



**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

**Programme: B.A. Honours in Tourism & Travel Management (Major)**

**w.e.f. AY 2023-24**

**COURSE STRUCTURE**

<b>Semester</b>	<b>Course Number</b>	<b>Course Name</b>	<b>No. of Hrs/Week</b>	<b>No. of Credits</b>
<b>Semester-I</b>	1	Fundamentals of Social Sciences	4	4
	2	Perspectives on Indian Society	4	4
<b>Semester-II</b>	3	Principles and Practices of Tourism	4	4
	4	Tourism Geography	4	4
<b>Semester-III</b>	5	Tourism Marketing	4	4
	6	Tourism Policy & Planning	4	4
	7	Tourism Products of India	4	4
	8	Destination Planning & Development	4	4
<b>Semester-IV</b>	9	Management of Tourist Transport	4	4
	10	Hospitality Management	4	4
	11	Tour Guiding & Escorting	4	4
<b>Semester-V</b>	12	Travel Agency & Tour Operations Management	4	4
	13	Event Management	4	4
	14	Itinerary Preparation & Tour Packing	4	4
	15	Tourism Business Environment	4	4
<b>Semester-VI</b>	<b>Internship</b>			
<b>Semester-VII</b>	16	Tour Leadership	4	4
	17	E-Tourism	4	4
	18	Special Interest Tourism	4	4
	<b>SEC</b>			
	19			
20				
<b>Semester-VIII</b>	21	Contemporary Issues in Tourism	4	4
	22	Tourism Entrepreneurship	4	4
	23	Travel Media & Journalism	4	4
	<b>SEC</b>			
	24			
	25			

## SEMESTER-I

### COURSE 1: FUNDAMENTALS OF SOCIAL SCIENCES

Theory

Credits: 4

4 hrs/week

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#### **Learning objectives**

The student will be able to understand the nature, various approaches, organs of the state, social perspectives and application of ICT.

**Learning Outcomes:** On successful completion of the course the student will be able to :

1. Learn about the nature and importance of social science.
2. Understand the Emergence of Culture and History
3. Know the psychological aspects of social behavior
4. Comprehend the nature of Polity and Economy
5. Knowledge on application of computer technology

#### Unit – I – What is Social Science?

1. Definition and Scope of Social Science – Different Social Sciences
2. Distinction between Natural Science and Social Sciences
3. Interdisciplinary Nature of Social Sciences
4. Methods and Approaches of Social Sciences

#### Unit – II – Emergence of Culture and History of India

1. Understanding Historical Evolution
2. Cultural Change through History
3. Evolution of Social Values
4. Modern Ethical Issues

#### Unit – III – Society and Social Behaviour

1. Definition, Nature and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society
4. Thought process and Social behaviour

#### Unit – IV – Political Economy

1. Understanding Political Systems
2. Political Systems – Organs of State
3. Understanding over Economics
4. Economic Growth and Development

## Unit - V – Essentials of Computer

1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
4. Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques – Privacy and Data Protection

### Reference Books

1. The social sciences: An Integrated Approach by James M. Henslin and Danniell F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingan – Economic Development – Vikas, 2012
7. ML Seth – Macro Economics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

### Activities:

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.

## SEMESTER-I

### COURSE 2: PERSPECTIVES ON INDIAN SOCIETY

Theory

Credits: 4

4 hrs/week

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#### Learning objectives

The student is expected to demonstrate the significance of social sciences through better understanding of various fields of social experience and would be able to apply methods and approaches to social phenomena.

**Learning Outcomes:** On successful completion of the course the student will be able to :

1. Learn about the significance of human behavior and social dynamics.
2. Remembers the Indian Heritage and freedom struggle
3. Comprehend the philosophical foundations of Indian Constitution
4. Knowledge on Indian

#### Economy Unit – 1 – Man in Society

1. Human Nature and Real Life Engagement
2. Social Groups and Social Dynamics
3. Individualism and Collectivism – Ethical Concerns
4. Human Life – Social Influence and Social

#### Impact Unit – 2 – Freedom Struggle and Indian Heritage

1. Indian under British Rule
2. Raise of Nationalism ( 1857-1947)
3. Post-Independent India
4. Indian Heritage and

#### Tourism Unit – 3 – Indian

#### Constitution

1. Philosophical Foundations of Indian Constitution
2. Elements of Indian Constitution
3. Study of Rights in Indian Constitution
4. Directive principles to

#### State Unit – 4 - Indian Economy

1. Contemporary Indian Economy – Sectoral Contribution of Income
2. Monetary and Fiscal Policies for Economic Development
3. Economic Reforms - Implementation in Public and Private Sectors
4. National and International Financial

#### Resources

## Unit – 5 - **Impact on Society & Analytics:**

1. Role of Computer, impact of Computers on human behavior, e-mail,
2. Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.
3. Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
4. Expert Systems and Artificial Intelligence Applications in the Social Sciences

### **References**

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

### Activities:

1. Assignment
  2. PPT Presentation, Participation in Webinars
  3. Field visits
  4. Group Discussion
  5. Survey and Analysis
  6. Charts and Poster presentation
  7. Identify the peripherals connected to a system and label them as either Input or Output or both.
  8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
  9. Collect latest census data and draw a graph indicating the growth rate.
- Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.

## SEMESTER-II

### COURSE 3: PRINCIPLES AND PRACTICES OF TOURISM

Theory

Credits: 4

4 hrs/week

	<b>Course Objectives</b>
<b>CO 1</b>	To comprehend the conceptual dimensions of tourism industry.
<b>CO 2</b>	To understand the dynamics of tourism businesses and its impacts.
<b>CO 3</b>	To elucidate the application of tourism theories to the pragmatic developmental agenda.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>History and Concepts of Tourism:</b> Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices
<b>II</b>	<b>Forms of Tourism:</b> Inbound, Outbound, National, International- Alternative Tourism –Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply
<b>III</b>	<b>Tourism Industry:</b> Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure
<b>IV</b>	<b>Tourism Theory and System:</b> Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model
<b>V</b>	<b>Tourism Organizations:</b> UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of

	India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Goeldner, C., &amp; Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley.</li> <li>2. Swain, S.K. &amp; Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.</li> <li>3. Tribe, J. (Ed.). (2009). Philosophical Issues in Tourism. United Kingdom: Channel View Publications.</li> <li>4. Jamal, T., &amp; Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications.</li> <li>5. Thomas, R. (2013). Small Firms in Tourism. United Kingdom: Routledge.</li> <li>6. Cooper, C. (2008). Tourism Principles and Practice. New Delhi: Prentice Hall.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Learners shall acquire comprehensive know-how on Management principles, practices, and processes in an organizational context.</li> <li>• They will gain insights with respect to the essence of organizational behaviour at the workplace.</li> <li>• Students would be oriented towards developing managerial competencies and skills.</li> </ul>	

**SEMESTER-II****COURSE 4: TOURISM GEOGRAPHY**

Theory

Credits: 4

4 hrs/week

	<b>Course Objectives</b>
<b>CO 1</b>	To acquaint with the interdependence between geography and tourism.
<b>CO 2</b>	To familiarize on the locales, attractions, and accessibility to major tourist destinations across the continents.
<b>CO 3</b>	To be able to plan tour itineraries of various countries across time zones.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Introduction to Geography:</b> Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude
<b>II</b>	<b>IATA Areas, Code and GMT Time:</b> 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
<b>III</b>	<b>North &amp; South America:</b> Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent
<b>IV</b>	<b>Europe &amp; Africa:</b> Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent
<b>V</b>	<b>Asia &amp; Australia:</b> Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia
	<b>References:</b> <ol style="list-style-type: none"> <li>1. Boniface, B., Cooper, R. &amp; Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.</li> <li>2. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.</li> </ol>

	<ol style="list-style-type: none"> <li>3. Hall, M. (1999). <i>Geography of Travel and Tourism</i>. London: Routledge.</li> <li>4. Hall, M., &amp; Page, S.J. (2006). <i>The Geography of Tourism and Recreation - Environment, Place and Space</i>. London: Routledge.</li> <li>5. Hudman, L.E., &amp; Jackson, R. H. (2003). <i>Geography of Travel and Tourism</i>. London: Thomson.</li> <li>6. IATA. (2009). <i>Travel Information Manual</i>. Netherlands: IATA Publications.</li> <li>7. World Atlas.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students will be acquainted with the interdependence between Geography and Tourism.</li> <li>• Familiarisation with the geographical resources especially locales, attractions, and accessibility features and its influences on major tourism destinations across the world.</li> <li>• Develop expertise in planning and designing tour itineraries of various countries across time zones as well as possess know-how on the important tourism destinations and its key features, special interests and activities, and travel formalities.</li> </ul>	

## SEMESTER-II

### COURSE 5: TOURISM MARKETING

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To expose the students to concepts and components of marketing.
<b>CO 2</b>	To acquaint them with tourism specific marketing skills.
<b>CO 3</b>	To familiarize them with the contemporary marketing practices.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Origin of Marketing:</b> Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products – Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand
<b>II</b>	<b>The relationship between market and Consumer:</b> Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision-making Process – Market Research- Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management
<b>III</b>	<b>P's of Tourism Marketing:</b> 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling
<b>IV</b>	<b>Marketing of Tourism Products:</b> Trends in Tourism Marketing – Marketing of Known and Lesser-Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans
<b>V</b>	<b>Marketing Skills for Tourism Business:</b> Self-Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism, Five –Gap Model of Service Quality, Marketing Control

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.</li> <li>2. Fyall, A., &amp; Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.</li> <li>3. Kotler, P. (2006). Marketing Management. Delhi: PHI.</li> <li>4. Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.</li> <li>5. Neelamegham, S. (1998). Marketing in India: Cases &amp; Readings. New Delhi: Vikas.</li> <li>6. Ramasamy, V.S., &amp; Namakumar, S. (1990). Marketing Management: Planning &amp; Control. New Delhi: Macmillan.</li> </ol>	
	<p><b>Course Outcomes</b></p> <ul style="list-style-type: none"> <li>• Learners tend to be proficient with the concepts, components, and functions of marketing.</li> <li>• Students will be familiarized with tourism specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.</li> <li>• They would gather wholesome idea of the impacts of ICT on tourism and related activities.</li> </ul>	

### SEMESTER-III

#### COURSE 6: TOURISM POLICY AND PLANNING

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To learn about policy making and planning in tourism.
<b>CO 2</b>	To aware them on national and state tourism policies.
<b>CO 3</b>	To familiarize them with the investments in tourism industry.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Tourism policy:</b> Definition – Need for Tourism policy – Initiatives – National Committee on Tourism (NCT-1988) – First Tourism Policy – Objectives (1982) Recommendations – National Action Plan 1992 – Objectives
<b>II</b>	<b>National and State Tourism Policies:</b> Tourism Policy 1997 – Features – National Tourism Policy 2002 – National Tourism Policy 2015 – Andhra Pradesh State Tourism Policy – General Features
<b>III</b>	<b>Tourism Planning:</b> Definition, Planning Process – Importance of planning, different phases of planning – Levels and Types of Tourism Planning – International Level, National Level, Regional Level
<b>IV</b>	<b>Role of Public and Private Sector in tourism planning:</b> Govt. Sector – Reasons of planning – Economic, Social and Cultural, Environmental Political – Private Sector Investment in Tourism Industry ( Travel Agency, Airlines, Hotels)
<b>V</b>	<b>Tourism &amp; Five Year Plans:</b> 5 year plans from 10th plan onwards, Introduction of Neethi ayog in India
	<b>References:</b> <ol style="list-style-type: none"><li>1. Rattandeeep Singh (2004) ; Hand Book of Environmental Guide Lines for Indian Tourism; ; Kanishka Publishers, New Delhi</li><li>2. Pran Nath Seth (2006) ; Successful Tourism Management; Sterling Publishers, New Delhi</li><li>3. J.K. Sharma (2004); Tourism Planning and Development a new perspective; Kanishka Publishers, New Delhi</li></ol>

	4. Dr. M.R. Dileep ; Tourism Concepts & Practices; KITTS Publication.	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students would procure cognizance of the policies and planning of tourism.</li> <li>• They will possess knowledge of the problems of sustainable development in tourism destinations and form capacity to identify appropriate solutions.</li> <li>• Learners will be familiarized with various approaches and practices for tourism development.</li> </ul>	

**SEMESTER-III****COURSE 7: TOURISM PRODUCTS OF INDIA**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To understand the vast tourism resources of India.
<b>CO 2</b>	To know the competitiveness of India as a tourist destination.
<b>CO 3</b>	To identify and manage emerging tourist destinations and circuits.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Cultural Background of India:</b> Types and features of tourism products- Ancient Indian Civilizations - Pre and Post Vedic Periods, Medical Science of Ancient India: Ayurveda, Yoga and Meditation, Major Religious Centers of India – Holy Places Connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other Religious Sects
<b>II</b>	<b>Historical Monuments of India</b> – Jain and Buddhist Caves, Pillars - Stupas, Monasteries, Ancient, Hindu Temple Art, Architecture, Islamic Art and Architecture, Colonial Art and Architecture, Major Fairs and Festivals, Classical Dances, Indian Music - Different Schools, , Indian Museums, Indian Cuisines, Handicrafts of India
<b>III</b>	<b>National Parks, Wildlife Sanctuaries and Biosphere Reserves of India:</b> Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Similipal, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas
<b>IV</b>	<b>Adventure Tourism:</b> Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh, Commercial Attractions- Islands, Beaches, Lakes, Rivers, Deserts of India
<b>V</b>	<b>Major Tourism Circuits of India:</b> Inter-State and Intra-State Circuits, Theme-Based Circuits - World Heritage Sites of India – Tourism by Rail- Emerging Tourism Attractions in India

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments &amp; Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology &amp; D.K. Printworld.</li> <li>2. Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.</li> <li>3. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.</li> <li>4. Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley &amp; Sons.</li> <li>5. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.</li> <li>6. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students will form in-depth understanding of the rich and vibrant tourism resources of India.</li> <li>• Possess all-round knowledge about the competitive positioning and potentials of India as a premier tourism destination.</li> <li>• Learners tend to become adept in identifying and managing emerging destinations and would develop capabilities in designing circuits.</li> </ul>	

### SEMESTER-III

#### COURSE 8: DESTINATION PLANNING AND DEVELOPMENT

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To facilitate assessment of the tourism potentials of destinations and prepare tourism development plan as well as marketing techniques.
<b>CO 2</b>	To familiarize with the destination branding practices.
<b>CO 3</b>	To introduce advanced analyses and researches in the field of destination development endeavours.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Destination Development: Destination:</b> Types of Destinations- Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism
<b>II</b>	<b>Destination Planning Process and Analysis:</b> Destination Planning Guidelines: National and Regional Tourism Planning and Development - Assessment of Tourism Potential- Planning for Sustainable Tourism Development; Contingency Planning for Economic, Social, Cultural and Environmental considerations; Demand and Supply Match; Design and Innovations
<b>III</b>	<b>Destination Image Development:</b> Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image - Product Development and Packaging - Destination Branding and the Web - Case Study of Puducherry as a Brand
<b>IV</b>	<b>Destination Promotion and Publicity:</b> Six 'A's Framework for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies
<b>V</b>	<b>Institutional Support: Public Private Partnership (PPP):</b> National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning -Characteristics

	of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination - Destination Mapping (Practical Assignment)	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Butler, R.W. (2006). The Tourism Area Life Cycle: Applications and Modifications. Bristol: Channel View Publications.</li> <li>2. Claire, H.T., &amp; Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI.</li> <li>3. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge.</li> <li>4. Morgan, N., Pritchard, A., &amp; Pride, R. (2001), Destination Branding: Creating the Unique Proposition. London: Butterworth and Heinemann.</li> <li>5. Ritchie, J. B., &amp; Crouch, G. I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI.</li> <li>6. Singh, S., Timothy, D.J. &amp; Dowling, R.S. (2003). Tourism in Destination Communities. London: CABI.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students would possess the knowledge to assess the tourism potentials of destinations.</li> <li>• They will for skill-sets to prepare tourism development plans as well as marketing strategies.</li> <li>• While getting familiarized with destination branding, learners would be instilled with the abilities for designing destination development projects.</li> </ul>	

## SEMESTER-IV

### COURSE 9: MANAGEMENT OF TOURIST TRANSPORT

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To remember the origin and development of transport system.
<b>CO 2</b>	To gain the knowledge about various modes of transportation and its usages.
<b>CO 3</b>	To familiarize the India's famous tourist travel services and their role on tourism developments.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Fundamentals of Transport:</b> Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India
<b>II</b>	<b>Road Transport:</b> Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services
<b>III</b>	<b>Air Transport:</b> Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) & Its Roles and Functions
<b>IV</b>	<b>Basic Airfares &amp; Ticketing:</b> Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare , Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan

V	<b>Water Transport Services</b> Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line	
	<b>References:</b> <ol style="list-style-type: none"> <li>1. JagmohanNegi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.</li> <li>2. Duval, DTimothy (2007).Tourism and Transport: Modes, Networks and Flows, Channel ViewPublications, New York.</li> <li>3. Ratandeeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.</li> <li>4. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.</li> <li>5. IATA Training Manual.</li> <li>6. Air Cargo Tariff Manual.</li> <li>7. IATA Live Animals Regulation Manual.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Provided the students a general view of the role of transportation in tourism industry</li> <li>• Offered an overview about best practice in transportation in tourism industry</li> <li>• Introduced the last updates and changes in the transportation and tourism sector on the global scope</li> </ul>	

**SEMESTER-IV****COURSE 10: HOSPITALITY MANAGEMENT**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To study the flow of activities and functions in today's Hotel operation.
<b>CO 2</b>	To familiarize with Hotel and resort management.
<b>CO 3</b>	To establish the importance of various departments and its role in the Hospitality Industry.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Introduction to Hospitality Industry:</b> Distinctive Characteristics: Inflexibility-Intangibility-, Perishability-Fixed Location- Relatively Large Financial Investment etc.; Concepts of "Atithi Devo Bhavah"; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India
<b>II</b>	<b>Front Office : Duties and Responsibilities:</b> Reservation & Registration- Meal Plans- Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans- Wake-up call
<b>III</b>	<b>Housekeeping:</b> Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments
<b>IV</b>	<b>Food &amp; Beverage :</b> Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen- Buffets- Beverages Operation & Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate- MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services

V	<p><b>Evaluating Hotel Performance:</b> Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management</p>	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.</li> <li>2. Raghubalan, G., &amp; Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.</li> <li>3. Negi, J. (1984). Hotels for Tourism Development: Economic Planning &amp; Financial Management. New Delhi: S. Chand.</li> <li>4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.</li> <li>5. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students tend to acquire concrete know-how on the current operational dynamics of hotels.</li> <li>• They would learn the perspectives of hotel and resort management.</li> <li>• Students will gain exposure to the various departments of all categories of hotels and also would know the role of hospitality industry in tourism promotion.</li> </ul>	

## SEMESTER-IV

### COURSE 11: TOUR GUIDING AND ESCORTING

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To acquire an in-depth knowledge about the profession of tour guiding and escorting.
<b>CO 2</b>	To help them aware of various guiding techniques.
<b>CO 3</b>	To equip them with the knowledge of guest relations.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Introduction to Guiding and escorting:</b> Meaning; concept and types of tour guide, duties and responsibilities of Guides and Escorts
<b>II</b>	<b>Roles of Guides:</b> Various roles of tour guide, the business of guiding and escorting, organizing a guiding business
<b>III</b>	<b>The guiding techniques:</b> leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances
<b>IV</b>	<b>Guest relationship management:</b> Handling emergency situations-medical, personal, official, VISA/passport, Death, handling guest with special needs/different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, checklist, leading a group, code of conduct
<b>V</b>	<b>Conducting tours:</b> Pre tour planning, modes of transportation, conducting various types of tours, understanding clients need, establishing good service security measures, relationship with fellow guides, Coordination with hospitality institutions; points to remember while guiding and escorting
	<b>References:</b> 1. Dennis L Foster – Introduction to Travel Agency Management

	<p>2. Pat Yale(1995); Business of Tour Operations, Longman Scientific &amp; Technical, New Delhi</p> <p>3. Pond K L(1993) ; The professional guide: Dynamics of tour guiding.</p>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students can able to understand tourist guiding and escorting procedures.</li> <li>• Comprehend the requirements, role and responsibilities of profession of a Tourist Guide.</li> <li>• Apply the knowledge acquired in managing different groups and guiding in a tour.</li> </ul>	

**SEMESTER-V****COURSE 12: TRAVEL AGENCY AND TOUR OPERATIONS**

Theory

Credits: 4

4 hrs/week

	<b>Course Objectives</b>	
<b>CO 1</b>	To understand the significance of travel agency and tour operation business.	
<b>CO 2</b>	To know the current trends and practices in the tourism and travel trade sector.	
<b>CO 3</b>	To develop adequate knowledge and skills applicable to travel industry.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	
<b>I</b>	<b>Travel Trade:</b> Historical Perspectives: Emergence of Thomas Cook-Cox and Kings- American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade	
<b>II</b>	<b>Travel Agency and Tour Operation Business:</b> Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government	
<b>III</b>	<b>Itinerary Planning &amp; Development:</b> Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process :FITs & Group Tour Planning and Components - Special Interest Tours (SITs)	
<b>IV</b>	<b>Tour Packaging &amp; Costing:</b> Tour Packaging: Classifications of Tour Packages - Components of Package Tours, 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, MakeMyTrip and Cox & Kings	
<b>V</b>	<b>Travel trade Organizations:</b> Objectives, Activities and Functions of UFTAA, PATA, TAAI,IATO, ASTA, ATOI, ADTOI, IAAI, TAFI	
	<b>References:</b>	

	<ol style="list-style-type: none"> <li>1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.</li> <li>2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=1827">http://epgp.inflibnet.ac.in/ahl.php?csrno=1827</a> Select- P-02.</li> <li>3. Goeldner, R., &amp; Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley &amp; Sons.</li> <li>4. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.</li> <li>5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.</li> <li>6. Roday, S., Biwal, A., &amp; Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.</li> <li>7. Swain, S.K. &amp; Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Learners would form comprehensive understanding of the significance of travel agency and tour operations business.</li> <li>• They will gain latest information pertaining to the trends and practices in the tourism and travel trade sector.</li> <li>• Develop essential skills and knowledge applicable in tourism industry.</li> </ul>	

**SEMESTER-V****COURSE 13: EVENT MANAGEMENT**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To enrich the level of knowledge about management of different types of events.
<b>CO 2</b>	To help the students understand different aspects and functions of events.
<b>CO 3</b>	To provide sufficient opportunities to use knowledge and skill in event business.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Event Business:</b> Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems
<b>II</b>	<b>Selection of Event Site:</b> Layouts and Designs - Site Map or Plan-Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations - Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification
<b>III</b>	<b>Planning and Scheduling Events:</b> Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies - Ethical Behavioral Practices in MICE industry
<b>IV</b>	<b>Bidding for Events:</b> Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements
<b>V</b>	<b>Logistics:</b> Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating With Vendors and Service Contractors

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson.</li> <li>2. Robincon, P., Wale, D., &amp; Dickson, G. (2010). Events Management 'Ed'. London: CABI.</li> <li>3. Editorial Data Group USA (2018). Exhibition &amp; Conference Organizers United States: Market Sales in the United States Kindle Edition.</li> <li>4. Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business). MCJ Publishing. Kindle Edition.</li> <li>5. Mittal, S. (2017). Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management &amp; Marketing for Successful Events: Become an event planning pro &amp; create a successful event series. Alex Genadinik Publication. Kindle Edition.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students will acquire know-how about management of different types of events.</li> <li>• They would grasp the functional aspects of various events and tap the practical opportunities to use the acquired skills and knowledge in event business.</li> <li>• Gain comprehensive insights on MICE, event planning, procedures, and marketing.</li> </ul>	

## SEMESTER-V

### COURSE 14: ITINERARY PREPARATION AND TOUR PACKAGING

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To help the students prepare tour itinerary.
<b>CO 2</b>	To design package tour independently.
<b>CO 3</b>	To familiarize with travel documentation processes.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Itinerary Planning &amp; Development:</b> Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't of Itinerary Preparation
<b>II</b>	<b>Developing &amp; Innovating Package Tour:</b> Tour Formulation and Designing Process: FITs & Group– Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management
<b>III</b>	<b>The concept of Costing:</b> 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
<b>IV</b>	<b>Operation of Package Tour:</b> Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts
<b>V</b>	<b>Travel Documentation:</b> Familiarisation with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Swain, S.K. &amp; Mishra, J.M.(2012). Tourism Principles &amp; Practices, Oxford University Press, New Delhi.</li> <li>2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.</li> <li>3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.</li> <li>4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.</li> <li>5. Roday S., Biwal A.&amp; Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.</li> <li>6. Goeldner, R &amp; Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley &amp; Sons, London.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Comprehensive theoretical and practical knowledge and skill development on tour operations.</li> <li>• Students will acquire knowledge on types of tours, standard components of tour packages and preparation of tour packages.</li> <li>• Equip knowledge on tour costing, pricing and marketing strategies.</li> </ul>	

**SEMESTER-V****COURSE 15: TOURISM BUSINESS ENVIRONMENT**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To expose the learners to the basic concepts of Economics and familiarize them on the integration between tourism and economics.
<b>CO 2</b>	To enable the students comprehend the current socio-cultural, economic, and environmental impacts on Tourism businesses.
<b>CO 3</b>	To equip the students to apply economic tools in managerial decision making.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Micro Economic Environment:</b> Demand & Supply: Elasticity of Demand and Supply- Law of Marginal Utility- Cost Concepts: Short Run vs. Long Run Costs, Production Function: Law of Variable Proportions - Returns to Scale - Break Even Analysis, Market Structure & Price Determination
<b>II</b>	<b>Macro Economic Environment:</b> Kinds of Economic System, Circular Flow of Economy, National Income Analysis: GDP- GNP- Per Capita Income- Multiplier Effect-Business Cycles-Balance of Payment, Fiscal and Monetary Policies
<b>III</b>	<b>Economic Policies:</b> Internal, External, Macro and Micro Environment: Competitive Structure of Industries- Environmental Analysis and Strategic Management, Trade Policy: FEMA- GATT- MRTP-GST, Business Ethics and Corporate Governance: Consumer Protection Act and Competition Law- Social Responsibilities of Business- Social Audit
<b>IV</b>	<b>Tourism Impacts:</b> Positive- Negative Economic-Social-Cultural-Political-Environmental Factors Affecting Future of Tourism Business, Seasonality & Tourism, Role of State in Tourism Development and Promotion: Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy - Role of NITI AYOJ, Economic Survey published by the Government of India Tourism Business During Post Liberalization & Post Globalization Period, General Agreement on Tariffs and Trade (GATT)

V	<p><b>Investment Initiatives in Tourism:</b> Tourism Projects of Central Government- Innovation &amp; Start- Ups, Technological Leadership- Make in India- SWACHATA Tourism, Public-Private Participation (PPP)- Industrial Finance-Foreign Direct Investment (FDIs)-Displacement Effect-Rules Regulations and Licenses Under Legal Environment for Starting Tourism Ventures - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Economics – World Economic Forum Reports</p>	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Dwyer, L., Forsyth, P., &amp; Dwyer, W. (2010). Tourism Economics and Policy (Vol. 3). Bristol: Channel View Publications.</li> <li>2. Samuelson, W. F., &amp; Marks, S. G. (2008). Managerial Economics. Toledo: John Wiley &amp; Sons.</li> <li>3. Chawla, R. (2004). Economics of Tourism &amp; Development. New Delhi: Sonali Publications.</li> <li>4. Paul, J. (2010). Business Environment. New Delhi: The McGraw Hill.</li> <li>5. Magazines &amp; Journals – The Economist, The Week, Harvard Business Review, Indian Management, Economic and Political Weekly, India Today, Business Today, Business World, Outlook, Computers Today, Daily Business and General News Papers, Etc.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students will be familiarized with the basic concepts of Economics as well as the integration between Tourism and Economics.</li> <li>• They will be able to comprehend the current socio-cultural, economic, and environmental impacts of tourism business.</li> <li>• Become equipped with the applications of Economics tools in managerial decision making.</li> </ul>	

**SEMESTER-VII****COURSE 16: TOUR LEADERSHIP**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To gain at thorough insights into various operations of guiding a tour.
<b>CO 2</b>	To explain the nitty-gritty's of tour leader's profession.
<b>CO 3</b>	To impart knowledge on professional tour guidance & operational skills.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Introduction to Tour Guiding and Tour Escorting:</b> Differences- Characteristics-Role of a Tour Guide, Tour Guiding in India; Steps to become a Tour Guide: Presentation - Making Sense of Cultural Differences
<b>II</b>	<b>Understanding the Dynamics of Tour Guiding:</b> Practical Tips- Mechanics of Tour Guiding- Tools of Trade, Guiding at a Monument- Religious Site- Museum- Archaeological Site- Nature Walk- Walking Tours- Coach Tour, Designing and Conducting Heritage Walks
<b>III</b>	<b>Handling Difficult Tourists: Handling Questions-</b> Handling Emergencies-Searching For Information, Responsible Guiding- Designing and Conducting Heritage Walks, How to Plan an Itinerary, Partners in Business, Setting up Tour Guiding Business, Code of Conduct for Tour Guides in India (MoT)
<b>IV</b>	<b>Tour Leadership:</b> Characteristics of Tour Escorting Profession, Differences Between Tour Escorting and Tour Guiding, Advantages and Disadvantages of Choosing Tour Escorting as a Profession. Tour Management in India and Overseas - Knowledge, Skills and Competencies to be a Tour Manager, Challenges Faced by a Tour Manager
<b>V</b>	<b>Group Control and Setting Limits:</b> Communication Skills- Typical Day-to-Day Problems- Listening Skills- Conflict Resolution- Composure, Creativity- Tips to Keep Group Happy, Ethical and Professional Considerations, Handling Emergency Situations, Other functions: Professional Daily Briefing, Dealing with FAQ's , Taking Care of Logistics: Dine Around, Shopping / Commissions / Ethics;

	Safety of Guests, Arrival Preparations: Briefing Instructions and Reconfirming Flights; Tour Conclusion and Feedback, Tools of Trade for Tour Manager, Understanding Cross Cultural Differences	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Chowdhary, N. (2013). Handbook for Tour Guides, IITTM, India</li> <li>2. Lichty, T., &amp; Watson, J. (1998). The Official America Online Tour Guide. USA: Coriolis.</li> <li>3. Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostrand Reinhold Company.</li> <li>4. Weiler, B., &amp; Black, R. (2014). Tour guiding research: Insights, issues and implications (Vol. 62). Bristol. Channel View Publications.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students will procure thorough insights on various operations involved in tour guiding.</li> <li>• They would acquire necessary requisites for taking up the profession of a tour leader.</li> <li>• Possess skills and competencies on the functional aspects of tour management.</li> </ul>	

**SEMESTER-VII**  
**COURSE 17: E-TOURISM**

Theory

Credits: 4

4 hrs/week

	<b>Course Objectives</b>	
<b>CO 1</b>	To familiarize with digital tourism business concept.	
<b>CO 2</b>	To acquaint with E-commerce.	
<b>CO 3</b>	To give insights into E-business and its strategies.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	
<b>I</b>	<b>Digital Tourism Enterprise:</b> Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business	
<b>II</b>	<b>Digital Tourist: Online Consumer Behavior:</b> Consumer decision journey and Marketing funnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making	
<b>III</b>	<b>Digital Marketing: Characteristics:</b> Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising	
<b>IV</b>	<b>Social Media Marketing:</b> Social Media Campaign Process - Social Media Marketing – Development of Social Media Content and Communities - Deliver Social Media Promotions - Measure Social Media Performance - Manage Social Media Activities	
<b>V</b>	<b>Digital Marketing Analytics:</b> Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration	
	<b>References:</b>	

	<ol style="list-style-type: none"> <li>1. Bones, C., &amp; Hammersley, J. (2015). <i>Leading Digital Strategy: Driving Business Growth through Effective E-commerce</i>. Kogan Page Limited.</li> <li>2. Buhalis, D. (2003). <i>E-tourism: Information Technology for Strategic Tourism Management</i>. London: Pearson (Financial Times/Prentice Hall).</li> <li>3. Chaffey, D. (2013). <i>E-Business and E-Commerce Management: Strategy, Implementation and Practice</i>. England: Prentice Hall.</li> <li>4. Chaffey, D. (2014). <i>Digital Business and E-Commerce Management</i>. New Delhi Pearson Education Limited, New Delhi.</li> <li>5. HBR. (2014). <i>Leading Digital: Turning Technology into Business Transformation</i>. London: Harvard Business Review Press.</li> <li>6. Morabito, V. (2016). <i>Trends and Challenges in Digital Business Innovation</i>. London: Springer Publications.</li> <li>7. Rogers, D.L. (2016). <i>The Digital Transformation Playbook – Rethink Your Business for the Digital Age</i>. Columbia: Columbia Business School Publishing.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students will get familiarized with the concepts of digital tourism business.</li> <li>• They will acquire proficiency in E-Commerce.</li> <li>• Students would have cognizance of E-business and its strategies.</li> </ul>	

**SEMESTER-VII****COURSE 18: SPECIAL INTEREST TOURISM**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To familiarize with special interest tourism concept.
<b>CO 2</b>	To acquaint with ecotourism, sports tourism, adventure tourism.
<b>CO 3</b>	To give insights into functioning of SIT.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Special Interest Tourism:</b> Characteristics, socio-economic impact- Types of SIT - Strategic approaches- Management tools and Techniques- Marketing of Special Interest attractions- Sustainability and Special Interest Tourism
<b>II</b>	<b>Health &amp; Wellness:</b> Determinants of Health and Wellness- Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario-Stakeholders, Certification and Accreditation- Tourism and wellness –Dimensions of wellness- types of Spas -Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism –Case studies about selected medical and wellness tourism destinations
<b>III</b>	<b>Adventure Tourism:</b> Adventure in Water , Adventure on Land , and Air-Considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities -Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation -Impacts of adventure tourism -Selected case studies on adventure destinations
<b>IV</b>	<b>Rural Tourism:</b> Rural areas as a tourism product- Rural Life, Art, Culture and Heritage- Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society - Challenges of Rural Tourism-Selected case studies on popular rural destinations
<b>V</b>	<b>Emerging Special Interest Areas:</b> Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film

	Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Voluntourism- Impact of SITs : social, economical, environmental – Future trends	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Agarwal, S., Busby , G., &amp; Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI.</li> <li>2. Douglas, N., Douglas, N., &amp; Derrett, R. (2002). Special Interest Tourism. Brisbane: Wiley.</li> <li>3. Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.</li> <li>4. Myers, J.E., Sweeney, T.J. (2005). Counselling for Wellness: Theory, Research and Practice. Alexandria: American Counselling Association.</li> <li>5. Novelli, M. (Ed.). (2005). Niche Tourism: Contemporary Issues, Trends and Cases. London: Routledge.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students would have overall acquaintance with the concept of Special Interest Tourism.</li> <li>• They will possess in-depth knowledge on the latest forms of SIT.</li> <li>• Learners will gain insights on the functional dynamics of SIT.</li> </ul>	

## SEMESTER-VIII

### COURSE 21: CONTEMPORARY ISSUES IN TOURISM

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To familiarize students with the context of contemporary issues in tourism.
<b>CO 2</b>	To analyze and comprehend the significance of tourism business.
<b>CO 3</b>	To enable the students relate to the real world of tourism businesses.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Globalization:</b> Threats of Terrorism and Natural Disasters – Climate Change – Epidemic Diseases –Resource Use Issues
<b>II</b>	<b>Contemporary Issues:</b> Socio - Cultural, Economic, Ecological, Political, Legal and Technological
<b>III</b>	<b>Geo-Political Conflicts:</b> Common VISA and Travel Formality Issues - Analytical Perspectives of UNWTO and WTTC Reports - Major International Events – Promotion of New Routes
<b>IV</b>	<b>International Organizations and Their Role in Tourism:</b> BRICS – SAARC- BCIM- Commonwealth of Nations- G8+5- G-20 Major Economies- G4 Nations- Mekong-Ganga Cooperation- ASEAN- Asia-Pacific Economic Cooperation- Shanghai Cooperation Organization – Cases on Destination Management Organizations
<b>V</b>	<b>Technological Issues in Travel and Tourism:</b> Latest Trends in Travel and Tourism – Cyber and Social Media Issues - Transport Technology - Tourism Satellite Accounting - Discussions and Debates on the Current Travel Trade
	<b>References:</b> <ol style="list-style-type: none"><li>1. Kaminski, J., Benson, A.M., &amp; Arnold, D. (2013). Contemporary Issues in Cultural Heritage Tourism. London: Routledge.</li><li>2. Cooper, C., &amp; Hall, C. M. (2008). Contemporary Tourism: An International Approach. United Kingdom: Butterworth–Heinemann.</li></ol>

	<ol style="list-style-type: none"> <li>3. Pearce, P. G., &amp; Butler, R.W. (2001). Contemporary Issues in Tourism Development. New York: Routledge.</li> <li>4. Boniface, B., Cooper, R., &amp; Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.</li> <li>5. Coles, T., &amp; Hall, M. C. (2008). International Business and Tourism Global Issues, Contemporary Interactions. London: Routledge.</li> <li>6. Bhardwaj, D.S., &amp; Chaudhary. M. (1997). Contemporary Issues in Tourism. Mumbai: Himalaya Publishing House.</li> <li>7. Magazines- Mainstream Weekly, Economic and Political Weekly, NAM, World Focus, Third Concept, Open, The Week, India Today.</li> <li>8. Major Publications- Outlook Traveller, Travel and Tourism Today, Discover India, Air India Magazine, Travel Plus (India Today), Lonely Planet, National Geographic Traveller.</li> <li>9. National and International Dailies and Online Newspapers.</li> <li>10. Official websites of International and Regional Organizations.</li> <li>11. UNWTO Newsletter.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students would possess an overview of the contemporary trends and issues in tourism.</li> <li>• Develop analytical and holistic expertise on the dimensions of tourism business.</li> <li>• Learners will inculcate the potential of connecting to the real world of tourism business.</li> </ul>	

**SEMESTER-VIII****COURSE 22: TOURISM ENTREPRENEURSHIP**

Theory

Credits: 4

4 hrs/week

	<b>Course Objectives</b>	
<b>CO 1</b>	To highlight the importance of entrepreneurship in economic development.	
<b>CO 2</b>	To expose students to the success stories in travel & tourism.	
<b>CO 3</b>	To help them become job creators rather than job seekers.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	
<b>I</b>	<b>Entrepreneurship:</b> Theories & Approaches; Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development	
<b>II</b>	<b>Creativity &amp; Innovation:</b> Process of Creativity-Roadblocks for Creativity-Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses- Contemporary Trends	
<b>III</b>	<b>Entrepreneurship in Tourism:</b> Opportunity Identification –Sources of Ideas- New Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability	
<b>IV</b>	<b>Funding Options:</b> Sources of Finance for Tourism Enterprises, Subsidies & Incentives- Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms of Organization- Management	
<b>V</b>	<b>Managing Growth:</b> Business Integration – Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism	
	<b>References:</b>	
	<ol style="list-style-type: none"> <li>1. Arthur, S. J., &amp; Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40.</li> <li>2. Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House.</li> </ol>	

	<p>3. Drucker, P.F. (1985). Innovation &amp; Entrepreneurship. New York: Harper &amp; Row.</p> <p>4. Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood.</p> <p>5. Kuratko, D.F. &amp; Hodgets, R.M. (2008), Entrepreneurship. New York: Harcourt College Publishers.</p>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Learners would possess an overview of the role and importance of entrepreneurship in economic development.</li> <li>• They would gain exposure to the inspiring success stories in the sphere of travel and tourism.</li> <li>• Students shall have the know-how and confidence to be job-creators in tourism and allied areas.</li> </ul>	

## SEMESTER-VIII

### COURSE 23: TRAVEL MEDIA AND JOURNALISM

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To provide basic understanding about Travel Journalism and its role in tourism promotion.
<b>CO 2</b>	To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.
<b>CO 3</b>	To expose the students to the nitty-gritties of travel blogging and E-documentation of tourism destinations.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Introduction to Travel Writing:</b> Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books – Travel journalism and the Internet - Researching and Approaching Markets - Travel Books : Guide Books, Accommodation Guides, Business Travel Guides, Coffee Table Books, Autobiographical Tales, Anthologies- FAM Tour & Press trips
<b>II</b>	<b>Electronic Media and Documentation of Destinations:</b> Methodical approaches in the coverage of travel and transport, events, hospitality and special-interest tourism resources - Nature of media coverage: webcast and telecast –Travel Blogs- Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism- Preparation of travel footage
<b>III</b>	<b>Researching Topics:</b> Sources of Information - Research on the Internet - Researching on the spot - Organizing research material-The importance of specializing
<b>IV</b>	<b>Developing Ideas for Travel Articles:</b> Journey Pieces, Activity Pieces, Special Interest Pieces, Side-trips, Reviews - Ideas from own travel experiences - Ideas from other sources
<b>V</b>	<b>How to portray the experiences:</b> Using the Senses- Practical Tips; Choosing the Right Words, Verbs, Adjectives and Phrases, And Usages- Illustrations - The Practicality of Taking Photographs, Non-Photographic Illustrations

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Arvahan, E. &amp; Ketter, E. (2008), <i>Media Strategies for Marketing Places in Crisis</i>, UK: Elsevier.</li> <li>2. Brunt. P (1997), <i>Market Research in Travel and Tourism</i>, UK: Butterworth and Heinemann.</li> <li>3. Bryan Pirolli. (2016). <i>Travel Journalism</i>. London: Taylor and Francis.</li> <li>4. Clark, R.M., Wood, R.C.(1998), <i>Researching and Writing Dissertations in Hospitality and Tourism</i>, UK.</li> <li>5. Greenman, J. F. (2012). <i>Introduction of Travel Journalism</i>. New York: Peter Lag.</li> <li>6. Macdonald, J. (2000). <i>Travel Writing</i>, London: Robert Hale.</li> <li>7. Neilson, C. (2001), <i>Tourism and the Media: Tourist Decision Making, Information and Communication</i>, Melbourne: Hospitality Press.</li> <li>8. Reijnders, S. (2016). <i>Places of the Imagination Media, Tourism, Culture</i>. London: Routledge.</li> </ol>	
	<p><b>Course Outcomes</b></p> <ul style="list-style-type: none"> <li>• Learners would develop sound understanding about travel journalism and its role in tourism promotion.</li> <li>• Students shall be equipped with the practical skills and capabilities on travel writing as well as the dynamics of making travelogues.</li> <li>• They would get exposed to the trends and practices in travel blogging and E- documentation of tourism destinations.</li> </ul>	