

Programme Structure
Master of Tourism & Travel Management (MTTM)
(Two Year Programme)

Under Choice Based Credit System

Academic Session 2019-2021

Central University of Haryana

MAHENDERGARH

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Central University of Haryana

Department of Tourism and Hotel Management

Programme- MTTM

Session: 2019-2021

Semester: First

Sl. No.	Course Code	Course Title	Core/GEC/DCEC	L	T	P	C
1	SLLCH THM 02 01 01 C 5005	Introduction to Tourism	Core	5	0	0	5
2	SLLCH THM 02 01 02 C 5005	Tourism Products of India	Core	5	0	0	5
3	SLLCH THM 02 01 03 C 4004	Travel Agency and Tour Operations	Core	4	0	0	4
4	SLLCH THM 02 01 04 C 4004	Fundamentals of Management in Tourism	Core	4	0	0	4
Discipline Centric Elective Course (opt at least one)							
5	SLLCH THM 02 01 01 DCEC 4004	Soft Skills in Tourism Industry	DCEC	4	0	0	4
6	SLLCH THM 02 01 02 DCEC 4004	Understanding Tourism Ethics	DCEC	4	0	0	4
7	To be taken as per requirement of the ordinance		GEC	-	-	-	4
General Elective Course offered to students of other Departments							
8	SLLCH THM 02 01 01 GEC 4004	Dynamics of Tourism	GEC	4	0	0	4

L- Lecture, T-Theory, P- Practical, C-Credits, S- Seminar, Core GEC- General Elective Course, DCEC- Discipline Centric Elective Course,



Semester: Second

Sl. No.	Course Code	Course Title	Core/GEC/DCEC	L	T	P	C
1	SLLCH THM 02 02 01 C 5005	Itinerary Preparation and Tour Packaging	Core	5	0	0	5
2	SLLCH THM 02 02 02 C 5005	Tourism Economics	Core	5	0	0	5
3	SLLCH THM 02 02 03 C 4004	Emerging Trends In Tourism	Core	4	0	0	4
4	SLLCH THM 02 02 04 C 4004	Human Resource Management in Tourism	Core	4	0	0	4
Discipline Centric Elective Course (opt at least one)							
5	SLLCH THM 02 02 01 DCEC 4004	Adventure Tourism	DCEC	4	0	0	4
6	SLLCH THM 02 02 02 DCEC 4004	Hospitality Management In Tourism	DCEC	4	0	0	4
7	To be taken as per requirement of the ordinance		GEC	-	-	-	4
General Elective course offered to students of other Departments							
8	SLLCH THM 02 02 01 GEC 4004	Tourism Attractions	GEC	4	0	0	4

L- Lecture, T- Theory, P- Practical, C- Credits, S- Seminar, GEC- General Elective Course , DCEC- Discipline Centric Elective Course, SEEC- Skill Enhancement Elective Course



Semester: Third

Sl. No.	Course Code	Course Title	Core/GEC/DCEC	L	T	P	C
1	SLLCH THM 02 03 01 C 5005	Tourism Geography	Core	5	0	0	5
2	SLLCH THM 02 03 02 C 5005	Destination Planning and Development	Core	5	0	0	5
3	SLLCH THM 02 03 03 C 4004	Research In Tourism	Core	4	0	0	4
4	SLLCH THM 02 03 04 C 4004	Tourism Marketing	Core	4	0	0	4
Discipline Centric Elective Course (opt at least one)							
5	SLLCH THM 02 03 01 DCEC 4004	ICT For Tourism	DCEC	4	0	0	4
6	SLLCH THM 02 03 02 DCEC 4004	Sustainable Tourism	DCEC	4	0	0	4
7	To be taken as per requirement of the ordinance		GEC	-	-	-	4
General Elective course offered to students of other Departments							
8	SLLCH THM 02 03 01 GEC 4004	Tour Planning and Management	GEC	4	0	0	4

L- Lecture, T- Theory, P- Practical, C-Credits, S- Seminar, GEC- General Elective Course , DCEC- Discipline Centric Elective Course,



Semester: Fourth

Sl. No.	Course Code	Course Title	Core/GEC/DCEC	L	T	P	C
1	SLLCH THM 02 04 01 C 00022	Industrial Training/Job Training and Project/ Dissertation	Core	0	0	0	20
2	SLLCH THM 02 04 02 C 1012	Tourism Entrepreneurship and Careers	Core	1	0	1	2
Discipline Centric Elective Course (opt any one)							
3	SLLCH THM 02 04 02 DCEC 2114	Ticketing in Tourism	DCEC	2	1	1	4
4	SLLCH THM 02 04 03 DCEC 2114	MICE Tourism	DCEC	2	1	1	4
General Elective Course offered to other Departments							
5	SLLCH THM 02 04 01 GEC 2024	Exploring Tourism In Haryana	GEC	2	0	2	4

L- Lecture, T- Theory, P- Practical, C-Credits, S- Seminar, GEC- General Elective Course , DCEC- Discipline Centric Elective Course, SEEC- Skill Enhancement Elective Course, CC- Common Core



Semester: First

Sl. No.	Course Code	Course Title	Core/GEC /DCEC	L	T	P	C
1	SLLCH THM 02 01 01 C 5005	Introduction to Tourism	Core	5	0	0	5
2	SLLCH THM 02 01 02 C 5005	Tourism Products of India	Core	5	0	0	5
3	SLLCH THM 02 01 03 C 4004	Travel Agency and Tour Operations	Core	4	0	0	4
4	SLLCH THM 02 01 04 C 4004	Fundamentals of Management in Tourism	Core	4	0	0	4
Discipline Centric Elective Course (opt at least one)							
5	SLLCH THM 02 01 01 DCEC 4004	Soft Skills in Tourism Industry	DCEC	4	0	0	4
6	SLLCH THM 02 01 02 DCEC 4004	Understanding Tourism Ethics	DCEC	4	0	0	4
7	To be taken as per requirement of the ordinance		GEC	-	-	-	4
General Elective Course offered to students of other Departments							
8	SLLCH THM 02 01 01 GEC 4004	Dynamics of Tourism	GEC	4	0	0	4

L- Lecture, T-Theory, P- Practical, C-Credits, S- Seminar, Core GEC- General Elective Course ,DCEC- Discipline Centric Elective Course,



INTRODUCTION TO TOURISM

Course Code - SLLCH THM 02 01 01 C 5005

Credit - 5

Unit -1

Tourism and its Concept

- 4.1 Definition, Historical development of Tourism and Tourism Terminologies
- 4.2 Forms of Tourism – Inbound, Outbound, National, International
- 4.3 Nature, Scope and Characteristics of Tourism, Travel Motivations
- 4.4 Need for Measurement of Tourism, Interdisciplinary Approaches

Unit-2

Impacts of Tourism

- 2.1 Different Tourism Systems- Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Model, Gunn's Model
- 2.2 Tourism Impacts: Economic Social, Cultural, and Environmental
- 2.3 Positive & Negative Impacts of Tourism
- 2.4 Factors Affecting the Future of Tourism Business, Seasonality, Sociology of Tourism,

Unit-3

Transport Management

- 3.1 Historical Development of Transportation
- 3.2 Role of Transportation in Tourism
- 3.3 Major transport systems in India – Rail, Road, Air and Water transport
- 3.4 Indian Railway Network, Luxury Trains of India, Planning itineraries on Indian Railways

Unit-4

Tourism Organizations

- 2.5 Tourism Organizations and their significance in tourism growth.
- 4.2 Objectives and role of tourism organizations UNWTO, Pacific Asia Travel Association (PATA), International Air Transport Association (IATA)
- 4.3 Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO)
- 4.4 ITDC, STDC, FHRAI, Civil Aviation of Government of India, Ministry of Tourism.



Suggested Readings:

- Anand. M.M. (1976). Tourism and hotel Industry in India. New Delhi. Prentice Hall
- Bhatia. A. K. (1986). Tourism development: Principles, Practices and Philosophies. New Delhi. Sterling Publishers.
- Bhatia. A. K. (1994). International Tourism. New Delhi. Sterling Publishers.
- McIntosh, Robert, W. Goldner. Charles. (1990). Tourism: Principles, Practices and Philosophies. (9th). New York. John Wiley and Sons Inc.
- Mill. Robert Christie and Alastair M. Morrison. (1985). The Tourism System, Englewood Cliffs.N.J. Prentice Hall
- Negi, J.M.S. (1998). Tourism and Travel- Concepts and principles. New Delhi. Gitanjali Publishing House
- Robinson. H.A. (1976) Geography of Tourism. London. Me Donald and Evans.

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TOURISM PRODUCTS OF INDIA

Course Code - SLLCH THM 02 01 02 C 5005

Credit: 5

Unit-1

Concepts, Characteristics & Types of Tourism Product

- 1.1 Introduction, Meaning and Importance
- 1.2 Nature and Characteristic of Tourism Products of India
- 1.3 Types of Tourism Product, Seasonality and Diversities
- 1.4 Historical monuments of India – Ancient temples, Caves, Stupas, Monasteries, forts, palaces, Islamic and colonial art and architecture, Indian rituals, Dresses

Unit-2

Wild Life Sanctuaries and National Parks

- 2.1 Major National Parks
- 2.2 Wildlife Sanctuaries and Biosphere reserves of India and their Locations - Accessibility, Facilities, Amenities Accommodation
- 2.3 Beach Resorts of India - Locations, Accessibility, Facilities, Amenities
- 2.4 Indian Architecture, Fairs and Festivals

Unit-3

Historical and Religious Tourist Places

- 3.1 Meaning, Heritage Sites of India, Preservation Of Heritage Sites
- 3.2 Indian Museums, Art Galleries
- 3.3 Major religious centers of India
- 3.4 Tourist Places associated with the work and life of legendary figures

Unit-4

Tourism Product Development

- 4.1 Factors Affecting the Development of Tourism Products, Tourism Product Creation
- 4.2 Product Development – Product Life Cycle & Its Various Stages
- 4.3 Tourism Development Policies
- 4.4 Tourism Product Pricing



Suggested Readings

- Abid Hussain, S. (2003). The National Culture of India. New Delhi. National Book Trust
- Acharya, Ram, (1980). Tourism and Cultural Heritage of India. Jaipur. R.B.S.A.
- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Boniface, P. (1993). Heritage and Tourism in "the Global Village" .London. Rutledge. London.
- Gupta I.C. and Susharna Kasbekar. (1995).Tourism Products India. Indore. GA Publications.
- Hill Stations of India - Gillan Wright, Penguin Books, New Delhi
- National Atlas of India. (1997). Calcutta. Govt. of India Publication.
- Report 2009-2010, Ministry of Tourism, Government of India



TRAVEL AGENCY AND TOUR OPERATIONS

Course Code - SLLCH THM 02 01 03 C 4004

Credit - 4

Unit -1:

Introduction

- 1.1 Travel Agencies and Tour Operators- meaning, concept, types and importance
- 1.2 Historical growth and development of travel agency
- 1.3 Tour operation Business, Linkages and Integrations in Travel Agency and Tour Operation
- 1.4 The future Role of Travel Intermediaries

Unit-2:

Tour Operators

- 2.1 Passport, VISA, Health Certificate for International Travel, TIM
- 2.2 Tour operator-Role and Responsibilities
- 2.3 Types of Tour Operators
- 2.4 Tours Package & Types

Unit -3:

Travel Agency Set Up

- 3.1 Permission for Travel Agents
- 3.2 Infrastructure, Location , Finance
- 3.3 Tour Operators by Department of Tourism
- 3.4 Government of India and IATA Ownership Procedure

Unit:- 4:

Travel Agency

- 4.1 The Travel Agencies of India
- 4.2 Profile of Modern Travel Agencies
- 4.3 Travel Documentation
- 4.4 Sources of earning : commissions, service charges etc

Suggested Readings:

- Gee, Chuck and Y. Makens. (1990). Professional Travel Agency Management. New York. Prentice Hall
- Holloway, J. c.(1983). The Business of Tourism. Polymouth. London. Mac Donald and Evan.
- Mohinder Chand.(2007). Travel Agency Management: An Introductory Text. New Delhi. Anmol Publications Pvt. Ltd.
- Stevens Laurence (1990). Guide to Starting and Operating Successful Travel Agency. New York. Delmar Publishers Inc.
- Syrratt Gwenda. (1995). Manual of Travel Agency Practice. London. Butterworth Heinmann



FUNDAMENTALS OF MANGEMENT IN TOURISM

Course Code - SLLCH THM 02 01 04 C 4004

Credit: 4

Unit-1

- 1.1 Definition, nature, purpose and scope of management in Tourism Business
- 1.2 Managerial functions, levels of management, qualities of successful manager.
- 1.3 Skills of manager, roles of manager, emerging challenges of management
- 1.4 Managerial processes, functions, skills, and roles in Tourism organizations, Systems, contingency and operational approaches to management, CSR in Tourism

Unit-2

- 2.1 Nature and purpose of planning, types and process of planning Tourism Organizations
- 2.2 External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought
- 2.3 functions of planning, organizing, staffing, directing and controlling in Tourism Management
- 2.4 Decision making- nature, importance, steps and techniques in decision- making.

Unit- 3

- 3.1 Significance, process, formal and informal organization in Tourism Industry
- 3.2 Organization structure- considerations in designing an organizing structure& Types
- 3.3 Understanding & Managing Individual & Group Behavior – Personality, Perception, Learning, Values & attitudes, persuasion, Theories of Motivation, Factors affecting group behavior
- 3.4 Staffing- objectives, elements/ steps in staffing, group & individual dimensions, understanding work team in Tourism Industry

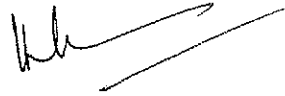
Unit-4

- 4.1 Directing- Nature, importance, techniques/elements of directing, supervision- functions and qualities of supervisor in Tourism Industry
- 4.2 Communication, Leadership & influence process, Organization structure, centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization.
- 4.3 Leadership- Importance, qualities of leadership in Tourism Industry, factor influencing performance of leader, leadership styles. Chain of command, span of control and formalization, Common organizational designs – Simple
- 4.4 Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations in Tourism



Suggested Readings:

- Bruce M. Whitehead. (2012). The principle: Leadership for a Globule Society. New York. Sage Publications
- Meenakshi Gupta. (2009). Principles of Management. New Delhi. Phi Learning Publication
- Meson Carpenter. (2013). Principles of Management. Version-2. Boston. Flat World Knowledge.
- R.K.Singla. (2008). Principles of Management. New Delhi. V.K. Publications.
- Radhakrishnan, Chanakya. (2014). Seven Secrets of Leadership. New Delhi. Jaico publication House.
- Rudani. (2013). Principle of Management, New York. Tata McGrawhill.
- T. N. Chabra. (2012). Management; Principle and Application. New Delhi. Sun India Publication.

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SOFT SKILLS IN TOURISM INDUSTRY

Course Code - SLLCH THM 02 01 01 DCEC 4004

Credits: 4

UNIT- 1

Understanding Communication

- 1.1 Nature & scope of communication, functions of communication, communication networks, and types of communication, their forms, merits - de merits.
- 1.2 Miscommunication- barriers, how to overcome barriers.
- 1.3 Communicating for tourism business, grooming up for tourism business.
- 1.4 Professionalism, business conversations.

UNIT-2

Personality & Personal Grooming

- 2.1 Personality and self-concept, element of personality, determinants of personality, personality analysis.
- 2.2 Grooming, personal hygiene, social and business and dining etiquettes.
- 2.3 Knowing body language.
- 2.4 Art of good conversation, art of intelligent listening.

UNIT-3

Soft Skills and Tourism Business

- 3.1 Extempore, group discussions, introducing oneself.
- 3.2 Resumes & resume writing.
- 3.3 Interviews, types & forms, the mock interview and role play of telephonic interviews and online interviews.
- 3.4 Managing stress, anger, time, emotion.

UNIT-4

Personality Enrichment

- 4.1 Self Esteem- self-concept, advantages of high self-esteem, steps to building positive self-esteem.
- 4.2 Attitude- meaning and factors that determine attitude, benefits of positive attitude, steps to building a positive attitude.
- 4.3 Motivation-The difference between inspiration and motivation, external motivation vs internal motivation.
- 4.4 Team work-how to work efficiently in a team, do's and don'ts in team work.



Suggested Reading:

- Allan Pease. (2000). Body Language By Sheldon Press Wagen. Canada. Lynn Vander.
- Amitabh Devendra. (2000). Soft Skills for Hospitality. New Delhi. Oxford University Press.
- Amy Newman. (2007). Cornell University, Business Communication in Person. Boston. Cengage Learning.
- Barun K Mitra. (2002). Personality Development & Soft Skills. New Delhi. Oxford University Press
- Lesikar&Flatley. (2005). Basic Business Communication. New York. Tata Mc Graw Hill.
- Lynn Van Der Wagen. (2001). Communications in Tourism & Hospitality- Hospitality Press.
- Marey Ellen Guffey. (2000). Essentials of Business Communication. New Delhi. Thompson Press.
- Meenakshi Raman & Prakash Singh. (2002). Business Communication. Noida. Oxford University Press.
- Murphy and Hildebrandt. (2005). Effective Business Communication. New York. McGraw Hill Education.
- Sharma, R.C. and Mohan K.(1998). Business Correspondence and Report Writing. New York. Tata Mc Graw Hill.

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UNDERSTANDING TOURISM ETHICS

Course Code -SLLCH THM 02 01 02 DCEC 4004

Credit: 4

Unit-1

- 1.1 The nature of Business Ethics.
- 1.2 Moral versus non moral standards. Ethics and law.
- 1.3 Ethics and religion. Ethical relativism.
- 1.4 Ethical issues in tourism business. Social responsibility of tourism business.

Unit-2

- 2.1 Ethical Theories and principles. Consequentialist and non- consequentialist theories of Ethics, Egoism, Utilitarianism
- 2.2 Kants Ethics, Rights and duties.
- 2.3 Justice and fairness.
- 2.4 The Ethics of care, Virtue Ethics, Implications for Tourism industry.

Unit-3

- 3.1 Tourism Legislation, Sources of Tourism Law
- 3.2 The Indian Scenario Laws related to Ancient Monuments The Ancient Monuments Act .
- 3.3 Regulations made by the Archaeological Survey of India
- 3.4 Guidelines issued by the Ministry of Culture, Legislation for hospitality and catering

Unit-4

- 4.1 Regulatory Laws for Tourism Business in India:
- 4.2 Inbound and outbound travel. Transport industry and Airlines.
- 4.3 Accommodation and Hotel Industry, Foreign Exchange Regulation Act.
- 4.4 Tourist related Laws: Citizenship, Passport, Visa, Foreigners, Foreigners Registration, Customs Acts

Suggested Readings:-

- David A. Fennell.(2006). Tourism Ethics.USA. Kindle Publishing House.
- Glen Cohen. (2014).Patients with Passports: Medical Tourism Law and Ethics. USA. Oxford University Press.
- Gupta S.K. (1989). Foreign Exchange Laws and Practice. New Delhi. Taxman Publications
- Malik.S.S . (1997). Ethical Legal & Regulatory Aspects of Tourism Business. New Delhi. Rahul Publishing House.
- Manuel G. Velasquez. (2011) Business Ethics Concepts and Cases. New Delhi. Phi Learning Pvt Ltd.
- Shrivastava. (2010). Tourism ethics. New Delhi. Centrum Press.



Dynamics of Tourism

Course Code - SLLCH THM 02 01 01 GEC 4004

Credit: 4

Unit -1

Tourism and its Concept

- 1.1 Introduction to Tourism
- 1.2 Characteristics and types of Tourism
- 1.3 5 A's of Tourism
- 1.4 Tourism Industry.

Unit-2

Tourism Industry and its Linkages

- 2.1 Origin and Concept of Travel Intermediary Business
- 2.2 Meaning and Nature of Tourism Industry
- 2.3 Positive and Negative Impacts of Tourism
- 2.4 Push and Pull factors of Tourism

Unit-3

Transport Management

- 3.1 Historical Development of Transportation
- 3.2 Role of Transportation in Tourism
- 3.3 Major transport systems – Rail, Road, Air and Water transport
- 3.4 Indian Railway Contribution in Tourism

Unit-4

Emerging Tourism Trends

- 4.1 Concept and Relation with Tourism
- 4.2 Medical Tourism
- 4.3 Rural Tourism- concept and its relation with other types of tourism.
- 4.4 MICE- Meaning and concept of MICE



Suggested Readings:

- Anand, M.M. (1976). Tourism and hotel Industry in India. New Delhi. Prentice Hall.
- Bhatia. A. K.(1986). Tourism development: Principles, Practices and Philosophies. New Delhi. Sterling Publishers.
- Bhatia. A. K.(1994). International Tourism. New Delhi. Sterling Publishers
- McIntosh, Robert, W. Goldner. Charles. (1990). Tourism: Principles, Practices and Philosophies. (9th).New York. John Wiley and Sons Inc
- Mill, Robert Christie and Alastair M. Morrison. (1985). The Tourism System, Englewood Cliffs, N.J., Prentice Hall.
- Negi, J.M.S. (1990). Tourism and Travel- Concepts and principles. New Delhi. Gitanjali Publishing House
- Robinson, H.A. (1976).Geography of Tourism. London. Me Donald and Evans



Semester: Second

Sl. No.	Course Code	Course Title	Core/GEC/DCEC	L	T	P	C
1	SLLCH THM 02 02 01 C 5005	Itinerary Preparation and Tour Packaging	Core	5	0	0	5
2	SLLCH THM 02 02 02 C 5005	Tourism Economics	Core	5	0	0	5
3	SLLCH THM 02 02 03 C 4004	Emerging Trends In Tourism	Core	4	0	0	4
4	SLLCH THM 02 02 04 C 4004	Human Resource Management in Tourism	Core	4	0	0	4
Discipline Centric Elective Course (opt at least one)							
5	SLLCH THM 02 02 01 DCEC 4004	Adventure Tourism	DCEC	4	0	0	4
6	SLLCH THM 02 02 02 DCEC 4004	Hospitality Management In Tourism	DCEC	4	0	0	4
7	To be taken as per requirement of the ordinance		GEC	-	-	-	4
General Elective course offered to students of other Departments							
8	SLLCH THM 02 02 01 GEC 4004	Tourism Attractions	GEC	4	0	0	4

L- Lecture, T- Theory, P- Practical, C- Credits, S- Seminar, GEC- General Elective Course , DCEC- Discipline Centric Elective Course, SEEC- Skill Enhancement Elective Course



ITINERARY PREPARATION AND TOUR PACKAGING

Course Code - SLLCH THM 02 02 01 C 5005

Credit: 4

Unit- 1

Itinerary Planning & Development

- 1.1 Meaning, Importance
- 1.2 Types of Itinerary
- 1.3 Resources and Steps for Itinerary Planning
- 1.4 Do's and Don'ts of Itinerary Preparation

Unit -2

Developing& Innovating Package Tour

- 2.1 Tour Formulation and Designing Process
- 2.2 FITs & Group- Special Interest Tours (SITs),
- 2.3 Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours
- 2.4 Pre-Tour Management, Tour Operation, Post Tour Management

Unit- 3

Concept of Costing

- 3.1 Types of Costs,
- 3.2 Components of Tour Cost - Preparation of Cost Sheet
- 3.3 Tour Pricing - Calculation of Tour Price – Pricing Strategies
- 3.4 Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit -4

Operation of Tour Package

- 4.1 Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers
- 4.2 Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel,
- 4.3 Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet,
- 4.4 Analysis of Comments of Guest, Service providers, Tour Escorts



Suggested Readings:

- Chand, M. (2002). Travel Agency Management: An Introductory Text. New Delhi. Anmol Publications Pvt. Ltd.
- Holloway, J.C. (2002). The Business of Tourism. London. Prentice Hall, London, pp.220-279.
- Negi, J (2005), Travel Agency Operations: Concepts and Principles. New Delhi. Kanishka.
- Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices. New Delhi. Oxford University Press.

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TOURISM ECONOMICS

Course Code - SLLCH THM 02 02 02 C 5005

Credit: 5

Unit-1

Concept of Economics in Tourism

- 1.1 Economics of Tourism
- 1.2 Opportunity and Challenges Tourism Economy,
- 1.3 Market Potential for Tourism products.
- 1.4 Tourism and economic development- Indian perspective.

Unit-2

Economics of Consumer Analysis

- 2.1 Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus.
- 2.2 Concepts and definitions of demand for tourism, determinants of tourism demand.
- 2.3 Tourism demand and elasticity- price, total revenue,
- 2.4 Income and cross elasticity of Tourism demand

Unit-3

The Economic impacts of Tourism

- 3.1 Impact of Tourism- Direct, indirect, Induced and negative
- 3.2 The measurement of economic impact, multiplier --meaning and types (investment, employment and tourism multiplier)
- 3.3 Linkage and leakages.
- 3.4 Tourism impact on balance of payments and exchange rates.

Unit-4:

Financial Accounting

- 4.1 Meaning, Need, Objectives, Concepts, Conventions and Assumptions,
- 4.2 Nature and Scope of Management Accounting
- 4.3 Branches of Accounting, Internal and External Users of Accounting
- 4.4 Advantages and Limitations of Financial Accounting, Accounting Standards.



Suggested Reading:

- Bhattacharya/financial Accounting for business Managers, Prentice Hall of India
- Goeldner, R & Ritchie. B .(2010). Tourism, Principles, Practices and Philosophies. London. John Wiley & Sons.
- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House.
- Mithani, D. M.. (1990). Economic theory (Macro Analysis) Himalaya publishing house,1990
- Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management. New Delhi. Oxford University Press.
- Sheela. A.M.(2002). Economics of Hotel Management. New Delhi. New Age International Publication (P) Ltd.
- Witt, Stephen, F., Moutinho, Luiz (eds.). (1994). Tourism Marketing and Management Handbook. London. Prentice Hall International Ltd.

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EMERGING TRENDS IN TOURISM

Course Code - SLLCH THM 02 02 03 C 4004

Credit: 4

Unit – 1

- 1.1 Tourism Industry and Current Changes
- 1.2 New trends and emerging patterns; current initiatives of Ministry of Tourism, Govt. Of India
- 1.3 Climate change and environmental issues: Community Based Tourism; Concept of Homestays
- 1.4 Responsible tourism; Tourism and poverty alleviation; Social media for tourism promotion, Social responsibility and ethical concerns; Special Tourism Zones

Unit – 2

- 2.1 Background, concept and definition; Dimensions of sustainability
- 2.2 Medical Tourism, concept and its relation with other types of Tourism
- 2.3 Major markets of Indian medical tourism Resource available in India medical Tourism
- 2.4 Rural Tourism: Aims and objectives behind promoting rural tourism. Resource available in India for rural tourism

Unit -3

- 3.1 Eco-Tourism: Definition of Ecotourism, Ecotourism resource: identifying, listing and understanding
- 3.2 Ecotourism resource categories (Natural, built and events)
- 3.3 Protected areas: definition, categories and roles
- 3.4 Identifying and describing eco-tourism products.

Unit – 4

- 4.1 Casino, Sound and Light Shows, Man Made Attractions, Underwater, Perpetual, Virtual, Dark
- 4.2 SMRFs, Tourism for Special Need People, Disaster, Adventure
- 4.3 Cruise Tourism, Floating Hotel, Heritage Walks, Spiritual, Space
- 4.4 Various Types of Niche Tourism

Suggested Readings:-

- Anand, M.M. (1976). Tourism and hotel Industry in India. New Delhi. Prentice Hall.
- Bhatia, A. K. (1986). Tourism development: Principles, Practices and Philosophies. New Delhi. Sterling Publishers
- McIntosh, Robert, W. Goldner, Charles. (1990). Tourism: Principles, Practices and Philosophies. (9th Edition). New York. John Wiley and Sons Inc.
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S. (1990). Tourism and Travel- Concepts and principles. New Delhi. Gitanjali Publishing House.
- Robinson. H.A. (1976) Geography of Tourism. London. Me Donald and Evans.
- Sevlam, M. (1989). Tourism Industry in India. Bombay. Himalaya Publishing House.
- Seth, P.N. (1997). Successful Tourism Planning and Management. New Delhi. Cross Section Publications



HUMAN RESOURCE MANAGEMENT IN TOURISM

Course Code - SLLCH THM 02 02 04 C 4004

Credit: 4

Unit-1

Human Resource Management in Tourism Industry

- 1.1 Definition, nature, characteristics, need and importance of HRM in the Tourism industry,
- 1.2 Approaches to managing HRs in hotels, emerging role of HR manager in Tourism Sector,
- 1.3 Human resource planning in Tourism industry – meaning, process, factors and need for HRs planning.
- 1.4 Job analysis, job description & job specification.

Unit-2

Acquisition of Human Resources in Tourism Industry

- 2.1 Recruitment: meaning, process and methods of recruitment in Tourism industry.
- 2.2 Selection procedure, essentials and steps in selection process.
- 2.3 Interview: meaning and types.
- 2.4 Employee promotion: meaning, purpose and types.

Unit-3

Maintenance of Human Resources in Tourism Industry

- 3.1 Employee training: need, methods of training in Tourism industry.
- 3.2 Development of employee – concept, purpose and process,
- 3.3 Components of employee's development.
- 3.4 Techniques of employee's development.

Unit-4

Appraising and Rewarding Human resources in Tourism Industry

- 4.1 Performance appraisal – need, importance and techniques.
- 4.2 Rewards and benefits – compensation (wages and salary).
- 4.3 Incentives.
- 4.4 Grievances handling: identifying causes and developing grievance handling system



Suggested Readings:-

- Aswathappa, K .(2005). Human Resource Management. New Delhi. McGraw Hill Publication
- Edwin B Flippo. (1999). Personnel Management. New York. McGraw Hill.
- Goldsmith, A., Nickson, D., Sloan, D., & Wood, R.C. (1997). Human Resource Management for Hospitality Services. London. UK: International Thomson Business Press.
- Ian Beardwell & Len Holden. (2004). Human Resource Management.(4th Edition). England. Pearson Education
- Stone R. (1997). Readings in Human Resource Management. Birsbane. John Wiley & Sons
- Torrington, D. & Hall, T. (1995) Personnel Management: HRM in Action. London. Prentice Hall.



ADVENTURE TOURISM

Course Code - SLLCH THM 02 02 01 DCEC 4004

Credit: 4

Unit-1

- 1.1 Definition, Scope and Nature of adventure tourism;
- 1.2 Popular tourist destinations for Land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.).
- 1.3 Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving)
- 1.4 Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)

Unit-2

- 2.1 Basic minimum standards for adventure tourism related activities- Land based; Mountaineering, Trekking,
- 2.2 Water Based; River running; Aerial Based; Parasailing, Paragliding, Bungee Jumping. Peak booking formalities,
- 2.3 IMF rules for mountain expeditions
- 2.4 Cancellation of permits and bookings.

Unit-3

- 3.1 History of mountaineering, map symbols, contour line identification, landmark and landform identification
- 3.2 Basic use of a compass and altimeter Altitude illness,
- 3.3 HAPE, HACE, AMS
- 3.4 basic first aid, freezing and non-freezing cold injuries

Unit-4

- 4.1 Equipment, mountain weather, objective and subjective hazards Equipment, Mountain Weather,
- 4.2 Objective and subjective hazards Parts of an ice axe, use of an ice axe,
- 4.3 Four positions of self-arrest, self-belay, rope team travel Building snow anchors, bollards, pickets, dead men,
- 4.4 Flukes and ice screws, descending by ropes and glissading techniques



Suggested Readings:

- Ball, S. (2012). Encyclopedia of Tourism Resources in India. New Delhi. Butterworth –Heinemann.
- Bose, S.C. (1976). Geography of the Himalayas, New Delhi. National Book trust.
- Chand Gian and Manohar Puri. (1989). Trekking. India. International publisher.
- Dixit, M. (2002). Tourism Products. Lucknow. New Royal Book Co.
- Douglas. N. Ed. (2001). Special Interest Tourism. Australia. John Wiley & Sons.
- Gamma, Karl. 1985). The Handbook of Skiing. London. Pelham Books.
- Jacob,R. (2012). Indian Tourism Products. New Delhi. Abhijeet Publications.
- Lozawa, Tomoya. (1980). Trekking in the Himalayas. New Delhi. Allied published Pvt. Ltd.
- Negi, Sharad Singh. (2002). Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India. New Delhi. Indus Publishing Co.
- Pletcher. Kenneth. (2011).The Geography of India: Sacred and Historic Places. New York. Britannica Educational Publication.
- Robinet Jacob. (2013). Places of Touristic Interest in India. New Delhi. Abhijeet Publications.
- Rowe, Ray. (1987). White in Water Kayaking. London. Salamander Books.



HOSPITALITY MANAGEMENT IN TOURISM

Course Code - SLLCH THM 02 02 02 DCEC 4004

Unit- 1

- 1.1 Hotel departments; classification of hotels; chain operations; E- Hospitality.
- 1.2 Types of accommodation; Activities in Accommodation Management – Front office – Housekeeping – Bar and Restaurant
- 1.3 Various Hotel Chains
- 1.4 Supporting services; ethical and regulatory aspects in a hotel, international hotel regulations.

Unit -2

- 2.1 Duties and responsibilities of front office staff; Reservation & registration- Types of Room
- 2.2 Meal Plans, Room assignments, check-in, methods of payment
- 2.3 Factors affecting the price of accommodation
- 2.4 Front Office - Hierarchy, duties & responsibilities

Unit- 3

- 3.1 Food Production Organization, Kitchen, Buffets, Beverages Operation, Functions
- 3.2 Outlets of F & B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services- Food Service for the Airlines,
- 3.3 Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, club food services - Trends in lodging and food services.
- 3.4 Food & Beverage Department of a hotel

Unit -4

- 4.1 Fiscal and non-fiscal incentives offered to hotel industry in India
- 4.2 Hierarchy, duties & responsibilities of hotel staff
- 4.3 Type of guests in Hospitality Industry
- 4.4 Concepts of Atithi Devo Bhavah



Suggested Readings:

- Amrik Singh Sudan. (2002). House Keeping Management. New Delhi. Anmol Publication Ltd.
- D.R. Lillicrap. (1983). Food Beverage Service. London. Edward Arnold Publishers Ltd.
- Praveen Sethi. (2004). Hand Book of Hospitality and Tourism. New Delhi. Anmol Publication.
- R.K. Malhotra. (2002). Food Service and Catering Management. New Delhi. Anmol Publication Pvt. Ltd.
- Rajendran Singh. (2001). Hotel and Hospitality Management. New Delhi. Kalpaz Publication.
- S. Kannan.(2003). Hotel Industry in India. New Delhi. Deep and Deep Publications, Pvt. Ltd.
- Sudhir Andrew. (1994). Food Beverage Service Training Manual. New Delhi. Tata McGraw Hill Publishing
- Vijay Dhawan. (2004). Food Beverage Service. New Delhi. Frank Bros and Co.
- Y.P. Singh. (2001). Effective Hotel Management. New Delhi. Anmol Publication Pvt. Ltd.
- Yogendra K. Sharma. (2003). Hotel Management. New Delhi. Kanishka Publishers

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TOURISM ATTRACTIONS

Course Code - SLLCH THM 02 02 01 GEC 4004

Credit: 4

Unit –1

- 1.1 Historical, Monumental, Architectural Tourism Attractions
- 1.2 Delhi – Agra- Jaipur
- 1.3 Khajuraho, Nalanda, Ajanta- Ellora,
- 1.4 Hampi- Halebid, Lucknow.

Unit – 2

- 2.1 Religious Places, Cultural Centers Meaning
- 2.2 Haridwar- BadriNath- Kedarnath, Bodh Gaya,
- 3.3 Bhuvaneswar – Puri- Konark, Rameshwaram, Dwarka, Amritsar.
- 3.4 Ajmer Sharif Dargah, Goa Churches

Unit –3

- 3.1 Leh, SriNagar, Manali, Darjeeling, Shimla
- 3.2 Ooty, Mahabaleshwar, Rishikesh
- 3.3 Jim Corbett, Sariska,
- 3.4 Kanha, Gir

Unit-4

- 4.1 Puri, Mumbai, Goa,
- 4.2 Lakshadweep, Cochin,
- 4.3 Kanyakumari, Chennai, Pondicherry,
- 4.4 Andman & Nicobar, Kolkata

Suggested Readings:-

- Acharya, R (1980). Tourism and Cultural Heritage of India. Jaipur. RBSA Publication.
- Ball, S. (2007). Encyclopedia of Tourism Resources in India. New Delhi. B/H.
- Basham, A.L (2002). Cultural History of India. New Delhi. Oxford University Press.
- Dixit, M (2002). Tourism products. Lucknow. New Royal Book Co.
- Douglas, E (2001). Special Interest Tourism. Australia. John Wiley & Sons
- Grover, S (1981). The Architecture of India: Islam. New Delhi. Vikas Publishing House, Pvt. Ltd.
- Gupta, S.P. (2002). Cultural Tourism in India. New Delhi. Indraprastha Museum of Art and Archaeology.
- Jacob, R. (2007). Indian Tourism Products. New Delhi. Abhijeet Publications, Delhi.
- Rajkumar. (2003). Essays in Indian Art and Architecture. New Delhi. Discovery Publishing House, Pvt. Ltd.



Semester: Third

Sl. No.	Course Code	Course Title	Core/GEC/DCEC	L	T	P	C
1	SLLCH THM 02 03 01 C 5005	Tourism Geography	Core	5	0	0	5
2	SLLCH THM 02 03 02 C 5005	Destination Planning and Development	Core	5	0	0	5
3	SLLCH THM 02 03 03 C 4004	Research In Tourism	Core	4	0	0	4
4	SLLCH THM 02 03 04 C 4004	Tourism Marketing	Core	4	0	0	4
Discipline Centric Elective Course (opt at least one)							
5	SLLCH THM 02 03 01 DCEC 4004	ICT For Tourism	DCEC	4	0	0	4
6	SLLCH THM 02 03 02 DCEC 4004	Sustainable Tourism	DCEC	4	0	0	4
7	To be taken as per requirement of the ordinance		GEC	-	-	-	4
General Elective course offered to students of other Departments							
8	SLLCH THM 02 03 01 GEC 4004	Tour Planning and Management	GEC	4	0	0	4

L- Lecture, T- Theory, P- Practical, C-Credits, S- Seminar, GEC- General Elective Course , DCEC- Discipline Centric Elective Course,



TOURISM GEOGRAPHY

Course Code - SLLCH THM 02 03 01 C 5005

Credit: 5

Unit-1

Introduction to Geography:

- 1.1 Understanding Tourism Geography
- 1.2 Elements of Geography
- 1.3 Branches of Geography, Importance of Geography in Tourism,
- 1.4 World's Climatic Zones, Latitude & Longitude

Unit-2

IATA Areas, Code and GMT Time:

- 2.1 Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA),
- 2.2 IATA Three Letter City Code, Two Letter Airlines and Airport Code,
- 2.3 International Date Line
- 2.4 Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time

Unit-3

North & South America, Europe & Africa

- 3.1 Physical Geography, Topography,
- 3.2 Climatic Regions,
- 3.3 Transport Network,
- 3.4 Countries in the Continent,

Unit-4:

Tourism Potential in Asia

- 4.1 Physical Geography, Topography,
- 4.2 Climatic Regions,
- 4.3 Transport Network,
- 4.4 Countries in the Continent



Suggested Readings:

- Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. London. Oxford Butterworth Heinemann.
- Burton, R. (1995). Travel Geography. Marlow Essex. Pitman Publishing
- C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition. London. Routledge,
- Hall, M. (1999). Geography of Travel and Tourism. London. Routledge.
- Robinson. H.A. (1976) Geography of Tourism. London. Me Donald and Evans.
- Travel Information Manual. (2012). IATA. Netherlands.
- World Atlas.

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DESTINATION PLANNING AND DEVELOPMENT

Course Code - SLLCH THM 02 03 02 C 5005

Credit: 5

Unit-1

Destination Development

- 1.1 Defining “Destination”, Types , characteristics, Destinations and products,
- 1.2 Development ,meaning and function, goals for development,
- 1.3 Tourism and linkage between destination and development,
- 1.4 Destination Management Systems, Destination planning guidelines

Unit-2

Destination Planning

- 2.1 Definitions of planning, outlines the key elements of the planning process and analysis,
- 2.2 National and Regional Tourism Planning and development hierarchy, Assessment of Tourism Potential, Coordination and Control of Tourism Development,
- 2.3 Tourism Planning and Conservation ,Policies and Procedures,
- 2.4 Planning for Sustainable Tourism Development

Unit-3

Destination Image Development

- 3.1 Tangible and intangible attributes of Destination,
- 3.2 Person’s determined image, destination determined image, measurement of destination
- 3.3 Destination image place branding and destination image, formation process, Unstructured image,
- 3.4 Destination appraisal. Strategy development and planning of destinations and tourism products.

Unit-4

Destination Promotion and Publicity

- 4.1 Amalgamation of destination services, Six _A’s framework for tourism destinations,
- 4.2 The dynamic wheel of tourism stakeholders, strategic marketing for destinations and strengthening their competitiveness, destination marketing mix,
- 4.3 formulating the destination Product 8Ps in Destination Marketing
- 4.4 Destination distribution channels, Destination competitiveness.



Suggested Reading:

- Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
- Crouch, D.I. J.R. Ritchie, B. & Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
- Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
- Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. New York. Van Nostrand Reinhold.
- Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann,
- Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
- Singh, S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
- Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices. New Delhi. Oxford University Press, New Delhi.
- Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,



RESEARCH IN TOURISM

Course Code - SLLCH THM 02 03 03 C 4004

Credit: 4

Unit -1

Introduction to Research

- 1.1. Meaning of research, Types of research, characteristics of a good research.
- 1.2. Process of research, application of research in various functions of hospitality and tourism.
- 1.3. Attributes of a good researcher, limitation of research.
- 1.4. Recent trends of research in hospitality and tourism industry.

Unit -2

Research Process

- 2.1 Research problem, problem identification process.
- 2.2 Formulation of research hypothesis, types of hypothesis.
- 2.3 Research design, formulation of research design, Classification of research design.
- 2.4 Data collection, types of data collection, methods of data collection, literature review.

UNIT-3

Questionnaire

- 3.1 Questionnaire criteria for questionnaire designing, types of questionnaire.
- 3.2 Questionnaire design procedure, physical characteristics of a questionnaire.
- 3.3 Pilot testing of the questionnaire.
- 3.4 Data feeding, data editing, data analysis.

UNIT-4

Interpretation and Report Writing

- 4.1 Introduction, meaning, techniques and precautions in interpretation.
- 4.2 Meaning, types and steps involved in writing for research, writing review articles.
- 4.3 Writing research report, layout of the research report, the cover page, abstract, acknowledgement and contents, literature review chapter, the research design chapter.
- 4.4 Presentations & discussions chapter, conclusion & implications, the final touches, bibliography & References, referencing styles: APA and MLA.



Suggested Reading:-

- C. Rajendar Kumar. (2010). Research Methodology. New Delhi. APH Publishing
- Deepak Chawla. (2011). Research Methodology, Concepts and Cases. New Delhi. Vikas Publication House Private Limited.
- Gupta Hitesh and Gupta S. L. (2011). Research Methodology. New Delhi. International Book House.
- J. R. Brent Ritchie, Charles R. Goeldner. (1994). Travel, Tourism, and Hospitality Research: A handbook for Managers. New York. John Wiley & Sons.
- Kothari C.R. (2011). Research Methodology. New Delhi. New Age International.
- Kumar Ranjit. (2005). Research Methodology: A Step by Step Guide for Beginners. 2nd Edition. New Delhi. Peason Publications
- Naresh, K, Malhotra, Marketting. (2014). Research, AN Applied Orientation. New Delhi. Pearson Publication.
- Paraskevas. (2008). Planning research in hospitality & tourism. UK. Butterworth Heinemann.
- Shajahan S. (2004). Research Methods for Management. India. Jaico Publishing House



MARKETING FOR TOURISM

Course Code - SLLCH THM 02 03 04 C 4004

Credit: 4

Unit-1

Introduction to Marketing

- 1.1 Tourist Needs, Wants and Demands; Products and Services;
- 1.2 Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept,
- 1.3 The Marketing Concept, The Societal Marketing Concept; The Marketing Process, 7 p's of Tourism
- 1.4 Marketing Mix, The Tourism Marketing Environment; Destination Marketing; Managing Capacity and Demand.

Unit-2

Tourist Behaviour

- 2.1 Understanding Tourist Behaviour: Factors affecting Tourist Behaviour
- 2.2 Tourist Buying-Decision Process, Tourist decision making process for new products and services;
- 2.3 Market Segmentation (Concepts & Types),
- 2.4 Targeting, and Positioning; Competitive Advantage and its strategies.

Unit-3

Product Pricing and Services Strategy

- 3.1 What is a Tourism Product, Product Classification,
- 3.2 Tourism Product Mix, Product Line, Tourism Product life cycle & strategies, New Product
- 3.3 Development Process; Services Marketing (Concept & Characteristics), Approaches to Tourism Service Pricing;
- 3.4 Marketing Intermediates in Tourism Business; Branding; Competitive Differentiation and its strategies for Tourism Businesses.

Unit-4

Tourism Marketing Communication

- 4.1 Mix: Advertising, Sales Promotion, Public Relations ,
- 4.2 Personnel Selling, Direct Marketing; Socially Responsible Tourism Marketing :
- 4.3 The changing face of TMC; Emerging Trends and application of marketing in different areas – Rural Marketing, Green Marketing,
- 4.4 Cyber Marketing, Ethics in Marketing and Consumerism.



Suggested Readings:

- Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing. Lansdown. Juta Education.
- Chaudhary, Manjula. (2011). Tourism Marketing. New Delhi. Oxford University Press.
- Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
- Neelamegham. S. (1998). Marketing in India: Cases & Readings. New Delhi. Vikas Publications.
- Ramasamy V.S. & Namakumar. S. (1990). Marketing Management: Planning & Control. New Delhi. Macmillan.
- Stanton W. J. (1999). Fundamentals of Marketing. New York. McGraw Hill.
- Stone, Marilyn A., Desmond, John. (2007). Fundamentals of Marketing. New York. Routledge.

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ICT IN TOURISM

Course Code - SLLCH THM 02 03 02 DCEC 4004

Credit: 4

Unit-1

Introduction to Computers

- 1.1 Introduction to Computer
- 1.2 Classification, Hardware, Software, Storage, Processing
- 1.3 Capabilities Characteristics & Limitations,
- 1.4 Application and use of Computers in Tourism.

Unit-2

Social Sites

- 2.1 LinkedIn Twitter , Facebook and Other Social Media Application
- 2.2 Impact of Social Media in Tourism
- 2.3 Internet Factor in Choosing Tourism Destination
- 2.4 Various Online Reservation Portals

Unit-3

Introduction to Computer Software's & MIS

- 3.1 Types of Software, System Software, Application Software, Utility Software's,
- 3.2 Use of MS-Office: Basics of MS-Word. MS-Excel and MS-Power Point, Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS,
- 3.3 Travel Recommender Systems (TRS),
- 3.4 Geographic Information Systems (GIS).

Unit-4

Introduction to Internet & E-Commerce

- 4.1 Introduction to Internet: Definition of networks, concepts of web page,
- 4.2 website and web searching (browsing).Benefits,
- 4.3 Hardware and Software requirements,
- 4.4 Web Browser, Search Engines, E-Commerce, advantages, Electronic Ticketing (e-ticketing).



Suggested Readings:

- Buhalis D. (2004). E-tourism: Information Technology for Strategic Tourism Management. New Delhi. Prentice Hall India.
- Inkpen G. (2000). Information technology for Travel and Tourism. USA. Addison Wesley.
- Malvino A.P (1995). Electronic Principles. New York. McGraw-Hill.
- Poon A. (1998). Tourism, Technology and Competitive Strategies. USA.CABI.
- Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce. New York. McGraw-Hill.
- Sheldon P. (2002). Tourism Information Technology. USA. CABI.

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SUSTAINABLE TOURISM

Course Code - SLLCH THM 02 03 02 DCEC 4004

Credit: 4

Unit - 1

- 1.1 Sustainable Tourism & its Dimensions: Historical Background,
- 1.2 Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management,
- 1.3 New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions,
- 1.4 Environmental Dimension, Economic Dimension, Social Dimension

Unit - 2

- 2.1 Role of different agencies in Sustainable Tourism: Public Sector,
- 2.2 Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea,
- 2.3 Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries.
- 2.4 Role of Marketing in promotion of sustainable Tourism

Unit -3

- 3.1 Sustainable Tourism & Responsible Tourism: Sustainable Tourism Development-Guiding Principles for Planning and Management,.
- 3.2 Responsible Tourism, Key Characteristics of Responsible Tourism,
- 3.3 Empowering Community through Tourism
- 3.4 Community based Tourism and Global Climate change-issues and challenges

Unit -4

- 4.1 Sustainable Tourism Infrastructure and instruments for more sustainable Tourism: Tourist Destinations,
- 4.2 Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism, Eco-tourism, Business Tourism
- 4.3 Future of Sustainable Tourism, sustainable tourism instruments-measurement,
- 4.4 command and control, economic, voluntary and supporting instruments



Suggested Readings:

- Baker, S. (2006). Sustainable Development. London and New York. Routledge.
- Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective. USA. CABI Publishing,
- Goodwin, H. (2011). Taking responsibility for tourism. Oxford. Goodfellow Publishers Ltd.
- Holden, A. (2000) Environment and tourism. London & New York. Routledge.
- Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.
- Miller, G. And Twinin-Ward, L. (2005). Monitoring for a sustainable tourism transition.
- Page, S.J. and Connell, J. (2006). Tourism a modern synthesis. Second edition. London: Strange,
- Swarbrooke, J. (2005). Sustainable Tourism Management. Cambridge. CABI Publishing.
- T. and Bayley, A. (2008). Sustainable Development. Linking Economy Society, Environment. Paris. OECD.
- The challenge of developing and using indicators. Cambridge: CABI Publishing.
- Thomson. Weaver, D. (2006). Sustainable tourism. Oxford. Elsevier.
- Zeppe, H.D. (2006). Indigenous Ecotourism: Sustainable Development and Management. Australia. CABI



Tour Planning and Management

Course Code - SLLCH THM 02 03 01 GEC 4004

Credit: 5

Unit- 1

- 1.1 Tour Planning Importance
- 1.2 Itinerary, Types of Itinerary
- 1.3 Resources and Steps for Itinerary Planning
- 1.4 Do's and Don'ts of Itinerary Preparation

Unit -2

- 2.1 Tour Formulation and Designing Process
- 2.2 FITs & Group- Special Interest Tours (SITs),
- 2.3 Tour Packaging, Classifications of Tour Packages, Components of Package Tours
- 2.4 Pre-Tour Management, Tour Operation, Post Tour Management

Unit- 3

- 3.1 Definition of Cost, Types of Costs
- 3.2 Components of Tour Cost - Preparation of Cost Sheet
- 3.3 Tour Pricing - Calculation of Tour Price -- Pricing Strategies
- 3.4 Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit -4

- 4.1 Confirmation of Travel Agency, Hotel, Railways, Airlines
- 4.2 Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel,
- 4.3 Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in Tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet,
- 4.4 Analysis of Comments of Guest, Service providers, Tour Escorts.

Suggested Readings:

- Chand, M. (2002). *Travel Agency Management: An Introductory Text*. New Delhi. Anmol Publications Pvt. Ltd.
- Goeldner, R & Ritchie. B. (2010). *Tourism, Principles, Practices and Philosophies*. London. John Wiley & Sons.
- Holloway, J.C. (2002). *The Business of Tourism*. London. Prentice Hall.
- Negi. J. (2005). *Travel Agency Operations: Concepts and Principles*. New Delhi. Kanishka.
- Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*. New Delhi. Oxford University Press.
- Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*. New Delhi. Oxford University Press.



Semester: Fourth

Sl. No.	Course Code	Course Title	Core/GEC/DCEC	L	T	P	C
1	SLLCH THM 02 04 01 C 00022	Industrial Training/Job Training and Project/ Dissertation	Core	0	0	0	20
2	SLLCH THM 02 04 02 C 1012	Tourism Entrepreneurship and Careers	Core	1	0	1	2
Discipline Centric Elective Course (opt any one)							
3	SLLCH THM 02 04 02 DCEC 2114	Ticketing in Tourism	DCEC	2	1	1	4
4	SLLCH THM 02 04 03 DCEC 2114	MICE Tourism	DCEC	2	1	1	4
General Elective Course offered to other Departments							
5	SLLCH THM 02 04 01 GEC 2024	Exploring Tourism In Haryana	GEC	2	0	2	4

L- Lecture, T- Theory, P- Practical, C-Credits, S- Seminar, GEC- General Elective Course , DCEC- Discipline Centric Elective Course, SEEC- Skill Enhancement Elective Course, CC- Common Core



Tourism Entrepreneurship and Career

Course Code - SLLCH THM 02 04 02 C 1012

Credits: 4

Unit - 1

- 1.1 Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Entrepreneur Factors influencing the development of entrepreneurs.
- 1.2 Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.
- 1.3 Stages of Evolution of the Concept of Entrepreneur and & Entrepreneurship
- 1.4 Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories

Unit -2

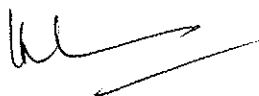
- 2.1 Communities promoted entrepreneurship in India,
- 2.2 Role of entrepreneurs in economics development of a country,
- 2.3 Entrepreneurship & its barriers in India, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.
- 2.4 Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans,

Unit - 3

- 3.1 Opportunity in Universities, Schools and Skill Industry
- 3.2 Event Coordinator, Ground Staff, Cabin Crew
- 3.2 Sales and Marketing Staff
- 3.3 Foreign Exchange, Ticketing Department

Unit -4

- 4.1 Travel Consultant, Ticketing & Reservations Consultant, Tour Escorts
- 4.2 Tour Guide-Marine, Heritage, Mountaineering
- 4.3 Adventure Sports Organizer, Travel Desk Manager
- 4.4 Passport and Visa Executive, Tour Manager



Suggested Readings:

- Bird B.J. (1989). Entrepreneurial Behavior. New York: John Wiley & Sons
- Chowdhary, Nimit and Prakash, Monika. (2010). Managing Small Tourism Business. New Delhi. Matrix Publishers.
- <https://www.msde.gov.in/>
- <https://www.thsc.in/>
- Portal of MSME, Government of India (www.smallindustryindia.com)
- Prakash, Monika and Chowdhary, Nimit (2010). Starting Tourism Company. New Delhi. Matrix Publishers.
- Richard Duncombe, Richard Heeks and Sunil Abraham. (2005). A Handbooks for Entrepreneurs in India. UK. Institute for Development Policy and Management (IDPM)



Tourism Ticketing

Course Code - SLLCH THM 02 04 02 DCEC 2114

Credit: 4

Unit- 1

- 1.1 Meet & Greet Customer, welcome the walk-in customers with a smile ,Handle Telephonic or online queries
- 1.2 Attend Customer, Understand the Query , Travel Plan, Provide Information, Suggest Plan, Special Request by Guest
- 1.3 Travel Documentation & rules regarding Passport, VISA, Foreign Exchange, Health regulations
- 1.4 Special Permits, Rules and Regulation for Various Transportation Modes

Unit -2

- 2.1 Bus Ticket, Train Ticket, Air Lines, Cruise
- 2.2 Manual & E-ticket, International Sale Indicators, Currency regulations
- 2.3 Basic steps of fare calculation, Various Websites and Platform to book the Travel Tickets
- 2.4 Time Zones, International Date Line, Day Light Saving Time, Cancellation policy and Procedure

Unit – 3

- 3.1 Be informed about latest flight/ train/ bus schedules, rules regulations
- 3.2 Liaise with the railways to know their status and schedules, update on the latest promotional offers
- 3.3 Have updated information on laws, procedures and policies of the various railways, airlines and other modes of travel
- 3.4 Coordinate with the various airlines and railways to ensure accurate details of the passenger is included in the schedule.

Unit – 4

- 4.1 Transport schedule and timings
- 4.2 Statutory rules and procedures to be followed for every type of travel mode
- 4.3 Seat request, Queues & Fares
- 4.4 Travel advisory of destinations, ways of handling customers for satisfaction



Suggested Reading:

- D. Timothy. (2007). Tourism and Transport: Modes, Networks and Flows. New York. Channel view Publications
- Hannel, Christine, Robert Harshman and Graham Draper. (1992). Travel and Tourism: A World Regional Geography. New York. John Wiley & Sons.
- JagmohanNegi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
- Page Stephen. (2005). Transport and Tourism: Global Perspectives. New Delhi. Pearson Prentice Hall.
- Ratandeep Singh. (2008). Handbook of Global Aviation Industry and Hospitality services. New Delhi. Kanishka Publishers.
- Trooboff, S.K. Robert Schwartz and D.J. Mac Neil. (1995). Travel, sales and Customer Services. Boston. Irwin Mirror Press.

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MICE TOURISM

Course Code - SLLCH THM 02 04 03 DCEC 2114

Credit: 4

Unit – 1

- 1.1 Introduction to business tourism, meaning, definition & significance
- 1.2 Nature of business tourism & types, Structure of business tourism
- 1.3 Reasons for the growth of business tourism, stages of development
- 1.4 Incentive travel, demand & supply side of business tourism

Unit – 2

- 2.1 MICE Tourism, features, criteria's required for a mice destination
- 2.2 Major MICE destinations in the world & in India, Players in event business – ICPB, ICCA.
- 2.3 Event – Meaning & definition, classification of events, tourism events, religious associations & events,
- 2.4 Characteristics, Impacts & Limitations of events.

Unit – 3

- 3.1 Event managers and their qualities, resources & logistics required for conducting events
- 3.2 Individual events & Corporate events, conference & convention centers,
- 3.3 types of venues for conducting events, selection, location, theme, layout of events, application of management principles in event management
- 3.4 steps required to conduct an a successful event, event budget, legal issues related with events

Unit – 4

- 4.1 Event as a tourism product, relationship between events & tourism industry
- 4.2 relevance & applications of Information technology in events – Video Conferencing
- 4.3 Tele conferencing, LCD projectors, Internet, Fax, E-mail
- 4.4 Event Manager Qualities

Suggested Readings:-

- Avrieh Barry. (1994). Event and Entertainment Marketing. New Delhi. Vikas Publications.
- Diwakar Sharma. (2005). Event Planning & Management. New Delhi. Deep publications.
- Fenich. (2010). Meetings, Exposition, Events and Convention. London. Pearson.
- Lynn Van Der Wagen, Carlos. (2011). Event Management. New Delhi. Pearson.
- Tony Roggers. (2008). Conferences and Conventions – A global industry. Oxford. Butter Worth Heinman.



EXPLORING TOURISM IN HARYANA

Course Code - SLLCH THM 02 04 01 GEC 2024

Credit: 4

Unit-1

Tourist Resources of Haryana

- 1.1 Monuments of touristic significance and museums
- 1.2 Religious and pilgrimage centers (Kurukshetra, Pehowa, Jyotisar, Kapal Mochan, Beri, Mansa Devi, Agroha, Pindara)
- 1.3 Music, Dance, fairs and Festivals with special reference to Surajkund. Kartik and Gita festivals.
- 1.4 National Tourist Resources

Unit-2

Tourism Infrastructure

- 2.1 Tourism Organizations: Department of Tourism and Haryana Tourism Corporation.
- 2.2 Transports and accommodation – Motels
- 2.3 Recreation and entertainments
- 2.4 Farm House, Highway Tourism

Unit-3:

Planning and Policies

- 3.1 Haryana Tourism Corporation and other Govt. agencies
- 3.2 Role of Department of Tourism;
- 3.3 Role of private sector Haryana Tourism policy-2008
- 3.4 Marketing and HRD policies

Unit-4

Tourism and Tourist Trends

- 4.1 Types of tourism – pilgrimage, Highway, Adventure
- 4.2 Rural and Health Tourist Trends
- 4.3 Important tourist destinations – Surajkund, Injure, Shone Morni Hills, Sultanpur, Tajewala, Kurukshetra
- 4.4 Problems and prospects of Tourism Development in Haryana.



Suggested Readings:-

- Acharya, Ram. (1980). Tourism and Cultural Heritage of India. Jaipur. R.B.S.A.
- Anand, Mulkraj. (1974). Haryana Heritage. Bombay. in Marg, Vol XXVII No.4 Sept. Bombay
- Beal Samuel, 1960, Buddhist Records of Western world , Delhi
- Bhardwaj, O.P.(1991). Ancient Kurukshetra: Studies in Historical and Cultural Geography. New Delhi. Human Publishing House.
- Government of Haryana Reports, Chandigarh
- Haryana Reviews – all volumes
- Haryana Samvad – all volumes
- Journal of Haryana Studies, Kurukshetra University, Kurukshetra all relevant volumes.
- Punia B, 1992. Problems and Prospects of Tourism in Haryana
- Sen., S.P. Sources of History of India, Calcutta
- Sharma, Y.D., 1964 Delhi and its neighborhood
- Yadav, K.C. (ed). (1968). Haryana: Studies in History and Culture. KUK. Kurukshetra University



