based on the above to the Chairman of the Department before the end of semester. This will be evaluated for 70 marks. Dissertation guidance for a faculty member will involve a workload of 5 hours per week in a semester. Dissertation guidance of 8 students by a faculty member will be equivalent to the teaching of one paper per semester. Viva voce examination will be conducted for 30 marks by BOE.

12. Board of Examiners and Valuation of Answer Scripts:

- 12.1 Each written paper shall be valued by one internal examiner and one external examiner. Each practical examination shall be jointly conducted and evaluated by one internal examiner and one external examiner or two external examiners if there are no internal examiners. But not by two internal examiners.
- 12.2 If the difference in marks between two valuation is more than 15% of the maximum marks, the Registrar (Evaluation) or his nominee shall check the entries and the total marks assigned by the two valuers. If there is any mistake in totaling, it shall be rectified. While checking the total, if it is observed that any one or more of the answers is not valued by one of the valuers, the Chairman, BOE shall advise internal members of the Board of Examiners to value that answer. After receiving the marks, the Chairman, BOE shall make the necessary corrections. Despite all these corrections, if the difference between the two valuations is still more than 15%, the Chairman, BOE shall arrange for third valuation by examiners from the approved panel of examiners.
- 12.3 In case of two valuations, the average of the two valuations and if there are three valuations, the average of the nearest two valuations shall be taken for declaring results. The candidates not satisfied with the results may apply for photocopies of the answer scripts and / or challenge valuation.

13. Challenge Valuation:

A student who desires to challenge the marks awarded to him/her may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 15 days after the announcement of the results. Such candidates shall be provided with a Xerox copy of the answer book after concealing the name of the valuers.

The answer scripts for which challenge valuation is sought for shall be sent to another external examiner. The average of the marks awarded in the challenge valuation and the marks of the earlier valuation which is closer to the challenge valuation shall be the final award.

Classification of Successful candidates:

Minimum for a pass in each paper shall be 40% (Semester paper in that/end paper no minimum for internal assessment) and 50% in aggregate of all the semester. However,

minimum pass in each paper shall be 40% in semester end exam and 50% in aggregate of all papers in that semester.

The results of successful candidates at the end of each semester shall be declared on the basis of Percentage of Aggregate Marks and in terms of Grade Point Average (GPA) and alpha – sign grade. The results at the end of the fourth semester shall also be classified on the basis of Percentage of Aggregate Marks and on the basis of the Cumulative Grade Point Average (CGPA) obtained in all the four semesters and the corresponding overall alpha – sign grade. An eight point grading system, alpha – sign grade as described below shall be adopted.

First Class with Distinction	70% and above (A+, A++ or O)
First Class	60% and above but less than 70% (A)
High Second Class	55% and above but less than 60% (B+)
Second Class	50% and above but less than 55% (B)
Pass Class	40% and above but less than 50% (C)

Eight Point Alpha – Sign Grading Scale:

Grade Point Average	<4	4-<5	5-<5.5	5.5-<6	6-<7	7-<8	8-<9	9-10
Alpha-Sign Grade:	D	C	B	B+	A	A+	A++	O

The Grade Point Average (GPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of fourth semester shall be computed as follows:

Computation of Grade Point Average (GPA):

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course as per the table below. They shall be generally percentages divided by 10. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the course and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

ILLUSTRATION 1 (26 Credits)

Papers	P1	P2	P3	P4	P5	P6	P7	Total
Max. marks	100	100	100	100	100	100	100	700
% Marks Obtained	77	73	58	76	64	66	82	496
Grade Points Earned (G.P.)	7.7	7.3	5.8	7.6	6.4	6.6	8.2	-
Credits for the Course (C)	4	4	4	4	4	4	2	26
Total GPW = GP x C	30.8	29.2	23.2	30.4	25.6	26.4	16.4	182

Semester Aggregate Marks : **496 / 700 = 70.86%**

Classification of Result : **First Class with Distinction**

The GPA shall then be computed by dividing the total GPW of all the courses of study by the total credits for the semester, $GPA = \text{Total GPW} / \text{Total Credits} = 182 / 26 = 7.0$

Semester Alpha Sign Grade: A+

ILLUSTRATION 2 (24 Credits)

Papers	P1	P2	P3	P4	P5	P6	Total
Max. marks	100	100	100	100	100	100	600
% Marks Obtained	67	73	78	76	84	88	466
Grade Points Earned (G.P.)	6.7	7.3	7.8	7.6	8.4	8.8	-
Credits for the Paper	4	4	4	4	4	4	24
Total GPW = GP x C	26.8	29.2	31.2	30.4	33.6	35.2	186.4

Semester Aggregate Marks: $466 / 600 = 77.67\%$

Classification of Result: First Class with Distinction

GPA = Total GPW / Total Credits = $186.4 / 24 = 7.77$

Semester Alpha Sign Grade: A++

Calculation of Cumulative Grade Point Average (CGPA):

The Cumulative Grade Point Average (CGPA) at the end of the fourth semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the four semesters by the total credits for the programme.

ILLUSTRATION I

Semester	I	II	III	IV	Total
Total Marks per Semester	700	700	600	600	2600
Total Marks Secured	496	560	466	510	2032
Semester Alpha Sign Grade	A+	A++	A+	A++	-
Semester GPA	7.0	8.0	7.77	8.5	-
Semester Credits	26	26	24	24	100
Semester GPW	182	208	186.5	204	822.9

Aggregate Percentage of Marks = $2032 / 2600 = 78.15\%$

Classification of Result: **First Class with Distinction**

Cumulative Grade Point Average (CGPA)

= Total of Semester GPW / Total Credits for the programme = $780.5 / 100 = 7.805$

Programme Alpha Sign Grade: A++

These are the sample illustrations of computing semester grade point averages and cumulative grade point average and the alpha – sign grades assigned.

13. MINIMUM FOR A PASS:

- 13.1 A candidate shall be declared to have passed the PG program if he/she secures at least a CGPA of 4.0 (Course Alpha-Sign Grade C) in the aggregate of both internal assessment

and semester end examination marks put together in each unit such as Theory Papers / Practical's / Project Work / Dissertation / Viva-Voce.

- 13.2 The candidates who pass all the semester examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.0 (or Alpha-Sign Grade A).
- 13.3 The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.
- 13.4 A candidate who passes the semester examinations in parts is eligible for only Class / CGPA and Alpha-Sign Grade but not for ranking.
- 13.5 There shall be no minimum in respect of internal assessment.
- 13.6 A Candidate who fails in any of the unit / project work / Project Report / dissertation / viva-voce shall reappear in that unit / project work / Project Report / dissertation / viva-voce and pass the examination subsequently.

14. CARRY OVER PROVISION: Candidates who fail in a lower semester examinations may go to the higher semesters and take the examinations.

15. REJECTION OF RESULTS:

- i. A candidate who fails in one or more papers of a semester may be permitted to reject the result of the whole examination of that semester. Rejection of result paper wise shall not be permitted. A candidate who rejects the results shall appear for the examination of that semester in the subsequent examination.
- ii. Rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.
- iii. Application for rejection along with payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the department/college together with the original statement of marks within 30 days from the date of publication of the result.
- iv. A candidate who rejects the result is eligible for only class and not for ranking.

16. IMPROVEMENT OF RESULTS:

- i) A candidate who has passed in all the papers of a semester may be permitted to improve the result by reappearing for the whole examination of that semester.
- ii) The reappearance could be permitted twice during double the period without restricting it to the subsequent examination only. The regulation governing maximum period for completing various degree/ diploma programme notified by the University from time to time shall be applicable for improvement of results also.

- iii) The student could be permitted to apply for the improvement examination 45 days in advance of the pertinent semester examination whenever held.
- iv) If the candidate passes in all the subjects in reappearance, higher of the two aggregate marks secured by the candidate shall be awarded for that semester. In case the candidate fails in the reappearance, candidate shall retain the first appearance result.
- v) A candidate who has appeared for improvement is eligible for class only and not for ranking.

Internal assessment marks shall be shown separately in the marks card. A candidate who has rejected the result or who, having failed, takes the examination again or who has appeared for improvement shall retain the internal assessment marks already obtained.

A candidate who fails in any of the semester examinations may be permitted to take the examinations again at a subsequent appearance as per the syllabus and scheme of examination in vogue at the time the candidate took the examination for the first time. This facility shall be limited to the following two years.

17. POWER TO REMOVE DIFFICULTIES

- i) If any difficulty arises in giving effect to the provisions of these regulations, the Vice-Chancellor may by order, make such provisions not inconsistent with the Act, Statutes, Ordinances or other Regulations, as appears to be necessary or expedient to remove the difficulty.
- ii) Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

APPENDIX “A”**M.T.A (MASTER OF TOURISM ADMINISTRATION) - COURSE MATRIX****I SEMESTER M.T.A (MASTER OF TOURISM ADMINISTRATION)**

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
1.1	Tourism Industry: Principles, Policies & Practices	4	3	30	70	100	4
1.2	Geography of Tourism	4	3	30	70	100	4
1.3	Indian Cultural Heritage	4	3	30	70	100	4
1.4	Ethical, Business and Legal Environment of Tourism	4	3	30	70	100	4
1.5	Travel Trade Management	4	3	30	70	100	4
1.6	Managing Behavioral Processes in the Organization	4	3	30	70	100	4
1.7	Soft Core Communication Skills	3	3	30	70	100	2
I SEMESTER TOTAL OF CREDITS							26

II SEMESTER M.T.A (MASTER OF TOURISM ADMINISTRATION)

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
2.1	Managerial Accounting for Tourism	4	3	30	70	100	4
2.2	Destination Marketing	4	3	30	70	100	4
2.3	Methodology of Research	4	3	30	70	100	4
2.4	E – Tourism	4	3	30	70	100	4
2.5	Tourism Analysis for Policy Decision Making	4	3	30	70	100	4
2.6	Sustainable Tourism	4	3	30	70	100	4
2.7a	Soft Core Personality Development	2	2	15	35	50	1
2.7b	Compulsory Study Tour and Viva – Voce					50	1
II SEMESTER TOTAL OF CREDITS							26

1.1 TOURISM INDUSTRY: PRINCIPLES, POLICIES & PRACTICES

Objectives

- To introduce to the discipline of Tourism and enable the students to have a bird's eye view of the various concepts which constitute the concept Tourism Industry
- To acquaint them with the rudiments of the tourism & travel related activities at the national and international levels along with the role of the state in its promotion and regulations.

Unit - 1

Definitions and Historical Development Famous traveler's & travelogues - Pleasure travel in ancient times - An Overview of tourism - Nature and characteristics – Elements - Classifications - Types of tours – Forms - Niche Concepts – Components and its importance – Attractions and its relevance - Circuits (National and International)

Unit - 2

Organizations of Tourism - Structure - Relationship – Role and Functions of International, Regional, National and Sub-National level Organizations and Associations - Role of government (State and Central) in Promoting Tourism - Policies – Master Plan – Incentives - Concessions and Subsidies granted for Private Investors – Centrally Sponsored Schemes – Foreign Investments – Concessions – role of ICCA, ICPB - Publicity campaign in India and abroad

Unit - 3

Economic, Socio-Cultural, Political Impacts of Tourism - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System – Mathieson & Wall Model - Leiper's Model - Stanley Plog's Model of Destination Preferences - Motivation - Definition & Objectives - Basic motivators of tourism - Other elements of motivation for tourism - Barriers to Recreation - Gender and Social Constraints

Unit - 4

Tourism Demand and Supply: Introduction to Tourism Demand; Determinants - Tourism demand - Definition, types & features – Measurement of tourism demand - Preferences of domestic and foreign tourists, Sources of foreign exchange earnings - Tourism Statistics (National and International). Emerging Trends and Future tourism perspectives - new thrust areas of Indian tourism

Unit - 5

Tourism as a multidisciplinary subject, declared as a service industry and consequences - Factors constituting for the tourism development - Tourism regulations –overview of 5year plans, National Tourism Policy, National Action Plan, Present trends in Domestic and Global tourism – Role of MSME and MNE's in Tourism Industry (case studies)

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- Sundras M S - Tourism Old Problems and New hopes New Delhi 1972.
- Sunetra Roday et al - Tourism Operations and Management, Oxford University Press, 2009
- WTO - Sustainable Tourism Development, Guide for Local Planners by WTO.

1.2 GEOGRAPHY OF TOURISM

Objectives

- To focus Tourism as a phenomenon in space and deals with processes and linkages responsible for tourist flow and its impact on the regions.
- To enable students to gain an insight into the geographical framework of various aspects of tourism in general and develop skills to analyze the basic methodology and trends of the discipline of geography.

Unit - 1

Definition, scope and concepts of Geography of Tourism. Approaches, Methodology and Techniques Analyses in Geography of Tourism. Importance of Geography of Tourism. Natural and climatic regions of the world in brief. How to read a map - GIS & Remote Sensing. - Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks - Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.

Unit - 2

Latitude, Longitude, International Date Line - Altitude – Direction - Scale Representation - time zones and calculation of time. Time differences, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time). Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy. Types, Forms, Patterns and Linkages in Tourism.

Unit - 3

Impact of weather and climate on Tourist destinations. Geographical Determinants : Diversities and disparities. Typology of area and Linkages flows and orientation. Review of Literature & identification of developmental issues - Conceptual frame work of models, spatial perspectives and development strategies in geography of tourism – Use of GIS UNITS in destinations planning and development.

Unit - 4

Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. The seasonal incidence – floods, droughts, famine, causes & effects for different tourist centers. Tourism attractions in different states and territories of India with analysis of changing climatic conditions.

Unit - 5

Planning and development of tourism in different climatic regions - Political and physical features of world geography. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, and Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico). Central America (Costa Rica, Panama, Belize etc) - Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece, Switzerland, The Netherlands. - Africa: South Africa, Mauritius, Kenya. - Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. - North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, New Zealand, Japan. South Asia: SAARC Countries, Indian Oceanic Islands,

References

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- Singh Gopal The Geography of India — Delhi (1988).
- Sinha, P.C. Tourism Geography, Anmol Publication
- Travel information manual, IATA, Netherlands, 2013

1.3 Indian Cultural Heritage

Objectives

- To enable them to harness the rich Historical and Cultural heritage and what India was and has been and gives an insight into the Tourism potential of India, which is vital for the students in the present. It enables them to have a future perspective, which confronted with responsibilities as planners, managers and decision makers.
- To enable and equip the students to have a glimpse of Rich heritage and architecture to plan packages for both indigenous and foreign Tourist.

Unit - 1

Cultural and Heritage Tourism – Architectural Heritage-Harappa and Mohenjodaro-Early Buddhist Architecture - Mauryan, Sunga, Kushana, Satavahana, Gupta period - Buddhist Rock-cut halls in Western India; Jaina Iconography-Gommata Monoliths of Karnataka

Unit - 2

Important Architectural Monuments: Mahabalipuram –Thanjavur –Kanchipuram – Suchindram –Chidambaram – Badami-Belur and Halibed – Hampi – Konark – Khajuraho-Indo-Islamic Architecture-Delhi, FatehpurSikri – Agra – Bijapur – Jaipur – Amritsar - World heritage Sites-Forts and Churches of the British.

Unit - 3

Philosophical works and Art Traditions: a) Vedas, Upanishads, Darshanas, Epics, Puranas; Philosophies of Sankara, Ramanuja, Madhva, Basavanah, Kanaka and Purandara Dasa, Kabir, The Sufis-Viveknanda b) Handicrafts-Textiles, Clay art, Stone and Wood works, Puppetry; Painting: Ajanta, Pahari, Mysore, Tanjore Paintings-Raja Ravi Varma's Paintings etc.

Unit - 4

Performing Arts and Cultural Events: Classical Dance Forms, Folk dances, their role in the development of Tourism- Classical Vocal Music- Musical Instruments – Folk Music. Cultural Festivals: Kumbha mela, Dassehra, Puri Rath yathra, Desert Festivals, Taj Mahotsav, Khajuraho Mahotsav, Hampi Utsav, Kerala Boat Races, Goa Carnival etc.

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1.4 Ethical, Business and Legal Environment of Tourism

Objectives

- To enable the students to understand and analyze the Ethical, Business and Legal Environment aspects conclusive for Tourism Business and the intricacies of the Legal systems that regulates and promotes Business in general and Tourism Industry in particular.

Unit - 1

Nature of Business Ethics, Principles of Business Ethics, Ethics v/s morality, Approaches to ethics –Utilitarianism, Kantianism, Virtue ethics, ethics in Tourism, Significance of Ethics in tourism, ethical dilemma and tourism, ethical issues and tourism, the Future of Tourism in relation to ethics, ethical environment of tourism.

Unit - 2

Nature of Tourism Business, Objectives of Business, Business Environment, and Environmental factors affecting Tourism, Searching of Environment and Usefulness of Searching Environment. Economic Environment – GDP, National income, per capita income, Industry, Agriculture. Global Environment – Why firms go international, routes of Globalization, MNC's – Role and Criticism. WTO – Impact on Indian Economy, Technological Environment – Interface between Technology and Tourism. Political Environment – Political Philosophy, Political Institutions – Legislative, Executive, Judiciary – Interface between Political Environment and Tourism Industry. Social-Cultural environment, interface between culture and Tourism, Social Responsibility of Business. The above components are to be discussed in Indian Tourism context.

Unit - 3

Constitutional Provisions relating to tourism: Indian Constitution.

- a) Part III : 14, 19, 21 and 29(1).
- b) Part IV : 48A, 49 and 51
- c) Part IV A : Fundamental Duties.
- d) Art 246 read with Schedule VII, Union list-entry 19, 20, 36, 62 and 63; State list, entry 7 and 12. C.List – Entry 67,40

Museum Act - Digest of Tourism Legislations

- a. Museum Act, 1910.
- b. I) Ancient, Monuments and Archaeological Sites and Remains Act, 1958
II) The Karnataka Ancient and Historical Monuments and Archaeological Sites and Remains Act, 1961 and Rules 1972.
- c. Ancient Monuments Preservation Act, 1964.
- d. Antiquities and Art Treasures Act, 1972.

General Principles of Contract Act - Essential elements of Contract – Breach of Contract – Performance of Contract – Indemnity & Guarantee – Bailment - Consumer Protection Act 1986, International consumer protection acts in tourism, Competition act applicable to the tourist as consumers. Environment Protection Act, 1986

Unit - 4

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

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

operation, special permits for rafting, paragliding, heli-sking and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings, Laws related to environment and wildlife. (Only Procedures and Permit)

Unit – 5

Citizenship – Passport act - Visa - visa extension. FEMA – Foreigners Registration Act – Customs – RBI guidelines - Criminal Law - Registration of cases -Travel Insurance - Evacuation and International insurance business, RTI, Safety and security of tourist, Tourist Police, Places of Tourism in the constitution, Need of tourism legislation. (Only Procedures and Permit)

References

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- Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html
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Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act – Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - Wildlife Protection Act 1972.

1.5 Travel Trade Management

Objectives

- To understand the significance and procedures of travel trade
- To equip the students with adequate knowledge and skills necessary to handle the current and future requirements of the travel trade profession.

Unit – 1

History, growth and meaning of a travel agency and Tour operator and their current and Changing Scenario in India & Abroad their future prospects - an overview; Emergence of Thomas Cook and American Express Company; Emergence of traditional and electronic Travel Intermediaries - scope – functions – types of TA / TO - Forms – concept of Wholesale and Retail - differentiation, interrelationship and linkages between Travel Intermediaries and principles and their problems and issues.

Unit – 2

How to set up a travel agency/tour operation business:

- a) Market research, sources of funding
- b) Central and State rules for getting Recognition (Procedures)
- c) IATA rules, regulation for accreditation (Procedures)
- d) Documentation and Practical exercise in setting up a TA/TO
- e) Departmentalization, managerial responsibilities and use of technology. (Office automation)
- f) Sources of earning: commissions, service charges etc.
- g) Diversification of travel trade – Visa / Passport, Travel Insurance, Forex, Cargo & MICE, etc.
- h) Entrepreneurial skill for travel, tourism and hospitality trade and problems of Entrepreneurs.
- i) Comparative study on various types of organisations: proprietorship, partnership, private limited and MNE's and their organisation structure (At least three case studies has to be undertaken on each types - offline and online travel agents and tour operators)

Unit – 3

Itinerary Planning & Development - Meaning, Importance and Types of Itineraries - Resources and Steps for Itinerary Planning – “Do's and Don'ts” - Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs) - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI etc - promotions by travel agency & tour operators. Linkages and Integration with the Principal Service Providers

Unit – 4

Management of In-house operations: Product knowledge, FIT and GIT tariffs, confidential tariffs, rack rates – vouchers - Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements - Briefing, planning and scheduling, pick up and transfers and feedback assessment - Managing field operations: Inbound and outbound - Developing linkages with principle suppliers - Managing recruitment and trained manpower - Inbound Tour Operations, outbound tour operations and its marketing - Guides and escorts: types, role and responsibilities - Communication and interpretation skills - Reservation and cancellation procedure for tour related services- hotels, airlines, cruise lines, car rentals and rail travel commission structures from supplier and service - Dealing with emergencies and complaint handling.

Unit – 5

Managing Distribution system in Tour Operations - Role of distribution in Exchange process - Selling through distribution chains - Logistics in tour operations - Need for professionalization & the job training for travel trade - Management of private & public airlines in India, Hotel chains Case studies. Tourism bills of Rights, Tourism code, Manila Declaration, International

conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and International convention on travel contract 1966, Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage) - Master Key on customer care and master key proposed by WATA and ASTA - RBI Regulations for Travel Trade - Corporate Travel Policy - Role and Responsibility of Travel Trade Associations - Objectives - Functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI etc.

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- Sathe & Vasant - The restructuring of public sector in India, Vikas publications
- WTO - Tourism safety and Security
- Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

1.6 Managing Behavioral Processes in Organizations

Objectives

- To familiarize the students with concepts of Behavioral Processes in Organizations and enable them Understand inputs of inter-personal, intra-personal and Organizational behaviors.
- To equip the students with skills that enables them to understand themselves and others better and to handle contemporary issues.

Unit - 1

Management Concepts, Nature, Scope, Levels, functions and Principles - Evolution of management Thought. Contribution of Henry Fayol and F.W. Taylor. Different Approaches to management - Organizations and its role in the Society - Importance of People in Organizations. Introduction, Meaning, Nature and Approaches to the study of Organizational behavior, Interdisciplinary subject - Corporate social responsibility. Concept of TQM, Systems Theory, Quality Circles, Kaizen.

Unit - 2

Individual Behavior: Differences and Foundations of Individual behavior - Personality: Determinants, Straits, Attitudes, Beliefs and Values – Perception: Process, Errors, and Attributions Perceptual Selectivity – Transactional Analysis – JOEHARRY window – Learning: Types, Principles – Motivation: Content Theories and Process Theories, Goal setting and reward systems - Management of Stress - Work stress: Stress models, Stressors, Moderning variables, Outerness of stress and coping strategies.

Unit – 3

Group dynamics - Group and interpersonal processes, foundations of group behavior, group dynamics - why groups form, group norms, Cohesiveness, Group decision making, Understanding Work Teams, and Ways of effective decision making - Conflict – Sources of Conflict, Ways of resolving conflict - Negotiation and Intergroup Behaviour - Management of Change – Resistance to Change – Organizational Development - Roles, Skills and Tasks of a Professional Manager - Manager and Environment - Social Responsibilities of Tourism and Hospitality Business - *Transactional analysis*

Unit – 4

Planning : Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management by Objectives (MBO) – Decision Making - Organising: Organisation Structure & Design – Authority Relationships – Delegation of Authority and Decentralisation – Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on organisational design – Mechanistic vs. Adoptive Structures.

Unit – 5

Directing and Controlling: Motivation – Motives – Characteristics – Motives Theories – Motivation and Productivity – Leadership Styles & Models - Process of Communication - Formal and Informal Communication – Verbal and non-Verbal Communication – Barriers to communication - Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

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1.7: Communication and Soft Skills

Objectives

- To develop oral and written communication skills so as to enable the Student to present their ideas logically and effectively.
- To equip the students to exhibit their domain Knowledge and compete successfully in the dynamic tourism and hospitality business environment.

Unit – 1

Meaning, Definition, Nature and Scope of Communication, Importance of Communication, Process of Communication, Listening skills, Barriers to Effective Communication, Overcoming the Barriers, JAM sessions, debates, elocution, etc. persuasive communication, convincing Skills - Non Verbal Communication, Body Language, Focus on English skills – Vocabulary, word power, Grammar, common errors and sentence building, Phonetics, reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing with special reference to tourism industry

Unit - 2

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

Unit -3

Presentation skills and techniques: Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management - Leadership and communication activities- Motivation activities, leadership activities, team building activities, assertiveness activities, time management techniques, Stress management techniques, creativity and ideation.

Unit - 4

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

Unit -5

Business Reports: Types and Characteristics; Components of a formal Report; Business Proposals – Types, Contents, Elements - Business Email, Project / Assignment preparation, PPT preparation, Report Writing - Cross Cultural Communication: Understanding Cultural and Business Protocol differences across countries – UK, USA, China, Japan, France, Germany, Middle East etc.

References

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- Deena R. Levine M.A., Mara B. Adelman - Beyond Language: Cross Cultural Communication,
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- Stephen Covey - The 7 Habits of Highly Effective People
- William B. Gudykunst - Cross-Cultural and Intercultural Communication
- Teaching and learning Resources;
http://eff.cls.utk.edu/fundamentals/eff_standards.htm
<http://www.ndted.org/teachingResources/ClassroomTips/Communication.htm>

2.1 Accounting for Tourism

Objectives

- To equip students with accounting skills so that they could prepare, analyze and interpret accounts related issues in Tourism.
- To enable them to be successful executives in hotels, travel agencies with this knowledge of Accounting.

Unit – 1

Accounting Principles: Concepts and conventions, Double Entry System – Journal – Ledger – Trial Balance and Its Preparation - Income Measurements - Final Accounts of Proprietary, Partnership and Joint Stock companies of Tourism Industry - Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanised system of accounting. – Insurance Claims.

Unit – 2

Analysis, Techniques and Interpretation of Financial Statements – Ratio Analysis (current ratio, quick ratio, stock turnover ratio, working capital turnover ratio, debt-equity ratio, proprietary ratio, interest coverage ratio & Net profit ratio) - Fund flow - Operating ratios in Tourism Industry - Travel Agency Accounting: Users and Uses of Accounting Information Accounts of Non-profit organizations: Income and Expenditure account – Receipts and Payments: Travel Agency Accounting.

Unit – 3

Cost Accounting – Concepts – Classification of Costs – Preparation of Cost Sheet – Methods of Costing – Operating Costing – cost control techniques - Canteen Costing - Costing & decision making - Cost Centers and Cost Analysis - Cost Sheet - Operation Costing / Service Costing (meaning & objective) Hotel & transport costing - Cost-volume Profit Analysis.

Unit – 4

CVP Analysis – Break Even Point, Break Even Chart – Application of CVP analysis for managerial decisions – Pricing – Importance – Pricing in tourism - Conventional Pricing Methods – Determination of room rates – Food and Beverage Pricing - Menu Engineering – Pricing package Tours and Budgeting and Budgetary Control - Sources of funds- Long term & short term, Advantages & disadvantages - SEBI

References

- Anthony and Reece, Management Accounting Principles : Text and Cases
- Bhattacharya, S.K. and Dearden J. Accounting for Management, Vikas Publication House, New Delhi.
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- Prasanna Chandra - Financial Management- Theory and Practice, Tata McGraw Hill, New Delhi, 2006
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2.2 Destination Marketing

Objectives

- To enable the students to understand marketing principles with special emphasis on Tourism and Travel industry
- To focus on marketing tourist destinations and familiarize them with the contemporary marketing practices.

Unit –1

Introduction to Destination marketing, Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its issues and challenges - Marketing mix – Tourism Destination Markets: Types, world tourism markets, inbound and outbound markets for India & Domestic markets - Tourist behaviour - Travel purchase and tourist buying process. Tourist decision making models

Unit –2

Management and Characteristics of Destination Product / Service, Product Decisions, Product Line, Product Mix, TALC (Tourism Area Life cycle) / PLC (Product Life Cycle), New Product Development, Branding and Packaging Decisions - Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix - Service Quality and Service Gap Analysis Model - Marketing of Tourism Related Activities : Trends and Marketing of Airlines, Hotels, Resorts, Travel Agencies and Other Tourism Sub – Sectors and Products - Detailed application and analysis of 21 P's of marketing - The 5 A's essential to a successful Destination: (Marketing of Accommodations, Assessment of Accessibility, Activities (Entertainment), Amenities (Facilities), Attractions of the Destination)

Unit –3

Marketing Strategy & Planning, Identifying Potential Markets - Market segmentation – Meaning and discussions - Market targeting process, Product positioning – purpose, process - Pricing Tourism Products / services: Pricing Considerations and Approaches, Pricing Strategies and Methods - Role of Small Tourism Businesses - Distribution Channel in Travel and Tourism, conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

Unit –4

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

Marketing Information System - Introduction, structure of marketing management, Information support system, Demand forecasting

Unit –5

Marketing Communication & Selection of appropriate tools of publicity Advertising & Publicity - Introduction, Development & role of films, T.V, Press & others - Tourism house journals & periodicals - Poster Display - Tourism publicity media, Poster's - poster design, Display of posters Identification of Developmental Issues and Strategies for Tourism Industry in India, analysis of various campaigns integrated with other countries, Joint venture with private sectors and others - Developing Marketing Skills for Tourism - Self Motivation - Team Building - Personality Development - Creativity & Innovation – Innovative Products in Tourism - International Perspective and Contemporary Trends Role of Regional & National travel & tourism organizations their Role & Hierarchy

References

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- Christopher Holloway J. & Chris Robinson - Marketing for Tourism
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2.3 Methodology of Research

Objectives

- To impart knowledge in basic statistics and operation research models.
- To enable students to plan and do a research project.

Unit – 1

Research– Meaning, Purpose, Scope of Research and scientific method, Types of Research, Review of Literature –need, purpose, notes taking. Selection and formulation of a research problem. Formulation of hypothesis, operational definition of concepts Research Design (Plan) – Meaning, Process of Preparation, Components of research design (Plan).

Unit – 2

Data - Secondary and Primary, interviewing and observation. Questionnaire and Schedule. Measurement and Scaling. Pre-testing, Pilot Study Sampling – Probability and Non-Probability Methods of Sampling, Sample size, Field collection of data, Processing of data, editing, Tabulation, Preparation of tables, Graphical Presentation.

Unit – 3

Analysis of data – Measures of Central tendency, Measures of dispersion, Normal distribution – Properties and uses. Estimation- Confidence intervals, Hypothesis testing for Mean and Proportion. One-sample tests, Two-sample tests, Test for Large and Small samples Chi-squares test for goodness of fit and independence.

Unit – 4

Correlation – Meaning, Types, Scatter diagram, Co-efficient of Correlation, Rank correlation, Simple linear regression analysis. Time-series data and forecasting - using time-series analysis. Exposure to Tourism Research related software packages for data analysis.

Unit – 5

Report writing – Planning report writing work, Target audience, Types of report – Style of writing - synoptical outline of chapters. Steps in drafting the report.

Tourism research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India and around the world. Importance of ICT / free and paid Websites in Tourism Research

References

- Goode and Hatt - Methods in Social Investigation
- Krishnaswamy O R – Methodology of Research in Social Sciences, Himalya Publications House.
- Kothari C R – Methodology of Research, Vikas Publications House
- Emory W – Business Research Methods
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- Wilkinson and Bhandarkar - Methodology and Techniques of Social Research.

2.4 E - Tourism

Objectives:

- The primary aim is to help prepare students to assume an active and significant role in design, use and management of information systems and technology.
- To help the students to understand the emerging technological issues facing management and able to use it effectively in work place and also will learn how to use technology to transform

Unit - 1

Introduction to E-tourism - Historical Development-Electronic technology for data processing and communication, Typologies of E-tourism : Business models in the wired economy - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - Business to Government (B2G), –Strategic, Tactical and operational use of IT in Tourism - E-marketing - E-commerce - M-commerce – M- marketing – M-tourism - Tourism Websites and designing principles

Unit - 2

Starting an e-business - E-marketing of tourism products / services - - online Travel Portal (Information and transaction) - Successful Online Tourism Business models - an overview of Tourism Websites – Online Tourism Services and Benefits - IT and its role in Tourism - Managing e-service Centres - Delivering e-value to Customers - Case studies of IRCTC, Makemytrip.com, Yatra.com, Trip advisor, Expedia, Amadeus, Galileo etc.,

Unit - 3

Global Distribution System: History & Evolution –CRS-Meaning functioning process and Levels of CRS participation –Transportation Distribution system (Airlines, Rail, Surface and Waterways), Hotel Distribution cases of Fantasia, Amadeus, Apollo-Galileo, Sabre, World Span, Abacus etc,- Changing Business models of GDS - IT outsourcing - Cyber crimes - Cyber laws - Computer Viruses - Digital Signatures - Cryptography.

Unit - 4

Payment Systems in E-tourism-payment Gateway-Billing and Settlement plan (BSP)-Security Issues and certification-future of E-tourism- Travel Blogs –E-marketing and promotion of Tourism products-Challenges for conventional business models &Competitive strategies-Computerization in Tourism problems and prospects-IT for achieving competitive edge in Tourism Industry-Networking of computers—Enterprise wide networks –Strategic value of Intranets and Extranets. - Security and Internet Firewalls - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) - Electronic Data Interchange (EDI) - Application of ICT systems in Tourism and advantages - Travel and Tourism Information Systems.

Unit - 5

Ethical Practices in E-Tourism – Tourism Products or Services Promised / Delivered - Quality Assurance - Management of Grievances / Complaints of tourists – Handling of online negative publicity through Blogs/ Forums / Negative rating / grading in the Information Portals - Social networking: Meaning, importance and its impacts on tourism business - Current debates in e-tourism - Future of tourism in electronic as well as mobile era - Practical Exposure: Online visit of Tour Operations Company

Note: Practical Exposure: Online visit of Tour Operations Company

References

- Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- Christ Doolar Cassel. Applying Numbers in I.T. in Leisure and Tourism.
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- Sadagopan S – Management Information Systems, Prentice Hall of India
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2.5 Tourism Analysis for Policy Decision Making

Objectives:

- To understand and enable the student on what basis policy decisions are made.
- To equip the student to make informed policy decisions in the real life situation once they enter the corporate or public sector.

Unit - 1

Tourism Demand and Forecasting

Demand for Tourism

Introduction - Factors Influencing Tourism Demand – Tourism Demand and Elasticity - Modelling Tourism Demand - Measuring Demand for International Tourism Arrivals

Forecasting Tourism Demand

Introduction – Importance – Approaches: Qualitative, Time-Series, Barometric Techniques, Econometric Approaches - Accuracy - Hybrid or Integrative Approach

Unit - 2

Tourism Supply and Pricing Strategies

Tourism Supply

Introduction - Factors Influencing Tourism Supply – Tourism Supply and Elasticity - Production, Costs and Supply - Consumer Surplus and Producer Surplus –Tourism Market Structure – Tourism Supply Chains and Firm Structure

Strategic Pricing in Tourism

Introduction - Competitive Strategies – Competitive Pricing Strategies - Non-competitive (Collusive) Pricing Strategies - Hedonic Modelling to Inform Strategic Pricing

Unit - 3

Contributions, Impacts, Cost and Benefits of Tourism - Measurement

Tourism Satellite Accounts - Introduction – Meaning – Importance – Updating TSA – Regional TSA – TSA as a Policy Instrument - Using TSA for Developing Measures of Tourism Performance

Unit – 4

Measurement of Economic Impacts of Tourism

Using Input–Output Models

Introduction - Purpose of Economic Impact Analysis – The Tourism ‘Multiplier’ – Multipliers Based on I–O Models - Limitations of Tourism I–O Multipliers – How Tourism Multipliers are Misused

Using CGE Modelling

Introduction - Structure of a CGE Model - Economic Impact Assessment Using CGE Models - Strengths and Limitations of CGE Modelling

Unit – 5

Measurement of Net Benefits of Tourism

Cost-Benefit Analysis

Introduction – CBA – Uses of CBA - Eight Main Steps in Performing CBA - Other Issues in Conducting a CBA - Cost-Effectiveness Analysis

Evaluation of Special Events

Introduction - The Logic of Government Support for Special Events – Estimating Event-Related ‘New’ Expenditure - Economic Impact of an Event - Challenges to Best Practice Event

References

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NOTE: Reports and Publications of National and International organizations has to be referred

2.6 Sustainable Tourism

Objectives

- To understand and appreciate the significance of sustainable development;
- To be familiar with the various approaches and practices for Sustainable Tourism Development(STD)
- To gain exposure to the implementation of STD principles through relevant case studies.

Unit - 1

Sustainable Development: Evolution - Principle concept and Meaning – Major Dimensions of Sustainability; Social, Economic, Environmental - Reasons for Unsustainable Development - Stockholm Conference 1972- World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming and Sustainable Development. Sustainability and climate changing issues in tourism

Unit – 2

Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism-Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration - Benefit and issues of Sustainable Tourism Development, Role and significance of Millennium development goals in Sustainable Tourism Development

Unit – 3

Sustainable Tourism Planning; Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio- economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying capacity - 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. Case studies of sustainable tourism planning (Raghurajpur In Odisha , Kuger National Park South africa)

Unit – 4

Quality Standards for Sustainable Tourism: ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa.

Unit – 5

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.

References

- Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
- Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
- Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.
- *Victor T.C. Middleton and Rebecca Hawkins - Sustainable Tourism – A Marketing Perspective*,
- Vidhya Niwas Mishra(ed) - *Creativity and environment*, Sahitya Academy, New Delhi, 1992
- Virendra Kaul - *Tourism & economy*, New Delhi 1994
- Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.
- Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.
- Werner Wolfgang(ed) - *Aspects of ecological problems & environmental awareness in South Asia*, New Delhi 1993

2.7a Personality Development

Objectives

- To acquire an in depth knowledge about the business communication and personality development
- To become familiar with the techniques and approaches for a successful communicators.
- To have glimpses of real life situation which the student has to face.

Unit – 1

IMAGE BUILDING AND SELF AWARENESS: *Developing Self Awareness - Projecting a winning personality* - How to match the industrial expectations as a professional - How to be a consistent Performer - Developing Competitive Coping Mechanism - *Understanding Business Etiquette* - Business Mannerism and Tourism Professional

Unit – 2

PRE, ON & POST INTERVIEW: Filling Application form, company knowledge - Formal look, handling queries, gestures & postures - Follow up

Unit – 3

RECRUITMENT PROCESS: Resume writing ; Types , contents , formats - Interview handling ; types , do's and don'ts , Stress managements

Unit – 4

OFFICE ETIQUETTES: Formal Look; office, get together - Peer to Peer communication - Work ethics - Hierarchy communication - Handling complaints & grapevine - Developing professionalism - Handling switch over Developing & maintaining contacts

Unit – 5

Interviewing skill development - Multiple activities session for the interview preparation starting from resume building to how to cope with the interviewing

Note: This syllabus is designed with the aim of developing student's personality suiting to the Industry requirements. As the requirement of the UNIT the under mentioned sessions are needed to be conducted for the students. This list is open ended and hence if required other sessions can also be undertaken.

1. Stress management classes by expert
2. Grooming class by a corporate trainer
3. Interaction session with HR of any company

References

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

2.7b Study Tour and Viva – Voce

A Compulsory Study Tour to the famous tourist centers in the region has to be undertaken by all the students accompanied by the faculty. For at least one week and submit a Comprehensive Study Tour Report to the Department. Based on the tour report the student has to attend a Viva – Voce examination.

Comprehensive Study Tour Report	35 Marks
Viva – Voce examination	15 Marks
Credits	01