

Bachelor of Business Administration-(Tourism & Travel Management)

Programme Level: Undergraduate **Duration:** Three Years (Six Semesters) **No. of Seats:** 60

Objective:

To provide the basic and essential knowledge regarding various activities undertaken by tourism industry and necessary knowledge and skill to work in the industry. To impart certain basic skills and aptitude which will be useful in taking up any activity in Tourism Industry. To develop the personality, so as to become responsible citizen with greater awareness about the Indian society and its culture. To provide a global view of several multinational tourism business houses and their functions. To provide knowledge, skill and attitude to set up tourism related establishment.

Input Qualification:

Candidate should have passed 10+2 from a recognized board or equivalent.

Evaluation Procedure:

All Rules and Regulations as provided in the Ordinances & Regulations of Undergraduate Programmes shall be followed.

BBA-(Tourism & Travel Management)

Three-Year Programme

Academic Curriculum (2019-22)

First Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Autumn Semester	Core Courses									
	TT101	Business Environment for Tourism	3	-	-	3	3	25	25	50
	TT111	Introduction To Tourism & Travel	3	-	-	3	3	25	25	50
	TT121	Tourism Resources of India	3	-	-	3	3	25	25	50
	TT131	Transport Management	3	-	-	3	3	25	25	50
	TT141	Principles of Management	3	-	-	3	3	25	25	50
	Ability Enhancement Compulsory Courses									
	MDC003	Environmental Studies	3	1	-	4	3	25	25	50
	Generic Course									
	TT151	Computer Applications in Tourism	2	-	2	3	3	25	25	50
	Sub Total	20	1	2	22					
	GE 103	Proficiency (Non-Credit) [#]				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Spring Semester	Core Courses									
	TT102	Tourism Documentation	3	-	-	3	3	25	25	50
	TT112	Economics of Tourism	3	-	-	3	3	25	25	50
	TT122	HRM in Tourism	3	-	-	3	3	25	25	50
	TT132	Tourism in India	3	-	-	3	3	25	25	50
	TT142	Tourism Administration in India	3	-	-	3	3	25	25	50
	Ability Enhancement Compulsory Courses									
	TT152	Communication Skills & Personality Development	3	-	-	3	3	25	25	50
	Generic Course									
	TT162	Entrepreneurship in Tourism	3	-	-	3	3	25	25	50
	Sub Total	21	-	-	21					
	GE 104	Proficiency (Non-Credit) [#]				1				

BBA-(Tourism & Travel Management)

**Three-Year Programme
Academic Curriculum (2019-22)
Second Year**

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MT E	ETE
Autumn Semester	Core Courses									
	TT203	Geography of Tourism	3	-	-	3	3	25	25	50
	TT213	Customer Services	3	-	-	3	3	25	25	50
	TT223	Tourism Management	3	-	-	3	3	25	25	50
	TT233	Business Accounting	3	-	-	3	3	25	25	50
	TT243	Adventure Tourism	3	-	-	3	3	25	25	50
	Skill Enhancement Compulsory Courses									
		Foreign Language-I [#]	3	-	-	3	3	25	25	50
		Mody University Elective	3	-	-	3	3	20	-	80
	Generic Course									
	TT253	Indian History	3	-	-	3	3	25	25	50
	Sub Total		24	-	-	24				
	GE 203	Proficiency (Non-Credit) [#]				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MT E	ETE
Spring Semester	Core Courses									
	TT204	Travel Agency & Tour Operations Business	3	-	-	3	3	25	25	50
	TT214	Sustainable Tourism	3	-	-	3	3	25	25	50
	TT224	Tourism Planning & Development	3	-	-	3	3	25	25	50
	TT234	Tourism Organizations	3	-	-	3	3	25	25	50
	TT244	Tour Guiding & Interpretation	3	-	-	3	3	25	25	50
	Skill Enhancement Course									
		Foreign Language-II [#]	3	-	-	3	3	25	25	50
		Mody University Elective	3	-	-	3	3	20	-	80
	Generic Course									

	TT254	Legal Framework for Tourism	3	-	-	3	3	25	25	50
		Sub Total	24	0	0	24				
	GE204	Proficiency (Non-Credit) [#]				1				

BBA-(Tourism & Travel Management)

Three-Year Programme

Academic Curriculum (2019-22)

Third Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Autumn Semester	TT305	Sales and Marketing In Tourism	4	-	-	4	3	25	25	50
	TT315	Tourist Behavior	3	-	-	3	3	25	25	50
	TT325	Destination Marketing & Management	3	-	-	3	3	25	25	50
	TT335	International Tourism	4	-	-	4	3	25	25	50
	TT345	Conferences and Event Management	4	-	-	4	3	25	25	50
	TT355	Air Ticketing & Fare Calculation	3	-	2	4	3	25	25	50
			Sub Total	21	-	2	22			
	GE 303	Proficiency (Non-Credit) [#]				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Spring Semester	TT306	Study Tour & Study Report ; Viva Voce (3 Weeks)	-	-	-	3	-	-	-	50
	TT316	Summer Internship & Project Report; Viva Voce (10 Weeks)	-	-	-	10	-	-	-	100
		Sub Total	13	-	-	13	-	-	-	
		Total Credits	127	-	-	127				
	GE306	Proficiency (Non-Credit) [#]				1				

CW: Course Work; MTE: Mid Term Examination; ETE: End Term Examination

The university offers five foreign languages, i.e. Chinese, French, Japanese, German and Spanish, out of which a student is required to select any one. There is no option of change once selected.

**A student will go for Summer Internship after Second year and Evaluation of Summer Internship Project would comprise of Report and Viva-voce.

Study Tour: 50% for tour report & 50% for Viva Voce.

The credits assigned to the study tour shall be distributed in the ratio of 50%: 50% for tour report and viva-voce respectively.

Summer Internship: 50% for project report & 50% for Viva Voce.

On the Job Training Report of Internship & viva-voce shall be a compulsory component for the students. Each student shall have to undergo 10-week or two-and-half months i.e. (Feb to Apr) training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create a job opportunity for the students while undergoing training in Travel Agency, Tour Operation, Tourism Information Offices, Hotels / Resorts etc. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business. The credits assigned to this paper shall be distributed in the ratio of 50%: 50% for project report and viva-voce respectively.

TT-101	Business Environment for Tourism	3-0-0-3
Course Objective: The primary objectives of this course are to acquaint the students emerging global trends in tourism business environment.		
Course Content		
	Tourism Business Environment- Nature, components and determinants. Assessing business environment risk- country risk and political risk.	9
	Assessing current state of tourism business environment in India: Economic Reforms, Liberalization, Privatization and globalization. Small Scale tourism Enterprises: Meaning, Significance to the Indian economy, problems and various incentives given to these.	10
	Various Industrial Policies of India with special emphasis on new industrial policy with various amendments related with tourism business, Competition Act and its impact on Indian tourism business.	10
	Various tourism & travel Trade Reforms announced in India in recent times. Trends in tourism business in India; Foreign Direct Investment in tourism - significance, policy and current position of India.	10
Text Books		

1.	A.K. Sundaram J. Stemart Block : The International Business Environment PHI.	
References:		
1.	Daniel, John D and Radebangh, Lee H : International Business, 5th ed., New York, Addison Weley.	
2.	Charles W. Hill, International Business, fourth edition, Tata McGraw Hill Publications Companies.	
Note: Latest edition of text book and references must be used.		

TT-111	Introduction To Tourism & Travel	3-0-0-3
Course Objective: The primary purpose of the paper is to acquaint the students about the basic and preliminary knowledge of the terms, concepts, systems and trends in tourism. It will form the first step to move forward to interact with the advanced knowledge pertaining to tourism.		
Course Content		
	Basic concepts & development of tourism: Tourism, excursion, leisure and recreation; tourist, visitor, traveller; History and evolution of tourism, Roman Empire and early travel, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organised travel; Modern day Mass Tourism.	[9]
	Typology and forms of tourism: International Tourism, Inbound, Outbound, inter regional, intra-regional, domestic, internal, National Tourism; Types of Tourism, contemporary trends in Indian Tourism.	[7]
	Tourism system & Environment: Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration.	[7]
	Tourism Demand & Travel Motivators: basics of Tourism demand, Net travel propensity, Gross travel propensity, Case study-pattern of movement of tourists to India; Travel Motivators, Physical Motivators, Inter personal Motivators, Status & Prestige.	[8]
	Future growth and development of Indian tourism: 5 T's of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India.	[8]
Text Books		

1.	Holloway, J. C. (1994). The Business of Tourism, Pitman Publishing, London.“(L)”	
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References:

1.	Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2012). Tourism Principles and Practices, Oxford Higher Education. “(L)”	
2.	Medlik, S. (1997). Understanding Tourism, Butterworth Hinemann, Oxford.	

Note: Latest edition of text book and references must be used.

TT-121	Tourism Resources of India	3-0-0-3
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Course Objective: The students will have an understanding of different types of tourism resources of India and how they are important for tourism industry.

Course Content

	Introduction: Tourism Resources- meaning, importance and characteristics. Classification of Tourism resources. Tourism resources as tourism products. Conservation & Protection of Resources: threats, importance, Do's & Dont's for visitors, role of tourism service providers.	9
	Physical Tourism Resources: Mountain & Valleys- Indian Himalayas, Aravali Mountain Ranges, Western Ghats & Eastern Ghats; Deserts, Wetlands & Plains. Coastal Lands & Beaches; Islands; Rivers & Canals; Lakes.	7
	Bio geographical Tourism Resources: Flora and Fauna of India; Wild Life Sanctuaries & National Parks. Project Tigers. Important Eco-tourism Attractions of India. Land base, water base, Air base adventure tourism attractions.	7
	UNESCO World Heritage Sites of India: Cultural properties, Natural sites, and mix-properties of India in UNESCO heritage site list. Built Up Structures- Monuments- Forts, Palaces, Havelis, Cave, War Memorials.	7
	Indian Classical Dances and other form of dance & Music, Painting in different period and region, Indian Handicrafts and Handlooms; Important Rural Tourism villages of India. Fair and festivals, Handicrafts and textiles. Modern Theatre and Cinema. Indian Language and literature.	9

Text Books

1.	Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi	
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References:

1.	Singhania, N (2015), Indian Art and Culture , Mc Graw Hill Education	
2.	Dixit, M and Yadav, C S (2006): <i>Tourism in India</i>,: New Royal Publisher, Lucknow	

Note: Latest edition of text book and references must be used.

TT-131	Transport Management	3-0-0-3
Course Objective: To understand the significance and role of various modes of transportation in tourism industry. Knowledge shall also be accumulated on the issues and trends in transport management and working of different modes of transportation.		
Course Content		
	Introduction to Transport Systems: Evolution of transport system; importance of transport in tourism; developments taken place in transport systems around the globe; trends and issues of transport management; major transport associations and organizations working with the tourism industry; International Union for Public Transport.	8
	Aviation: Evolution and growth of civil aviation in the World and in India; aviation in India; outline of Air India and private airlines operating in India; patterns of demand and supply; functions and role of ICAO, IATA, AAI, DGCA.	7
	Rail Transport: Introduction and history of railways around the world and in India; major railway systems of the world - Amtrak, Euro Rail, Brit Rail, Japan railways, Canadian railways, and other railway systems in Africa & Australia. Indian railways: past; present & future; luxury tourist trains – Palace on Wheels; Maharaja Express; Royal Orient; Deccan Odyssey; heritage toy trains of India; Indrail pass. The International Railway Congress Association (ICRA).	9
	Road Transport: Introduction and overview of road transport industry in the world and in India; past, present and future scenario of road transport systems in India and worldwide; major tourist coach systems in the world and India; documentation for road tourist transport in India. Car rentals: introduction; present scenario and future challenges; overview of technology and car rentals; associations and organizations of car rentals.	8
	Water Transport: Water transport system; historical past; river canal boats; future prospects of water transport in India. Cruise and ferries: introduction and history; river canal boats; impacts of ferries and cruises on tourism; boating holidays; major cruise liners and packages in India and the world with map work.	7
Text Books		
1.	Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi	
References:		
1.	Singhania, N (2015), Indian Art and Culture , Mc Graw Hill Education	
2.	Dixit, M and Yadav, C S (2006): <i>Tourism in India</i>,: New Royal Publisher, Lucknow	

Note: Latest edition of text book and references must be used.

TT-141	Principles of Management	3-0-0-3
Course Objective		
The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.		
Course Content		
	Introduction: Concept – Need for study; Managerial functions – An overview; Coordination – Essence of management; Evolution of Management Thought – Classical, Neo classical and Modern approaches, MBO, Emerging issues in management.	[08]
	Planning: Types of Plan, Objectives of Planning, Planning process, SWOT, Decision-making – Concept, importance, Individual versus group decision making, Decision making process, Techniques of decision making.	[12]
	Organising & Staffing: Concept and importance; Process of organizing – An overview, span of management, line and staff authority, delegation of authority, centralization vs decentralization; Formal and informal organization; Types of organization structure; Concept and importance of staffing, Process of staffing.	[12]
	Directing and Controlling: Motivation – Concept, importance, intrinsic and extrinsic motivation; Motivation theories – Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y, Ouchi's Theory Z; Leadership – Concept, importance; Theories of leadership – Likert theory, Blake and Mouton's Grid theory, Tannenbaum and Schmidt Leadership continuum; Controlling – Concept, process, Principles of effective control, Major techniques of control.	[07]
Text Books		
1.	Koontz, H. and Weihrich, H. <i>Essentials of Management</i> , Pearson Education.	
2.	Prasad, L.M., " <i>Principles and Practices of Management</i> ", S Chand and Sons, New Delhi	
References:		
1.	Luthans, F., " <i>Introduction to Management</i> ", McGraw Hill.	
2.	Robbins, S. and Coulter, M. <i>Management</i> , Pearson Education.	
3.	Drucker P. F., <i>Practice of Management</i> , Mercury Books, London.	
4.	Griffin, R.W., <i>Management Principles and Application</i> , Cengage Learning	
5.	Louis, A.Allen: <i>Management and Organization</i> ; Mc Graw Hill, Tokyo.	
Note: Latest edition of text book and references must be used.		

7MDC003	Environmental Studies	3-1-0-4
<p>Course Objective : Environmental studies is one of the most important topics in the context of present civilization as the present status of environment is precarious and if proper and timely precautionary measures are not taken it has the potential to destroy many of the natural process that not only allows life to survive but also thrive. The objective of the course is to provide the student with an understanding of environmental issues.</p>		
<p>Course Content</p>		
	<p>Environmental Science: Definition, scope and importance, Multidisciplinary nature.</p>	[02]
	<p>Ecology and Life Sustaining Process: Origin, evolution and diversification of life; natural selection; levels of selection. Ecosystem structure, functions; nutrient cycles; biomes; habitat ecology; primary and secondary productivity; Population ecology; metapopulation dynamics; growth rates; density growth; niche concept; Species interactions: Biodiversity and bio conservation; genetic drift; biogeography and evolutionary ecology (Indian context only); gene-environment interaction; Endangered and endemic species of India.</p>	[06]
	<p>Present civilization and its engine: Empowerment through Science and Technology: Its power and its consequences. The strongest contemporary ideas of science and their consequences on society. Industrial Civilization and its engine. Economics and its limitations: meta economics Psychology: The Anatomy of Greed, Envy and Vanity (Freud's Psychoanalytic perspective, Hans Selye Stress Model; Self-regulation techniques) Unsustainable development. Traditional methods of protecting nature. Suggested Case studies: i) Cultural Basics of our Environmental Crisis: ii) Ecofeminism</p>	[06]
	<p>Natural Resources (Renewable and Non-renewable Resources): Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over-utilization of surface and Ground Water, Mineral resources – Use and exploitation, Role of an individual in conservation of natural resources. Suggested Case Studies: i) What has posterity ever done for me? ii) Energy policy and further future: The identity problem</p>	[05]
	<p>The story of Commons: Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, water logging, salinity, Drought, Earthquakes, Cyclones and Landslides. Suggested Case Studies: i) The tragedy of commons: ii) We all live in Bhopal iii) The Silent Spring;</p>	[06]

	<p>Social Issues and the Environment: Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear accidents and holocaust, Environmental Protection Laws in India. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. Role of Information Technology in environment and human health.</p> <p>Suggested Case Studies:</p> <ol style="list-style-type: none"> i) Earth the Crowded Planet ii) Famine Affluence and morality iii) The world food supply 	[06]
	<p>Protection and Prevention of Environment with Special intervention: Environment Protection and the Law: Constitution Provisions Relating to Environment, Constitutional provisions about states powers concerning acquisition, regulation and distribution of natural resources (water, forests, mines, oil).</p> <p>Primary Protective Laws: Environment Protection Act, 1986, Water (Prevention and Control) Act, 1974, Air (Prevention and Control) Act, 1981, Forest Act, 1927, Forest Conservation Act, 1980, Biodiversity Act, 2002, National Environment Tribunal Act, 1995, National Environment Appellate Act 1997, the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, National Green Tribunal Act, 2010.</p> <p>Secondary Laws: Noise pollution regulations: Environment Impact Assessment (EIA), rules relating to waste management (Solid wastes, hazardous wastes, bio-medical wastes, The Costal Regulation Zone Notification). Role of information technology in environment and human health, Greenhouse, its effect, remedies and international declaration related to it.</p>	[06]
	<p>Sustainable Development (Objective and Application): Introduction: Dysfunctional civilization, Vision of sustainable world, Satyagraha for Conservation, Buddhist Attitude towards nature , Buddhists Economics</p> <p>Case studies</p> <ol style="list-style-type: none"> a. Management Sciences: Carbon Credits and Trading , green marketing and cause related marketing b. Science and Engineering Issues: Organic farming, Renewable energy. c. Built Environments: Sustainable site planning, management of waste and its reduction, Low energy building materials and its implications, embodied energy, different case studies d. Sustainable fashion: Online study of eco-fashion brands; how India can lead? e. Judicial activism 	[11]
	<p>Field Trip & Report writing: (Any one of the following)</p> <ol style="list-style-type: none"> i) Visit to renewable energy site ii) Visit to biodiversity park iii) Workshop on sustainable fashion iv) Shekhawati and its environment 	[04]

	v)	Morarka Foundation (organic farms) Nawalgarh/ Piplantri village Rajsamand district	
Text Books			
1.		Cunningham William P. Saigo B Woodworth, <i>Environmental Science: A Global Concern</i> , McGraw-Hill Higher Education; Sixth Edition	
2.		Odum E. P. Barret G.W “ <i>Fundamental of Ecology</i> ”, 5 th Edition Cengage Learning.	
References:			
1.		S.C Shastri “ <i>Environmental Law</i> ”5th Ed EBC Explorer, India.	
2.		, C.T Morgan, R.A King, J.R. Weisz, J. R., & J. Schopler, “ <i>Introduction to Psychology</i> ” International Student edition, Tata McGraw Hill, New Delhi.	
3.		E.F.Schumacher, Blond and Briggs, “ <i>Small is Beautiful: Economics as if People Mattered</i> ” London.	
4.		Heywood V.H. & Watson R.T. 1995. “ <i>Global biodiversity assessment</i> ”, Cambridge Univ. Press	
5.		“ <i>Our Common Future</i> ”, Report on World Commission on Environment and Development United Nations Document.	
6.		Al Gore, “ <i>Dysfunctional Civilization: The Earth in Balance</i> ”, Houghton, Mifflin.	
7.		Lester Brown, Christofer Favin, Sandra Postel, “ <i>Vision of a Sustainable World</i> ”, The Worldwatch Reader, Ed Lester R. Brown New York	
8.		W.P. Pruden and S.H. Anderson, “ <i>Environmental Sciences</i> ”, Charles. E., Meredith Publication, NY, USA	
Mongraphs for suggested Case Studies :			
9.		Cultural Basics of our Environmental Crisis: Lweis W. Moncrief, Science Vol 170,508-12 (1970)	
10.		Ecofeminism: Karen J Warren Environmental Ethics, Vol 12 (1990)	
11.		Satyagraha for Conservation : Awakening the spirit of Hinduism: O. P. Dwivedi Ethics of Environment and Development, Edited by Engel and Engel, Bellhaven Press, UK (1990)	
12.		Buddhist Attitude towards nature: Lily De Silva, The Buddhist Attitude towards Nature, Ed: K.Sandell, Buddhist Publication Society, Sri Lanka (1987)	
13.		What has posterity ever done for me?: Robert Heilbroner, Times Magazine, New York (1975)	
14.		Energy policy and further future: The identity problem: Derek Parfit, Energy and the future , Eds MacLean and Brown, (1983)	
15.		The tragedy of commons: Grrctn Hardin, Science, 162 (1968)	
16.		We all live in Bhopal: George Bradford , Questing Technology, Freedom Press, US (1988)	
17.		The Silent Spring: Rachel Carson, Houghton Mifflin Co, US (1962)	
18.		Earth the Crowded Planet: Tristram Coffin, The Washington Spectator, Vol 17.15 (1991)	
19.		Famine Affluence and Morality: Peter Singer, World Hunger and Moral Obligation Ed William Aiken, Hugh, Lafollette, (1977)	
20.		The world food supply: Tristram Coffin, Washington Spectator, Vol 19.2, 1993	

Note: Latest edition of text book and references must be used.

TT-151	Computer Applications in Tourism	3-0-1-4
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Course Objective: Computer skills are essential in every modern framework of studies including tourism due to the need to manage fast multiplying information and data. The course requires consistent efforts on the part of the students to practice methods and mechanism of computing and analysis. The course focuses on the basic software(s) and new terms and technologies while providing an insight in Computing and related concepts.

Course Content

	Computer Fundamentals & Official Operations: Components and Units of a computer system, Characteristics, Features and Uses of computers, data entry devices, data output devices and storage devices. Introduction to Windows Basics of MS Office and Uses in Travel Agency	[12]
	ICT & TOURISM: Introduction to Information and communication Technologies (ICT), Web Portal and Websites. Definition, Meaning, Role and Importance of ICT in Tourism sector, Future of ICT in Tourism Industry.	[12]
	E-COMMERCE : E-Commerce Meaning, Definition, Features, Functions of E-Commerce, Limitations of E-Commerce, Introduction to E-Tourism, Meaning and Definition, Case study of online Travel, Agencies Selling E-Tourism: Yatra.com and Makemytrip.com.	[14]
	AUTOMATION AND RESERVATION: Introduction to Internet; Its uses and applications of Internet in Tourism and Searching on internet using various search engines. Introduction to CRS; Need and history of CRS systems, Benefits and importance of the CRS system to the Travel trade.	[14]

Text Books

1.	S.C. Bhatnagar and K.V. Ramani, Computers and Information Management: A premier for Practicing Managers, PHI, New Delhi,	
2.	S. Shajahan and R. Priyadarshini, Management Information Systems, New Age International Publishers, New Delhi.	

References:

1.	D.Buhalis, E-Tourism: Information Technology for strategic Tourism Management, Pearson Education Ltd, Essex, UK	
2.	C.S.V Murthy, E-Commerce Concepts, Models and Strategies, Himalaya Publications	
3.	Leon Alexis and Mathews Leon, Internet for everyone, Vikas Publishing House Pvt. Ltd, New Delhi	
4.	K. Bajaj and D. Nagm, E-Commerce: The Cutting Edge of the Business, Tata McGraw Hill	
5.	D.Buhalis, E-Tourism: Information Technology for strategic Tourism Management, Pearson Education Ltd, Essex, UK	

Note: Latest edition of text book and references must be used.

TT-102	Tourism Documentation	3-0-0-3
<p>Course Objective: Tourism industry is growing at very fast pace. In India the outbound tourism and inbound tourism are also growing. International tourism involves several types of formalities. The students of tourism should know about such formalities, which are needed in the form of several documents. In this course the students will learn about required documents in foreign travels.</p>		
<p>Course Content</p>		
	General history of passport, visa and other formalities in different parts of world and India. Documents needed for foreign travels. Immigration formalities at airport for outbound and inbound tourists.	[10]
	Passport; Definition. How to get the passport form. The essential documents, photographs and fee for passport. Types of passports. Alternatives of passport.	[9]
	Visa- Meaning. Types of Visa issued by India. How to obtain Visa. Necessary documents to get Visa, Visa on Arrival, Online Visa Registration, ETA, Schengen Visa, U.S. Visa, U.K. Visa	[10]
	Other formalities; Travel and baggage insurance, Disembarkation card, Baggage rules, Currency regulation. Foreign regional registration office. Health regulations; Yellow fever, Malaria, H.I.V. certificates.	[10]
<p>Text Books</p>		
1.	Mohinder Chand, Travel Agency Management , Anmol Publications, Pvt. Ltd.	
<p>References:</p>		
1.	IITTM ,Delhi Chapter, Ministry of Tourism, Govt. of India & Delhi Tourism Development Corporation, New Delhi.	
<p>Note: Latest edition of text book and references must be used.</p>		

TT-112	Economics of Tourism	3-0-0-3
<p>Course Objective: Tourism is now recognized as an economic activity of global significance. This complex and multi-faceted industry plays an important role in the economics of many developed and less developed countries. The main aim of this course is to give the macroeconomic picture of tourism's role within national economies using the fundamental concepts learned in introductory economics course.</p>		

Course Content		
	Introduction to Tourism Economics: Concepts of economics and their relevance to tourism, Tourism development and national economy contribution to GDP, Globalization, Liberalization, Privatization and their impacts on Tourism, FDI in Tourism-Trends and Implications.	[10]
	Economics of Tourism Demand: Nature of demand, Factor influencing tourism demand, economic determinants of Tourism demand, price and income elasticity of tourism demand, trends in tourism demand.	[10]
	Economics of Tourism supply: Market Structure and Tourism supply, elasticity of supply, Integration in tourism supply, supply trends.	[9]
	Economic impacts of Tourism: Employment and income creation, Tourism Multiplier, Balance of payment, Foreign exchange. <i>Visible and invisible trade</i> , Cost concept, types of costs, Tourism Taxation	[10]
Text Books		
1.	Ahuja. H.L., Business Economics, S. Chand & Co. New Delhi.	
2.	T.R.Jain, Business Economics, V.K. Publication, New Delhi	
References:		
1.	Vanhove. N., The Economics of Tourism Destinations, Oxford: Elsevier Butter worth- Heinemann	
2.	Nellis and Parker., The essence of Business Economics, Prentice Hall, New Delhi	
Note: Latest edition of text book and references must be used.		

TT-122	Human Resource Management In Tourism	3-0-0-3
Course Objective: The primary objectives of this course are to acquaint the students emerging global trends in tourism business environment.		
Course Content		
	Introduction of Human Resource: Human Resource- Concept, meaning and definition; Importance of HR in tourism industry; Concept of employee life cycle; approaches to managing HRs in hotels: emerging role of HR manager in tourism sector.	[10]
	Human Resources planning:	[10]

	Human Resource planning- meaning, process, factors and need for HRs planning; Job analysis- meaning, types, proposes and uses; job description of major positions in a travel agency and tour operation.	
	Acquisition of Human Resources Recruitment -meaning, process, methods of Recruitment in tourism industry; Selection procedure-essentials and steps in selection process; Interview- meaning, and types. Employee promotion, transfer and separation- meaning, purpose, and types	[10]
	Maintenance of Human Resources: Employee Training and development- need, importance, and methods of in tourism industry. Performance appraisal- need & importance and techniques.	[9]

Text Books

1.	Aswathappa, K, Human resource Management, The McGraw-hill publications, New Delhi.	
2.	Tripathi, P.C., Human Resources Management, Vikas Publications, Delhi	

References:

1.	Ian Beardwell and len Holden, Human Resource Management, Macmillan.	
2.	Robbins., The Management of Human resources, Prentic-Hall, New Delhi	
3.	Employee Relation-International Journal (special issue on people management in India and sub- continents).	
4.	Hoque, K., ' <i>Human Resource management in Hotel Industry: Strategy, Innovations and Performance</i> ', London: Routledge	
5.	Boella, M.J , <i>Human Resource Management in the Hospitality Industry</i> , 5th ed, Stanley Thornes Publishers, Avon	

Note: Latest edition of text book and references must be used.

TT-132	Tourism In India	3-0-0-3
Course Objective: India is one of the emerging economic powers of India. In tourism too India is one of few Choicest destinations of the world. India has a great variety of natural and cultural tourist attractions, that's why it is said that India is for all reasons and all seasons. In this course few important and popular tourist destinations are mentioned, so that the students can know about main tourist attractions of given places.		
Course Content		
	Trends in inbound and outbound tourism in India, Trends in domestic tourism in India, Major types of tourism in India mainly cultural, pilgrimage, Wildlife and MICE tourism.	[10]
	Tourism Policy and Planning in India: A historical view, Tourism in the current Five Year Plan, National Tourism Policy – 2002.	[9]
	Administration of Tourism in India: Role of Ministry of Tourism, Government of India, Role of State Tourism Corporations, Role of India Tourism Development Corporation (ITDC).	[10]

	Tourism Infrastructure in India : Transportation sector : Airlines and Railways, Accommodation sector: Major hotel groups & Chains; Challenges before Indian Hotel Industry, Tourism Marketing in India mainly the 'Incredible India' Marketing Campaign	[10]
Text Books		
1.	Amitabh Kant, Branding India: An Incredible Story; Harper Collins (India), Delhi.	
References:		
1.	Mohinder, Chand , Managing Hospitality Operations , Anmol Publications , New Delhi.	
2.	Kaul, R.N.: Dynamics of Tourism: a trilogy. Vol. 2: Accommodation. Sterling Publishers Pvt.Ltd. New Delhi.	
Note: Latest edition of text book and references must be used.		

TT-142	Tourism Administration in India	3-0-0-3
Course Objective: To understand the role of Government and Public sector Organizations to augment the tourism and its related sectors.		
Course Content		
	Role of Government in tourism Regulation and Management, Role of Ministry of Tourism, Government of India in terms of its Organization, Role and Functions.	[9]
	State Tourism Development Corporations and their organization and role in tourism development and promotion with special reference to: Haryana Tourism Corporation, Rajasthan Tourism Development Corporation, Kerala Tourism Development Corporation, Goa Tourism Development Corporation.	[10]
	India Tourism Development Corporation (ITDC): organization, role and functions: Divisions of ITDC, Hospitality Development and Promotion Board (HDPB): Role and Functions, Role of Tourism Finance Corporation of India in tourism growth.	[10]
	Tourism Planning in India: Growth and Performance, National Tourism Policy – 2002: Objectives and main features, Problems and challenges of Tourism Administration in India	[10]

Text Books		
1.	Mohinder Chand, Travel Agency Management , Anmol Publications, Pvt. Ltd.	
2.	Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.	

Note: Latest edition of text book and references must be used.

TT-152	Communication Skills & Personality Development	3-0-0-3
Course Objective: The course introduces learners to the basic communication skills and personality traits requisite in tourism and hospitality industry jobs. The theoretical inputs are designed to be used with practical exercises in the class rooms and daily behavioral corrections.		
Course Content		
	Understanding Communication- Concept, Process and Barriers to Communication. Qualities of Effective Communication. Ways of making communication effective and overcoming barriers. Types of Communication-Verbal & Non-verbal communication – its importance, types & use in business communication; Upward, Downward, Internal and External.	[12]
	Written – various principles of effective writing; Letter - Types, Format and features of a good letter; Email writing, Curriculum Vitae & covering letter; General Guidelines for Preparing Personal Profile. Oral communication - Group Discussions -Effective Conduct in Group Discussions, Group, Discussion in Induction, Group Discussion Process, Topics in Group Discussion, Tips for Group, Discussion, Clarity of Thoughts and Expression; Interviews-Purpose, Types & Preparation; Public Speaking- Need, Planning Presentation, Delivering Presentation, Basic Qualities in a Public Speaker.	[12]
	Personality Development- Concept of Personality, Elements of Personality, Determinants of Personality, Personality Analysis-Myers-Briggs Type Indicator (MBTI) Assessment.	[7]
	Personality (Grooming and Social Skills)-Grooming and Personal Hygiene, Basic Concepts of Grooming, Personal Grooming and Corporate Grooming, Dining Etiquettes, Corporate Etiquettes for Dining, Cross-Cultural Dining Etiquettes, Interpersonal Skills: Developing Interpersonal Skills, Role Played by Interpersonal Relations.	[8]
Text Books		

1.	Chaturvedi, P. C. and Chaturvedi, M. <i>Business Communication</i> , Pearson Education	
2.	Marden Orison Swett (2003). <i>The Power of Personality</i> , Kessinger Publishing	

References:

1.	George. B. & Chatterjee S. (2008). <i>Food & Beverage Service & Management</i> , Jaico Publishing House, Mumbai, India.	
2.	Covey Stephen R. (1990). <i>The Seven Habits of Highly Effective People</i> , NY: Fireside/Simon & Schuster	
3.	Barker Alan (2007). <i>Improve Your Communication Skills</i> , Kogan Page, New Delhi	
4.	Michael A. (2007). <i>Best Impression in Hospitality</i> , Delmar. Thomson Learning	
5.	Taylor Shirley. <i>Communication for Business</i> , Pearson Education	

Note: Latest edition of text book and references must be used.

TT-162	Entrepreneurship in Tourism	3-0-0-3
Course Objective: To prepare the budding entrepreneurs in tourism and to provide the students basic Knowledge of entrepreneurship and entrepreneurial skills.		
Course Content		
	Concept of Entrepreneur and entrepreneurship- its evolution, characteristics, role of entrepreneurship on economic development, Entrepreneurship in India- Factors and Institutional framework. Theories of entrepreneurship.	[10]
	Relationship between small and large business, problems of small scale industries in Indian context, growth of SSI's and Entrepreneurial motivation, policy support to small scale industries and entrepreneurship.	[10]
	Forms of ownership- structural patterns, entrepreneurial development and training, aspects involved in the growth of entrepreneurial environment.	[9]
	Issues relating to small business, financial, marketing channels, technological challenges in small business. Problems and remedies of entrepreneurship in India.	[10]
Text Books		
1.	S.S. khanka, Entrepreneurial Development, S. Chand & Company Ltd., New Delhi.	
2.	Kanishika Bedi- Management & Entrepreneurship-oxford University Press.	
References:		
1.	David H Holt- Entrepreneurship: New Venture Creation- Prentice Hall of India pvt Ltd	
2.	Methew J Manimala- Entrepreneurship Theory at the cross road: Paradigms & Praxis- Biztantra, NewDelhi	
3.	Robert D Hisrich : Entrepreneurship- Mc Graw Hill Companies	
4.	Rajeev Roy- Entrepreneurship: 2"d Edition - Oxford University Press	
5.	Vasant Desai-The Dynamics of Entrepreneurial Development and Management-Himalaya Publishing House	
Note: Latest edition of text book and references must be used.		

TT-203	Geography of Tourism	3-0-0-3
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Course Objective: This paper is very unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism.

Course Content

	Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude.	[7]
	IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time	[10]
	Planning Travel Itineraries, Qualifying the Customer, Planning Air Itineraries, Resources for Research.	[7]
	Local Currencies around the World, Types of Local Currencies, Local Currencies & Country Currency Codes	[7]
	Modes of Transport around the World, Development of World Transport Modes, Future trends in Intercontinental Transport.	[8]

Text Books

1.	Burton, R. Travel Geography. Pitman Publishing, Marlow Essex.	
2.	Boniface B. & Cooper, C. Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London	

References:

1.	C. Michael Hall & Stephen J. Page .The Geography of Tourism and Recreation-Environment, Place and Space. Third Edition, Routledge, London.	
2.	Travel Information Manual, IATA, Netherlands, 5. World Atlas	
3.	Hall, M ,Geography of Travel and Tourism, Routledge, London.	

Note: Latest edition of text book and references must be used.

TT-213	Customer Services	3-0-0-3
Course Objective: It would entitle the students to learn and inculcate set of skills required for providing a quality services to the customers.		
Course Content		
	Who is a customer? internal customer, external customer Who is a service provider? Why are some service providers better than others? Who is a satisfied/ dissatisfied customer? What are the consequences of satisfied/ dissatisfied customers?	[8]
	What is Quality? What is customer satisfaction? What is customer delight? Standards of Customer Service.	[7]
	Key areas of customer care; The product or the service itself; Sales and promotion of the service After sales support to the customer, Organizational culture.	[8]
	Customer Feedback, feedback tools Converting Customer care philosophy into everyday action Developing customer trust and loyalty - online Grooming and Etiquette Telephone Handling Skills.	[8]
	Complaint Management, Transactional Analysis in Customer Care, Customer care in airlines, Customer care in hotels, Case studies and Role Plays.	[8]
Text Books		
1.	Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.	
References:		
1.	V. Kumar, Werner Reinartz, Customer Relationship Management: Concept, Strategy, and Tools, Springer Publications, Heidelberg New York Dordrecht London.	
2.	Francis Buttler, Customer Relationship Management: Concepts and Tools, Taylor & Francis, ebook.	
Note: Latest edition of text book and references must be used.		

TT-223	Tourism Management	3-0-0-3
Course Objective: The course would provide the knowledge of management aspects linked to tourism and would enlightened the students know-how about different dimensions of tourism organisations .		

Course Content		
	Introduction- Definition of management concept-Development of management-managerial skills of tourism-management of tourism-components of tourism accommodation-attractions-accessibility-management of environment.	[8]
	Management of tourism marketing-segmentation-marketing mix-tour pricing- types of demand and supply and marketing research.	[7]
	Nature and classification of tourism- Basic nature of tourism, Nature of tourism: Leiper's Model, Tourist Generating Regions (TGR), Transit Regions (TR) ,Tourism Destination Regions (TDR), Varied benefits of tourism, Indian concept of classification of tours/tourism.	[8]
	Tourism planning- Need for tourism planning, Essentials of planning, Eight point planning process, Aims of tourism planning, Significance of planning.	[7]
	Infrastructure of tourism management- Structural components, Important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism, Tourism organisational set up in india- Structure of department of tourism, NTO & its Functions	[9]
Text Books		
1.	Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education. (L)	
2.	Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi: Macmillan India Limited. (L)	
References:		
1.	Douglas Pearce , Tourism Today - A Geographical Analysis - Longman Group vk Ltd.	
2.	Pran Seth , Successful Tourism Management, Sterling Publishers Pvt., Ltd..	
3.	A.K. Bhatia, Tourism Development.- Principles and Practices. Sterling Publishers Pvt.,Ltd	
Note: Latest edition of text book and references must be used.		

TT-233	Business Accounting	3-0-0-3
<p>Course Objective: To acquire conceptual knowledge of the financial accounting and to provide knowledge about the techniques for preparing accounts in different business organizations.</p>		
<p>Course Content</p>		
	<p>Theoretical Framework: Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. Generally Accepted Accounting Principles and Conventions, Accounting Standard v/s International Accounting Standards. Accounting Process: From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditures & Receipts, Depreciation, Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only).</p>	[12]
	<p>Sectional and Self-balancing System: Introduction, advantages and disadvantages, scheme of entries (including effect and rectification of errors), transfer from one ledger to another, contra balances in ledger, self-balancing ledgers vs. sectional balancing ledgers.</p>	[8]
	<p>Insurance Claims: Claims on account of loss of stock, loss of profit or consequential loss, loss of fixed assets, application of average clause, self-insurance and co-insurance, Entries in books of accounts, Workmen compensation insurance.</p>	[8]
	<p>Consignment Accounts: Important terms, Accounting records, Books of Consigner and consignee, Valuation of unsold stock, Conversion of consignment into branch, loss of goods—normal and abnormal. Joint Venture Accounts: Meaning of Joint Venture, Accounting records, Difference between Joint Venture and Partnership, Joint Venture vs. Consignment.</p>	[11]
<p>SUGGESTED TEXT BOOKS</p>		
1.	Mohamed Hanif and Mukherjee Amitabha., “ <i>Financial Accounting</i> ”, McGraw Hill Education, New Delhi.	
2.	Maheshwari, S.N., and Maheshwari, S. K., “ <i>Financial Accounting</i> ”, Vikas Publishing House, New Delhi.	
<p>SUGGESTED REFERENCE BOOKS</p>		
1.	Anthony, R.N. and Reece, J.S., “ <i>Accounting Principles</i> ”, Richard Irvin Inc.	
2.	Lal, Jawahar., and Srivastava, Seema., “ <i>Financial Accounting Text & Problems</i> ”, Himalaya Publishing House, New Delhi.	
3.	Tulsian, P.C., “ <i>Financial Accounting</i> ”, Tata McGraw Hill, New Delhi.	
4.	Elliott, Barry., and Elliott, Jamie., “ <i>Financial Reporting and Analysis</i> ”, Prentice Hall International.	
5.	Horngren, Charles T., “ <i>Introduction to Financial Accounting</i> ”, Pearson Education.	
<p>Note: Latest edition of text book and references must be used.</p>		

TT-243	Adventure Tourism	3-0-0-3
<p>Course Objective: The students will know about Adventure and Adventure Tourism. The difference between other types of tourism. The environment of travel business. Also, the students will know about the various types of adventure and the relation of adventure in tourism industry. This will make them to work and to indulge into new Adventure Tourism Business.</p>		
<p>Course Content</p>		
	<p>Introduction to Adventure and Adventure Tourism: Importance and definitions; history of adventure tourism; classification and elements of adventure tourism;</p>	[8]

	difference between adventure and sports.	
	Introduction to Land Based Adventure: hiking; trekking; rock climbing; repelling, bouldering; skiing and safaris. Equipment used in land based adventure tourism. Popular land based adventure places in India.	[7]
	Introduction to Water Based Adventure: Snorkeling; scuba diving; rafting; kayaking; canopying and surfing. Equipment used in water based adventure tourism. Popular water based adventure places in India.	[8]
	Introduction to Air Based Adventure: Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro light flying etc. Equipment's used in air based adventure tourism. Popular air based adventure places in India	[7]
	Major Adventure Based Organizations and institutions in India. Various courses offered in institutions. Scope and prospects of Adventure Tourism in India. Emerging trends of Adventure Tourism	[9]

Text Books

1.	Negi, J. (2001). <i>Adventure Tourism and Sports – Part- I & II</i> , New Delhi: Kanishka Publishers	
2.	Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. <i>Sport management: principles and applications</i> . Routledge.	

References:

1.	New Som, D., Moore, S.A., Dowling, R.K. (2004). <i>Natural Area Tourism</i> , New Delhi, Viva Books .	
2.	Malik, S.S. (1997). <i>Adventure Tourism</i> , New Delhi: Rahul Publishing	
3.	Buckley, Ralf (2006). <i>Adventure Tourism</i> . CAB International	

Note: Latest edition of text book and references must be used.

	Foreign Language – I	3-0-0-3
	Offered by School of Liberal Arts	

	Mody University Elective	3-0-0-3
	Offered by Different Schools of University	

TT-253	Indian History	3-0-0-3
Course Objective:		
This module educates the students about different phases of Indian History which is categorized into Ancient, classical, Medieval and Modern India. History is taught realizing its relevancy in Indian Tourism.		
Course Content		
	The pre-historic period, Indus Valley Civilization - Source of Information, Vedic Period – Early and Later Vedic period. The Epic Age. Jainism, Teaching & Principles of Jainism, Contribution of Jainism to Indian Culture. Buddhism-Rise and Growth, Doctrines of Buddhism	[9]
	Mauryan Period – origin, growth and contribution, Sunga Dynasty, Kusana Dynasty, Gupta Period – political, religious, socio-cultural and economic development during Maurya to Gupta period. Political condition of North India, South India and Eastern India after Guptas	[7]
	History of Medieval India 1206 - 1526 A.D. Rise of Turks, causes of Success of Arab invasion and its impact, Slave Dynasty, Khaliji Dynasty, Tughlaq Dynasty, Sayyid Dynasty, Lodhi Dynasty. Moghuls- Babur, Humayun, Akbar, Jahangir, Aurangzeb	[9]
	Political Condition of India in after Moghul- Decline of Mughal emperor and its impact. Rise of Maratha Power under Shivaji. Advent of Europeans in India - Establishment of bases and trading centres of East India company and other European companies. Establishment of British Rule in India.	[7]
	Social and religious reforms movement in India, Brahma Samaj, Arya Samaj, Rama Krishna Mission, Economic, political, religious and social development post-Independence. Indian Democracy and contribution of different political parties for the development of India	[7]
Text Books		
1.	Themes of Indian History – Part 1, 2, 3 – NCERT.	
2.	Chandra, Satish. <i>A History of Medieval India</i> , Orient Black Swan	
References:		
1.	Basham. A.L, <i>The wonder that was India</i> , Picador; Indian ed edition.	
2.	Chandra, Bipin. <i>History of Modern India</i> , Orient BlackSwan	
3.	Chandra Satish (2007), <i>A History of Medieval India</i> , Orient Black Swan.	
Note: Latest edition of text book and references must be used.		

TT-204	Travel Agency and Tour Operations	3-0-0-3
<p>Course Objective: The student should be able to understand the nature, structure and working of Travel Agency. Also the learner will be able to comprehend the range of services provided by them and, highlights the intricacies involved in tourist services. Recent trends and changes in travel agency and tour operations will help them to have updated knowledge.</p>		
<p>Course Content</p>		
	<p>Travel Retailing-Travel Agency & Tour Operations, Functions of a Travel Agency, Departments of Travel Agency Package Tours & its Components, Client Handling activities in Travel Agency.</p>	[6]
	<p>Itinerary Planning-Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary, Itineraries for Inbound and domestic tourists:- Golden triangle, Rajasthan tour, Kerala tour Popular outbound Itineraries of Singapore, Malaysia, Thailand, Europe Tour, Australia Tour</p>	[7]
	<p>Package Tours-Package tour and its components, Practical components of a standard package tour Designing & Costing of a package tour</p>	[6]
	<p>Visas-Difference between Passport and Visa Types of Passport & Visa Preparing Visa cases Formalities required for Various Visas like:- Schengen, Dubai and Far East</p>	[6]
	<p>Forex-Basic overview of FOREX Forex Terminology- TCs, Cash currency, BTQ, LERMS</p>	[6]
	<p>How To Set Up a Travel Agency -IATA Rules and Regulations. CASE STUDY DISCUSSION (Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots) Thomas Cook, La Passage to India, Travelguru.com, BTA, Star Cruises: Overview.</p>	[8]
<p>Text Books</p>		
1.	Chand, M. Travel Agency Management: An Introductory Text. Anmol Publications Pvt. Ltd., New Delhi.	
2.	S. K., & Mishra, J. M. Tourism: Principles and Practices. Oxford University Press.	
<p>References:</p>		
1.	Goeldner, C. R., & Ritchie, J. B. Tourism principles, practices, philosophies. John Wiley & Sons.	
2.	Jafari, J. (Ed.). Encyclopedia of tourism. Routledge.	
3.	Holloway, J.C. The Business of Tourism, London: Person Education Limited.	
<p>Note: Latest edition of text book and references must be used.</p>		

TT-214	Sustainable Tourism	3-0-0-3
Course Objective: To prepare the budding tourism professionals by providing basic knowledge about sustainable tourism related skills.		
Course Content		
	Sustainable Tourism- meaning, definition, scope, sustainable development components, major issues in understanding sustainable development, principles of sustainable tourism management, aspects of ethics and social responsibility Key Stake holders.	[10]
	Key issues of sustainable tourism development such as Ecotourism, carrying Capacity, de-marketing, Fair pricing, transportation, education, role of industry, Role of public and private sector, community involvement and local control and linkages therein.	[10]
	Three dimensions of Sustainable tourism i.e. environment, economic life, social aspects. Environment-scope of the concept of environment, major potential impacts of tourism on environment, Economic Dimension-scope of the concept, and major impacts of tourism on it, Social Dimension-scope of the concept of socio -cultural environment and impacts of tourism on socio cultural issues.	[10]
	Key actor in sustainable tourism- role of public sector, government bodies, local authorities, tourism industry, voluntary organizations host community, media, and tourists.	[9]
Text Books		
1.	Swarbooke , J-Sustainable Tourism Management, Rawat Publication, Jaipur.	
References:		
1.	William Theobald-Global Tourism: The Next Decade-Butterworth Heinemann.	
Note: Latest edition of text book and references must be used.		

TT-224	Tourism Planning & Development	3-0-0-3
<p>Course Objective: Having studied Tourism Planning and Development, the students will be able to describe theories of tourism planning and development. It will outline different approaches to tourism planning..It would describe the elements of a tourism policy model and how these elements are used to form a tourism policy for a destination.To outline the tourism planning process and different phases of that process. To analyze the tourism development of a destination.To explain different strategies of managing tourism growth.</p>		
<p>Course Content</p>		
	<p>Concepts of Tourism development policy, Definition & characteristics of policy, Principles of policy formulation, Levels of tourism development policy, Stakeholders in tourism development policy formulation.</p>	[6]
	<p>Concept of Tourism Development Planning, Definitions and Concepts of Tourism Planning, Principles of Tourism planning (meaning, objective, types, characteristics etc), Key Players in Tourism Development Planning.</p>	[8]
	<p>Stages of Tourism Development Planning: VMO (Vision, Mission & Objective Formulation), Survey of the existing situations, Analysis & Synthesis Of the existing situations, Plan formulation: developing strategies, Implementation, Monitoring and Evaluation.</p>	[9]
	<p>Considerations in Tourism Development Policy and Planning, Environmental Consideration, Economic Consideration, Community Consideration, Political Consideration, Institutional Consideration, Facilities Standard Consideration.</p>	[9]
	<p>Case Studies -Understanding the success and failure factors of different cases around the world.</p>	[7]
<p>Text Books</p>		
1.	<p>Gunn, C.Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.</p>	
2.	<p>Swain, S.K. & Mishra, J.M.Tourism Principles & Practices. Oxford University Press, New Delhi.</p>	
<p>References:</p>		
1.	<p>Morgan, N, Pritchard, A &Pride, R. Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann .</p>	
2.	<p>Butler, R.W. Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.</p>	
3.	<p>Tang, C.H. & Jones, E.E. Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.</p>	
<p>Note: Latest edition of text book and references must be used.</p>		

TT-234	Tourism Organizations	3-0-0-3
Course Objective: The course would provide the knowledge about the organisation structure of different tourism organisations, about their product & services and their working culture and environment.		
Course Content		
	Introduction To Luxury Railways Luxury Trains in India Royal Rajasthan on Wheels Golden Chariot Deccan Odessy	[9]
	Travel and Tourism Organizations IATA History, Growth and Development, IATA Goals, IATA Approval Membership UFTAA Introduction, Membership, Functions FHRAI Introduction, Membership, Functions.	[8]
	Travel Agency and Tour Operations Business Kuoni, Destination Management, Principle Services Offered Thomas Cook, Introduction, Principle Services Offered.	[8]
	Accommodation Sector Oberoi Hotels, Introduction, Activities of the Group , Oberoi/Philae Nile Cruiser, The Oberoi -New Delhi ,The Oberoi Vanyavilas-Ranthambore.	[8]
	Aviation Industry Jet Airways, Introduction Products and Services Kingfisher Airlines Introduction Products and Services	[7]
Text Books		
1.	Mohinder Chand. Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.	
2.	Cook, R.A; Marqua, J & Yale, L.J. Tourism: The Business of Travel. New York: Pearson Education	
3.	Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.	
References:		
1.	Fontgalland,B.De.The World Railway System. New York: Cambridge University Press	
2.	The Business of Tour Operations, London: Pitman.	
3.	Pender,L. Travel Trade and Transport. New York: Coninum	
Note: Latest edition of text book and references must be used.		

TT-244	Tour Guiding & Interpretation	3-0-0-3
<p>Course Objective: The idea behind introducing this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritties of this profession. This course also intends to deliver key guiding skills.</p>		
	<p>Tour guiding: Introduction to tour guiding and tour escorting; difference between tour guiding and tour escorting; role of a tour guide; Tour guiding in India; characteristics of a tour guide steps to becoming a tour guide, steps to becoming a tour guide.</p>	[9]
	<p>Guiding Techniques: Understanding the dynamics of tour guiding; practical tips, mechanics of tour guiding; tools of the trade.</p>	[8]
	<p>Practical guiding: Guiding at a monument; guiding at a religious site; guiding at a museum, guiding on a coach.</p>	[7]
	<p>Situation Handling: Handling difficult tourists; handling questions; handling emergencies.</p>	[7]
	<p>Managing guiding business: How to plan an itinerary; setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).</p>	[8]
<p>Text Books</p>		
1.	Chowdhary, Nimit (2013). <i>Handbook for Tour Guides</i> . New Delhi: Matrix Publishers. (L)	
<p>References:</p>		
	Mitchell, G.E. (2005). <i>How to Start a Tour Guiding Business</i> . Charleston: The GEM Group Ltd.	
	Pond, K.L. (1993). <i>The Professional Guide</i> . New York: Van Nostrand Reinhold. (L)	

	Foreign Language – I I	3-0-0-3
	Offered by School of Liberal Arts	

	Mody University Elective	3-0-0-3
	Offered by different Schools of University	

TT-254	Legal Framework for Tourism	3-0-0-3
<p>Course Objective: This paper will help students to understand the legal and regulatory framework in the travel and Tourism sector.</p>		
Course Content		
	Introduction to legislation: Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.	[8]
	Legal and regulatory framework in travel and tourism: Relating to consumer protection; health; safety and security of travel and tourism customers.	[8]
	Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers.	[8]
	Contract legislation in relation to Travel and Tourism customers.	[7]
	Business Ethics in travel and tourism sector; CSR policy for travel and tourism businesses.	[8]
Text Books		
1.	Mill, Robert C.& Morrison Alastair, The Tourism System. 6th ed. Kendall Hunt Publishing Co.	
2.	Grant, David, M. M. & Stephen. <i>Holiday Law</i> . 5th ed. London: Sweet and Maxwell	
References:		
1.	Downes, John, P. & Tricia. Travel and Tourism Law. 5th ed. Huntington: ELM publications.	
2.	Singh, A.. Contract and Specific Relief	
3.	Williams, G. L., & Smith, A. T. H. Glanville Williams: learning the law. Sweet & Maxwell	
Note: Latest edition of text book and references must be used.		

TT-305	Sales and Marketing In Tourism	4-0-0-4
<p>Course Objective: Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.</p>		
<p>Course Content</p>		
	<p>Marketing-Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept , Societal marketing concept), Mordern marketing concepts (Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing , Tele marketing , Relationship marketing, Buzz marketing)</p>	[12]
	<p>Analysis and selection of market-Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).</p>	[9]
	<p>Marketing Mix Elements-7 P's of marketing –Product (Levels, Classification, Branding, Packaging, PLC), Place (Distribution channels Definition, Why use intermediaries? How they add value? Channel functions, Marketing intermediaries in hospitality industry) Price (Definition, Marketing strategies , Initiating price change), Promotion (Definition , Functions, Promotion mix – Advertising , Sales Promotion , Personal Selling , Public Relations), People , Processes , Physical Evidence.</p>	[12]
	<p>Sales Management-Definition, sales person's role, prospect management, Buying process, AIDA's theory of selling, personal selling process, closing strategies, function of sales management.</p>	[9]
	<p>Public relations -Definition / Meaning, Need for public relations, The concept of public – internal / external publics, Comparison between advertising, promotion, publicity and PR, PR tools – media / non-media, PR Campaign, PR in Tourism</p>	[10]
<p>Text Books</p>		
1.	Dasgupta, Devashish Tourism Marketing. New Delhi: Pearson Education. (L)	
2.	Chowdhary, Nimit and Prakash, Monika . A Textbook of Marketing of Services. New Delhi: Macmillan India Limited. (L)	
<p>References:</p>		
1.	Kotler, Philip, Bowen, John and Makens James. Marketing for Hospitality and Tourism. New Delhi: Prentice Hall/ Pearson Education. (L)	
2.	Philip Kotler et. Al – Marketing for Hospitality and Tourism, Prentice Hall, 2003	
3.	Middleton, Victor Marketing in Travel and Tourism, 3/e. New Delhi: Butterworth-Heinemann. (L)	
<p>Note: Latest edition of text book and references must be used.</p>		



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TT-315	Tourist Behavior	3-0-0-3
Course Objective: This course is designed to help students understand tourist behavior, factors affecting tourist behavior, destination image formation, travel decision model, evaluation of alternatives and tourist behavior modeling.		
Course Content		
	Introduction to Tourist Behavior- Concepts of tourist behavior	[7]
	Factors Affecting Tourist Behavior-Cultural factors, Personality & Self-concept, Perceived risks, Tourist self-image, Information & Tourist sources of communication, Motivation, Attitude and Intention	[7]
	Destination Image Formation-Mental image, Mental categorization and Destination awareness.	[6]
	Travel Decision Model-Structural modeling, Decision Rule, Decision-making, Process modeling.	[7]
	Evaluation of Alternatives-Perceived quality & Perceived value.	[6]
	Tourist behavior modeling- Pre-decision making, Post-visit evaluation, Future decision-making.	[6]
Text Books		
1.	Prasad, L.M. Organizational Behaviour. New Delhi: Sultan Chand & Sons.	
2.	Stephen P., Robbins. Organizational Behaviour. New Delhi: Prentice Hall of India Pvt. Ltd	
3.	Koontz Harold and Weihrich Heinz. Essentials of management: An International & Leadership Perspective. New Delhi: Tata McGraw-Hill Education.9th edition.	
4.	Dubrin, Andrew J.Essentials of Management.Thomson Southwestern, 9th edition.	
References:		
1.	Certo Samuel C. and CertoTervis.. Modern management: Concepts and Skills. New Delhi: Pearson Education.12th edition.	
2.	Robbins Stephen P, De Cenzo David A.and Coulter Mary. Fundamentals of Management. New Delhi: Prentice Hall of India.	
3.	Weihrich Heinz, Cannice Mark V and Koontz Harold. Management- A global entrepreneurial perspective. New Delhi:Tata McGraw Hill.	
Note: Latest edition of text book and references must be used.		

TT-325	Destination Marketing & Management	3-0-0-3
<p>Course Objective: This paper presents the core competency of Indian Tourism to the students to be familiar with the places of cultural tourism interest. The objective is to help students understand the significance of tourism resources of India.</p>		
<p>Course Content</p>		
	Introduction to Destination marketing, Environment of Destination, Destination marketing plan, Consumer buying Behavior	[8]
	Case Studies: Golden Triangle, Pilgrimage Tourism, Cultural Tourism	[7]
	Adventure Tourism, Incentive Travel, Health Tourism	[7]
	Wildlife Tourism, Educational Tourism, Agro-Tourism/Rural Tourism, Beach Tourism, Golf Tourism	[9]
	Destination Product, Destination Pricing, Distribution Channel, Promotion.	[8]
<p>Text Books</p>		
1.	Sen,SailendraNath . Textbook of Indian History and Culture. Macmillan, New Delhi.	
2.	Basham.A.L . The Wonder That Was India.Rupa and Co., New Delhi	
<p>References:</p>		
1.	Jacob, R.. Indian Tourism Products. Abhijeet publications.	
2.	Sahai, S. Indian Architecture: Hindu Buddhist and Jain. Prakash Books.	
3.	Gupta, S.P. Cultural Tourism in India. Indraprastha Museum of Art andArchaeology, New Delhi.	
<p>Note: Latest edition of text book and references must be used.</p>		

TT-335	International Tourism	4-0-0-4
<p>Course Objective: This paper aims at providing an overview of global tourism trends along with major places of tourist importance in different continents.</p>		
<p>Course Content</p>		
	<p>Global Tourism: Past, Present and Future Trends, Critical issues Of World Tourism, Understand the supply and demand of Tourist Travel, Reasons for Tourism Flow patterns, Outline the evolution of International Travel and transport developments that have affected tourism, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.</p>	[12]
	<p>The Role of the State in Tourism-National Tourism Organization, Department of Tourism, India,ITDC, DGCA, AAI, FHRAI.</p>	[10]
	<p>Travel Industry Fairs-Participation Advantages- ITB, WTM, PATA Travel Mart, ICCA.</p>	[10]
	<p>International Tourism Organizations-Need & Significance For Organizations- UFTAA, WATA, ASTA, WTO, PATA & PATA Chapters, IATA, ICAO, IHA.</p>	[10]
	<p>Tourism Destinations of Asia, Africa, Europe, North America & South America</p>	[10]
<p>Text Books</p>		
1.	<p>Swain, S.K. & Mishra, J.M.. Tourism: Principles & Practices, Oxford University Press, New Delhi.</p>	
2.	<p>Bhatia A.K., International Tourism Management, Sterling Publishers, New Delhi.</p>	
<p>References:</p>		
1.	<p>Reisinger Y, International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.</p>	
2.	<p>William F. Theobald, W.F. Global Tourism, Elsevier Science, London.</p>	
3.	<p>Cochrane, J. Asian Tourism Growth and Change, Elsevier, London.</p>	
<p>Note: Latest edition of text book and references must be used.</p>		

TT-345	Conferences & Event Management	4-0-0-4
Course Objective: The purpose of this course is to acquire an in-depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.		
Course Content		
	Introduction to MICE-Components of MICE; evolution of meetings; incentives, convention and expositions.	[12]
	Conference Market-The nature of conference markets; the demand for conference facilities; role of travel agencies in the management of conferences.	[9]
	Meeting- Meeting planner/convention manager; organizing and planning meetings; major attributes of meeting planners; types of meeting planners; types of shows.	[10]
	IT Impact- Advancement of science and technology on conference business; trade shows; exhibitions; incentives.	[9]
	Impact of Events -The impact of conventions on local and national communities. emerging dimensions of convention business in India. ICBP.	[12]
Text Books		
1.	Fenich, G.G. Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.	
References:		
1.	Montgomery, R.J. and Strick, S.K. Meetings Conventions and Expositions- An Introduction to the Industry. New York: Van Nostrand Reinhold.	
2.	Weirich, M.L. Meetings and Conventions Management. New York: Delmar Publishers Inc.	
Note: Latest edition of text book and references must be used.		

TT-355	Air Ticketing & Fare Calculation	3-0-1-4
<p>Course Objective: Airline ticketing, fare calculation and GDS familiarity is an essential skill for entry level jobs in airlines and tour operations. This course is essentially a practical course aim to make learners understands GDS system functionality, basic commands, and have the ability to interpret booked itineraries.</p>		
<p>Course Content</p>		
	<p>Introduction: Aviation Geography: IATA areas; sub-areas; sub-regions. Freedoms of Air. Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time. Familiarizations with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; global indicators; TIM; Hubs and Gateways; Flight and Routing Terms. Aircraft types.</p>	[12]
	<p>Planning itinerary by Air: Itinerary terms, types of journey and fares; introduction to fare construction; Fare-Basis Codes; Fare Rules; international mileage and routing systems and principle, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Familiarizations with Air Tariff: currency regulation, NUC conversion factors, general rules.</p>	[12]
	<p>Introduction to Amadeus and Basic commands: Introduction to the Amadeus GDS and its features. Basic Amadeus commands: Signing in and out of Amadeus, agent work areas; AIS pages and HELP; TIMATIC commands; encode and decode cities, airports, airline names and codes, aircraft equipment; flight availability; selling air segments; passenger name records (PNR); supplementary data; modifying a PNR.</p>	[12]
	<p>Advance Commands: Fare Displays; Itinerary Pricing; Issuing Tickets; Advance Seat Assignments; Queues.</p>	[8]
	<p>Hotel & Car Booking: Basic Hotel Reservations & Car Rentals commands.</p>	[8]
<p>Text Books</p>		
1.	Gupta, S.K. <i>International Airfare and Ticketing- Methods and Techniques</i> . New Delhi: UDH Publishers and Distributers (P) Ltd.	
	Semer-Purzycki, J.A. <i>Practical Guide to Fares and Ticketing</i> . Delmar Thomson Learning.	
<p>References:</p>		
1.	Davidoff, D.S. and Davidoff, P.G. <i>Air Fares and Ticketing</i> . New York: Prentice Hall.	
2.	Foster, Dennis L. <i>Reservations and Ticketing with Sabre</i> . London: Create Space.	
<p>Note: Latest edition of text book and references must be used.</p>		



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