

Ref.No.SU/BOS/Science/ 275

Date: 03/05/2025.

To,

The Principal,  
All Concerned Affiliated Colleges/Institutions  
Shivaji University, Kolhapur

The Head/Co-ordinator/Director  
All Concerned Department (Science)  
Shivaji University, Kolhapur.

**Subject:** Regarding revised syllabi of degree programme under the Faculty of Science and Technology as per NEP-2020 (2.0).

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi, nature of question paper and equivalence of degree programme under the Faculty of Science and Technology as per NEP-2020 (2.0).

1.	M.C.A. Part I
2.	M.C.A. Part I (YCSRD)
3.	M.A. Part II Travel and Tourism


This syllabus, nature of question and equivalence shall be implemented from the academic year 2025-2026 onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) NEP-2020 (Online Syllabus)

The question papers on the pre-revised syllabi of above-mentioned course will be set for the examinations to be held in October /November 2025 & March/April 2026. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

  
By Registrar  
Dr. S. M. Kubal

Encl: As above

for Information and necessary action

Copy to:

1	Dean, Faculty of Science & Technology	6	Appointment Section A & B
2	Director, Board of Examinations and Evaluation	7	I.T.Cell /Computer Centre
3	Chairman, Respective Board of Studies	8	Eligibility Section
4	OE-II & B.Sc.-M.Sc. Exam Section	9	Affiliation Section (T.1) (T.2)
5	Internal Quality Assurance Cell (IQAC Cell)	10	P.G. Seminar Section



Estd.1962

'A++' Grade by NAAC (2020) with CGPA 3.52

**Master of Arts (Travel and Tourism)**

**Shivaji University, Kolhapur**

**Department of Geography**

(Faculty of Science and Technology)

(as per NEP 2020) (Level 6 & 6.5)

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## **1. Preamble**

The Department of Geography at Shivaji University Kolhapur proposes the introduction of a new Master of Arts (Travel and Tourism). Travel and Tourism is an evergreen prospering industry in India. It has a very deep connection with the country's development and promotes its rich heritage. The study of Tourism and Travel need geographical information about tourist attractions, social and cultural attributes of the location even it need route and travel plan therefore it is the part of geographical study. The program aims to provide students with advanced knowledge and practical skills in tourism and travel industry, preparing them for careers in tour and travel industries and for MTDC and ITDC for tourism management and planning purpose.

The proposed program will have a duration of two years, divided into four semesters. It will offer a comprehensive curriculum encompassing core courses in tourism. Students will have the flexibility to choose elective courses based on their interests and career goals. The program will emphasize hands-on learning experiences through practical, on job training, fieldwork, and a research project in collaboration with industries, government agencies, and research institutions.

The market analysis indicates 10 percent employment is in tourism and travel industry in the world. In India the 15 percent share of employment is in tour and travel industry. The Kolhapur is known as Dakshin Kashi we are having resources for religious, historical as well as natural tourism. Now tourism in Kolhapur district is growing fast therefore students are getting opportunities to work here. Even our student can work in any corner of the world. This industry provides employment in tourism marketing, front office management, accommodation, travel industry, air lines, Guiding, tour planning and costing, consultancy etc.

The program aligns with the mission and goals of Shivaji University Kolhapur, providing a specialized educational pathway for students interested in tourism and travel field. It complements existing programs by offering a focused curriculum, advanced training, and research opportunities in tourism and travel field. Collaboration between faculty members, students, and industry partners will be encouraged to foster interdisciplinary research and innovation.

To ensure the success of the program, the proposal outlines the necessary faculty and administrative support, including the recruitment of experienced assistant professors and administrative staff. The course needs class rooms, computer lab with internet facilities, ticketing software.

In conclusion, the proposed program Master of Arts (Travel and Tourism) at Shivaji University Kolhapur is a timely and relevant initiative to meet demand in tourism and travel industry. It aligns with the university's mission, complements existing programs, and offers students the opportunity to gain specialized knowledge and practical skills for tourism and travel industry. The program's implementation will enhance the academic landscape, foster research collaborations, and contribute to the development of skilled professionals in the field of geoinformatics.

## **2. Duration:**

The M.A. Travel and Tourism programme duration is of two years comprises 4 semesters.

3. **Fees:** 20,000/- per year

4. **Intake:** 20 seats

## **5. Eligibility of Admission:**

### **For level 6.0 (Part I)**

**Any graduate from all disciplines from a recognized university and institution.**

### **For Level 6.5 (Part II)**

1. Completed Part I of this course.

2. Completed PG diploma of Tourism and Travel from Shivaji University with semesters.

6. **Admission Procedure:** Based on entrance test.

7. **Pattern Of Entrance Test:** The question paper in the entrance test shall consist of 50 objective type questions carrying one mark each, including Reasoning, Arithmetic, English and General Awareness.

8. **Medium of Instruction: English**

## 9. Program Structure:

Structure of Programme Master of Arts in Tourism (Two Years) is given below:

Semester	Course Type	Course No.	Course Title	Teaching Hrs	Credits
Semester-1	Mandatory Theory	MT-101	Introduction To Tourism	60	04
		MT-102	Component of Tourism	60	04
		MT-103	Research Methodology in Tourism	60	04
	Elective Theory (any one)	ET-101	Principles of Management	60	04
		ET-102	Human Resource Management in Tourism		
	Mandatory Practical	MP-101	Computer application in Tourism and travel industry	60	04
		MP-102	Tourism marketing practical	30	02
Total Credits (Cumulative) -22 (22)					
Semester-2	Mandatory Theory	MT-201	Tourism Marketing	60	04
		MT-202	Itinerary planning and tour packaging	60	04
	Elective Theory (any one)	ET-201	Global Tourism Geography	60	04
		ET-202	Meetings, Incentives, Conferences and Expositions (MICE)		

	Mandatory Practical	MP- 201	Itinerary and tour packaging with costing	30	02	
		MP- 202	Project work	60	04	
		MP- 203	Internship/On Job Training	60	04	
Total Credits (Cumulative) -22 (44)						
Semester- 3	Mandatory Theory	MT- 301	Travel Agency and Tour Operation Business	60	04	
		MT- 302	Tourism in India	60	04	
	Elective Theory (any one)	ET-301	Tourism Impact and Planning	60	04	
		ET-302	Tourism Products Designing and Development			
	Mandatory Practical	MP- 301	Travel agency practices ( passport, Visa, Air ticketing and other documentation)	30	02	
		MP- 302	Tour agency Practices	30	02	
		MP- 303	Project	60	04	
	Total Credits (Cumulative) -20 (64)					
	Semester- 4	Mandatory Theory	MT- 401	Tour guiding with business communication	60	04

		MT-402	Tourism Operations & Linkages	30	02
	Elective Theory (any one)	ET-401	Basics of Accounting and Finance	60	04
		ET-402	Destination planning and development		
	Mandatory Practical	MP-401	Tour guiding and business communication	30	04
		MP-402	Major Project	90	06
Total Credits (Cumulative) -20 (84)					

### 10. Program Outcomes:

The Master of Arts (Travel and Tourism) and Travel aims to achieve the following program outcomes:

1. Comprehensive Knowledge: Postgraduates will possess a comprehensive knowledge of each and every aspect of tourism and travel industry such as tour planning and management, itinerary preparation and costing, marketing, travel agency management, tourism destination planning etc.
2. Technical Skills: Post Graduates will develop technical skills in ticketing passport visa, itinerary preparation, costing and other elements in tour and travel industry and they will apply this knowledge to solve real world problems.
3. Research and Analytical Abilities: Graduates will be equipped with research and analytical abilities to undertake research projects in tourism mostly for tourism destination planning and development.
4. Communication and Collaboration: Graduates will demonstrate effective communication skills and the ability to collaborate with interdisciplinary teams, stakeholders.
5. Professional Ethics and Social Responsibility: Graduates will understand the ethical considerations in Tourism and travel industry. They will demonstrate a sense of social



responsibility in utilizing skill in tourism and travel industry for sustainable development. They can work in the development and planning of tourist places where they can help to government sector.

## **11. Syllabus**

### **M.A. Travel and Tourism (Part I) Level – 6.0) (Semester 1) (NEP – 2020) (Introduced from Academic 2024 – 25)**

#### **FIRST SEMESTER**

##### **MT 101 - INTRODUCTION TO TOURISM**

Credit - 4

Course Outcomes (COs):

1. To understand the Basic concepts in Tourism.
2. To know about approaches and theories in tourism.
3. To Know the components and nature of tourism industry.
4. To study the travel behaviour and linkages in tourism.

#### **UNIT I**

Tourism: Meaning and definition, characteristics of tourism, significance of tourism. History of tourism development. Components of Tourism and Its Theories: Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geospatial 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 Allo-centric and Psycho-centric Model of Destination Preferences

#### **UNIT III**

Travel Behaviour& Motivations: Origin of Travel Motivation, Meaning of Motivation &Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism

## UNIT IV

Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalisation & Globalisation, Positive & Negative Impacts of Tourism.

### REFERENCE BOOKS

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Robert W. McIntosh, Charles R. Goeldner, J. R. Brent Ritchie ( 1995) Tourism: Principles, Practices, Philosophies, John Wiley & Sons; 7th Edition
4. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
5. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
6. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi. 9
7. Jitendra Mohan Mishra & Sampad Kumar Swain (2011) Tourism: Principles and Practices

## **MT -102 COMPONENTS OF TOURISM**

Credit – 4

Course Outcomes (COs):

1. To understand the Basic component in tourism and travel.
2. To learn about transportation in tourism
3. To learn about accommodation in tourism.
4. To see rules and regulations for air travel.

### **UNIT I**

Accommodation Meaning Concept – Types of Accommodation – classification of hotels – recognition – Different plans for hotels Check in Check out

### **UNIT II**

Tourist Transport Operations –Tourism transport system-Business planning of tourism transport – planning, organizing, marketing, forecasts, Issues in transport management, Consumer protection, road transport rental services- Legislations related to surface transport business, Aviation Industry –development-operations- linkage with tour operation business.

### **UNIT III**

Road Transportation: • Coaches - History, Definition, Growth and development of road transport, Types of Products, Benefits of Travelling by Coach. • Rules, Regulations and Responsibilities • Significance of Road Transport in Tourism: State of existing infrastructure, Public and Private Sector involvement Role of regional Transport Authority, State and inter state bus and coach network, Insurance provision a road taxes and fitness certificate, Rail transportation.

### **UNIT IV**

Air Transport Operations: History of Aviation, Airlines- Types Types of Aircrafts- Narrow body and Conventional Aircrafts- Technology- Check in Formalities at Airport- Immigration, landside facilities-Emigration, Passport & customs control- Baggage Handling – Regulations – Types of Baggage – unaccompanied baggage & Excess Baggage, Procedures during take-off and landing – Cases of lost and damaged baggage. In flight services - The characteristics of superior class of services –Business class /Club class and first class/ supersonic class- Tar-mark Procedures, load & Trim sheet,

utilization of payload & seat, employee deployment, breakeven point Passengers requiring special handling- passengers with medical problems - Expectant women – Unaccompanied minors-infants – Wheel Chair Passengers -VIPS/CIPS – Coffin – Pets etc- Special Requests- Aviation Safety.

#### REFERENCES

1. Bhatia A. K.: International Tourism Fundamental & Practices, Sterling Publishers, New Delhi, 1995.
2. Bhatia A. K: Tourism Development: Principles, Practices & Philosophy Sterling Publishers, New Delhi, 1995.
3. Douglas Pearce: Tourism Today: A Geographical Analysis, Longman Scientific Technical, New York, 1987.
4. Douglas Pearce: Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
5. Negi J. M. S.: Tourism & Travel Concepts and Principles, Gitanjali Publishing House, New Delhi.
6. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978.
7. Selvam M.: Tourism Industry in India, Himalayan Publishing House, Bombay, 1989.

## **MT- 103 RESEARCH METHODOLOGY IN TOURISM**

Credit – 4

Course Outcomes (COs):

- To equip the students with basic understanding of research methodology
- to provide an insight into the application of modern analytical tools and techniques for the purpose of decision making in tourism administration

### **UNIT I**

Introduction - Meaning, objectives and definition of Research – Characteristics – Purpose of research - significance of research - Tourism research: Major Areas for research in Travel and Tourism. - Types and Methods of Research Classification of Research:

### **UNIT II**

Planning of Research: Review of literature - Literature classification – purpose of review – sources of literature - The planning process – selection of a problem for research –Formulation of the selected problem – Objectives- hypotheses: meaning - creation-Research Design/Plan: meaning – essentials – classification of designs – Contents of a Research Plan Process

### **UNIT III**

Types of Data – Methods of Collection of Data -Tools for data collection: construction of schedules and questionnaires – measurement scales and indices – pilot studies - Sampling techniques - Processing of data: introduction – editing – classification and coding – transcription – tabulation and graphic representation - Use of Statistical Measures-measures of central tendency –measures of dispersion –Computer Applications in Research - SPSS, EXCEL etc -Statistical analysis, Cronbach's alpha for reliability-introduction to hypothesis testing-(Correlation, Chi-square Test, etc.).

### **UNIT IV**

Report Writing - Planning report-writing – APA format of research— documentation: footnotes and bibliography, Plagiarism

Reference

1. Brunt, P. 'Market Research in Travel & Tourism',

2. Butterworth Heinemann: UK, 1997 C. R. Kothari, Research Methodology, Wishwa Prakashan, New Delhi (2003)
3. Clark, M., Riley, M., Wilkie, E. and Wood, R.C. 'Researching and Writing Dissertations in Hospitality and Tourism', ITBP: UK, 1998
4. Jennings, G. 'Tourism Research', John Wiley & Sons, 2001
5. S. Shajahan, Research Methods for Management, Jaico Publishing House, Mumbai (2005)
6. Salkind Neil J. Exploring Research, 3rd Edition, Prentice Hall, New Delhi (1997)
7. Gupta S. P. Statistical Methods, Sultan Chand, New Delhi, (2001)
8. Sadhav Singh, Research Methodology in Social sciences, Himalaya Publishing House, New Delhi, 1996
9. S.M. Moshin, Research Methods in Behavioural Sciences, Orient Longman, Hyderabad, 1989
10. Wilkinson & Bhandarkar, Methodology and techniques of social research
11. Krishnaswami, O.P. Methodology of Research in Social Sciences,
12. Poynter, J. 'How to research and write a thesis in Hospitality and Tourism: A step by step guide for College students,
- 13.** Wiley: UK 1993 Ritchie, J.R.B. and Goeldner, C.R. (Eds.), 'Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers', Wiley: UK. 1994

## **ET - 101 PRINCIPLES OF MANAGEMENT**

Credit - 4

Course Outcomes (COs):

1. To understand the Basic concepts in Management.
2. To understand the fundamentals of management.
3. To Know the theories and practices in management.
4. To provide theoretical knowledge to take managerial decisions.

### **UNIT I**

Management: Meaning, Nature and Levels in Management –Types of Managers – managerial Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling. Scientific, human relations, system, and contingency approaches — Types of Business organization — Sole proprietorship, partnership, company-public and private sector enterprises — Organization culture and Environment — Current trends and issues in Management – Task of Professional Manager. Management By Objectives (MBO) MBO: Evolution and Need, Definitions and Concepts, The MBO Process, Ensuring Successful Implementation, Benefits and Limitations

### **UNIT II**

Planning: Meaning, Nature and purpose of planning, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, — objectives — setting objectives — policies — Planning premises — Strategic Management — Planning Tools and Techniques Management by Objectives (MBO) – Decision-Making Ability. Nature and purpose of planning — planning process — types of planning

### **UNIT III**

Organising, Directing and Control: Nature and purpose — Formal and informal organization — organization chart Organisation Structure & Design – Delegation and Decentralisation of Authority, Relationship and Interactions between Authority- Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture – Mechanistic. vs. Adaptive Structures. Foundations of individual and group behaviour — motivation — motivation theories — motivational techniques — job satisfaction — job enrichment — leadership — types and theories of leadership –



communication — process of communication — barrier in communication — effective communication — communication and IT. Controlling: Importance and Types of Control - Control Process – Methods, Tools – traditional and modern Techniques of control – Design of Control Techniques – Choices in Control.

#### **UNIT IV**

Evolution of Management Thoughts and Theories: Classical Theory – Taylor’s Scientific Management Theory – Henry Fayol’s Classical Organisation Theory – Human Relations Theory – Behavioural Science Theory – Systems Theory – Thoughts of Peter F Drucker – McKinsey’s 7-S Approach for Management Analysis.

#### **REFERENCE BOOKS**

1. Koontz, H. and Weihrich, H. (2010). Essentials of Management. McGraw Hill Publishing House, Singapore.
2. Prasad, L.M. (2008) Principles of Management, Sultan Chand & Sons, New Delhi.
3. Neeru Vasishth & Vibhuti Vasishth (2014). Principles of Management of
4. Richard .M H. (1993). Management, Academic Press, New Jersey.
5. Hampton, D. R. (1992). Management, TATA McGraw Hill, International Edition, Tokyo.
6. Stoner, J. A. F. & Wankel, I.C. (1999). Management, Prentice Hall India, New Delhi.
7. Peter F. D. (1987). Practice of Management, Pan Books, London.
8. Peter F. D. (1983). Innovation and Entrepreneurship, Butterworth & Heinemann, New York.
9. Virmani B. R. (2006). The Challenges of Indian Management, Response Books, New Delhi.
10. Important Business Magazines like: Business India, Business World and Fortune International.

## **ET – 102 HUMAN RESOURCE MANAGEMENT IN TOURISM**

Credit - 4

Course Outcomes (COs):

1. To understand the concept and functions of human resource management.
2. To understand organisational behaviour.
3. To learn how to do job evaluation.
4. To get trained about how to work and behave in tourism industry.

### **UNIT I**

Concepts of Human Resource Management: Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager, Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices.

### **UNIT II**

Functions of HRM: Manpower Planning – Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T & D Programmes Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism.

### **UNIT III**

Job Evaluation: Concept, Scope and Limitation Job Analysis and Job Description Job Evaluation Methods Human Resource Information Systems Human Resource Audit Human Resource Accounting Task Analysis Human Resource Development in Service Industry Organising for Human Resource Development Emerging Trends and Perspectives

### **UNIT IV**

Functions and Operations of a Personnel Office Recruitment and Selection Induction and Placement Staff Training and Development Motivation and Productivity Motivation and Job Enrichment Career Planning Performance Monitoring and Appraisal Transfer, Promotion and Reward Policies Employee Counselling Discipline, Suspension, Retrenchment and Dismissal Employee Grievance Handling

Compensation and Salary Administration Laws and Rules Governing Employee Benefit and Welfare Gender and Other Related Issues in Tourism

REFERENCE BOOKS

1. Verma, P.(2002). Personnel Management in Indian Organisations, OUP & IBM Publishing Co.Ltd, New Delhi.
2. VenkataRatnam, C.S. &Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
3. Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life, Tata McGraw Hill, New Delhi.
4. Mirza, S. (2003). Human Resource Management. TATAMcGraw -Hill, New Delhi.
5. Dessler (2008), Framework for HR Management, Pearson Education, New Delhi.
6. Heery, E. (2001). A Dictionary of Human Resource Management. Oxford University Press.
7. Ivancevich, John(2012). OrganisationalBehaviour& Management. Tata McGraw-Hill Publishing Company. New Delhi 17

## **MP – 101 COMPUTER APPLICATION IN TOURISM AND TRAVEL INDUSTRY**

Credit - 4

Course Outcomes (COs):

1. Apply a particular computer and information technology and tool to a problem in the tourism industry.
2. To learn how use Microsoft office for Tourism and Travel.
3. To know about number of software using in Travel and tour industry.
4. To learn about how to use websites for tourism products and marketing.
5. To learn how to use internet for tourism and travel business.

### **UNIT I**

Introduction to Computer hardware, software, Internet (WWW) & Networking, MS Office: MS Word, MS Excel, MS PowerPoint, MS-Access, MS-Edge and outlook Express - Advantages and Disadvantages of using computer technology; Advantages and Disadvantages of using computer software

### **UNIT II**

Introduction of CRS, CRS for Rail Transport, CRS for Hotel Booking, CRS for Airline  
- Usage of the software: Galileo, Amadeus, World Span, Sabre & Car rentals Software  
- Use of MICROS – FIDELIO and other latest software in Tourism Operation  
Customized software of various organization case study TCI/Kuoni

### **UNIT III**

Introduction to Internet, Accessing Web Sites, Computer Network & Microsoft outlook  
Concept of LAN, WAN and What is E-Mail, Sending & Receiving of E Mails,  
Subscription of E-Mail to various Sites, Search Engines, Searching through various  
Search Engines, Chatting, and Various Online Messages. Travel Agency Automation,  
Tourism Production System, Armchair Tourism, E-Tourism Business, E-Tourism  
Marketing Social media applications for Tourism Industry

### **UNIT IV**

Creation of brochure, advertisement on computer – websites for tour and travel agencies  
- On line business and it's setup, Study of any Three E-Business Organisation in  
Tourism and Travel

## References

- Dale, N., and Lewis, J. (2002): Computer Science Illuminated, Jones and Bartlett Publishers, Sudbury, MA, USA, 656pp.
- Easttom C. (2020): Computer Security Fundamentals, Pearson, 623pp.
- Freund, S.M., Hoisington, C.L., Last, M.Z., Pratt, P.J., Sebok S.L., and Vermaat, M.E. (2017): Microsoft Office 365 Office 2016, Cengage Learning, Boston, 973pp.
- Miller, M. (2007): Absolute beginner's guide to computer basics (4th Ed.), Que/Pearson, Indianapolis, Indiana, USA, 430pp.
- Morley, D., and Parker, C.S. (2017): Understanding Computers – Today and Tomorrow, Cengage Learning, Boston, 567pp.
- Ulrich, L.A. (2003): How to Do Everything with Microsoft Office 2003, McGraw-Hill/Osborne, Emeryville, California, USA, 456pp.

## **MP – 102 TOURISM MARKETING PRACTICAL**

Credit – 2

Course Outcomes (COs):

1. Familiarize the students with the various marketing strategies adopted by major tour operators.
2. Students get an overview of the concept of marketing and its role in the promotion of tourism products.
3. Students are exposed to various tour packages and the use of technology in marketing.
4. Students obtain knowledge about various marketing strategies adopted by major tour operators.

Practical

### **UNIT I**

Product preparation - Segmentation of market for marketing of tourism product -  
Methods of promotions - Preparation of print advertisement for tourism product -  
Preparation of brochure and leaflet for tourism product

### **UNIT II**

Pricing of packages – schemes and offers – preparation of outline for marketing of product – use of computer for marketing – social media marketing – blog writing.

### **REFERENCES**

1. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing • Sinha, P.C : Tourism marketing
2. Vearne, Morrisson Alison: Hospitality marketing
3. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, PrenticeHall India, 1999
4. Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
5. Crough, Marketing Research for Managers.
6. Singh Raghubir, Marketing and Consumer Behaviour.
7. Patel, S.G., Modern Market Research, Himalaya Publishing

**M.A. Travel and Tourism (Part I) Level – 6.0) (Semester II)**  
**(NEP – 2020)**  
**(Introduced from Academic 2024 – 25)**

**Second semester**

**MT – 201 TOURISM MARKETING**

Credit – 4

Course Outcomes (COs):

1. To understand the Basic knowledge of marketing.
2. To learn principles, and promotional programme in tourism studies
3. To develop formulate marketing plans to tourism and other related organisations.
- 4 To learn about tourism product and their uniqueness.

**UNIT I**

Introduction: Core concepts in marketing- Needs, Wants, Demands, Markets, Products, value, satisfaction, quality, exchange, transaction and relationship; Marketing Philosophies- production, product, sales, marketing, societal marketing; economic importance of marketing; 8 P's of Marketing- Marketing Mix; marketing Services and its special features, Tourism Marketing and its uniqueness.

**UNIT II**

Marketing strategies: Marketing Research- Need, Methods; SWOT analysis- setting objectives, measuring and forecasting tourism demands, forecasting methods, managing demand and capacity; market segmentation, targeting and positioning (STP); niche marketing; developing marketing environment-consumer buying behaviour. Marketing strategies for Airlines, Tour Operators, Hotels; Effectiveness, role of travel brochure and videos, travel shows, Sales Promotion – techniques and Planning; direct marketing and its Characteristics.; destination Marketing, New Product Development.

**UNIT III**

Tourism Products and Customers: Product design; Branding; New product development; Product life cycle; Internal marketing; Service culture; Non-routine transactions; Customer value, satisfaction and loyalty; Relationship marketing; Resolving complaints; Quality, Capacity and Demand management tactics. Tourism

Product Pricing and Distribution: Pricing methods, Factors; pricing strategies: for New/Existing Tourism products; Price adjustments during peak and off Seasons;

#### **UNIT: IV**

Promoting Tourism Products and distribution channel : Tourism Promotional Tools; An overview of National Tourism promotion campaigns - Incredible India, Atthi Devo Bhav; Promotion-mix factors; advertising- creative advertising, major decisions and process in creative advertising, Public relations, press relations, product publicity, corporate communications, lobbying, and counselling; Public relations: process/PR tools in tourism and hospitality industry. Marketing Skills needed in Tourism – creativity, communication, self motivation, team building and personality development, CRM, CEM.

#### **REFERNCES**

8. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing • Sinha, P.C : Tourism marketing
9. Vearne, Morrisson Alison: Hospitality marketing
10. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, PrenticeHall India, 1999
11. Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
12. Crough, Marketing Research for Managers.
13. Singh Raghubir, Marketing and Consumer Behaviour.
14. Patel, S.G., Modern Market Research, Himalaya Publishing



## **MT – 202 ITINERARY PREPARATION AND TOUR PACKAGING**

Credit – 4

Course Outcomes (COs):

1. To learn to prepare itinerary.
2. To learn to prepare packages.
3. To learn aspects of itinerary.
4. To understand travel documentations.

### **UNIT I**

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't of Itinerary Preparation  
Developing & Innovating Package Tour: 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.

### **UNIT II**

The 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 Local, National and International Tour agencies.

### **UNIT III**

Operation of Package Tour: 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.

### **UNIT IV**

Travel Documentation: 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,

## REFERENCE BOOKS

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday S., Biwal A.& Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
6. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

## **ET – 201 GLOBAL TOURISM GEOGRAPHY**

Credit - 4

Course Outcomes (COs):

1. To understand the importance of geography in tourism.
2. To learn geographical element for tourism studies
3. To know tourism development in world.
4. To study the tourism development in India.

Objectives: 1. To familiarize students with geography and places and events around the world, that has significance in the tourism arena.

2. To give an insight into the cultural differences in different parts of the world and its influence on tourism and business.

### **UNIT I**

Introduction to Geography The elements of Geography — Importance of Geography in Tourism – The world's climates – climatic elements and tourism - Impact of weather and climate on tourist destinations, Oceans and Sea, world population, economic cases Hemisphere, Latitude – Longitude – International Date Line, Time Zones and calculation of time, Greenwich Mean Time, Time Differences, GMT, Flying time, Grounding Time, Elapsed Time, Standard time and Daylight saving time (Summer Time) - world's continents – Physical features of all continent -destinations on world map. IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code.

### **UNIT II**

Asia: Climate, Population, Topography, natural tourist attractions; map reading

### **UNIT III**

Europe & Americas : Climate, Population, Topography, natural tourist attractions; North and South: Climate, Population, Topography, natural tourist attractions; map reading

### **UNIT IV**

Africa & Other Countries: Climate, Population, Topography, natural tourist attractions;  
Oceania: Climate, Population, Topography, natural tourist attractions; Antarctica:  
Topography map reading.

#### REFERENCE BOOKS

1. Ahmed Aizaz: General Geography of India, NCERT, New Delhi.
2. Douglas Pearce: Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
3. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978.
4. Rosemary Burton: Travel Geography, Longman, England, 1995.
5. Singh R. L. (ed): India A Regional Geography, National Geographical Society of Varanasi, 1989.
6. Spate D. K.: India & Pakistan, A General Geography.
7. Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.
8. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.
9. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.
10. C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.
11. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd,
12. Travel Information Manual, IATA, Netherlands, 2012.
5. World Atlas. 14

## **ET – 202 MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS (MICE)**

Credit – 4

Course Outcomes (COs):

1. To understand concept of MICE.
2. To learn how to arrange meetings.
3. To learn process of planning and organising meeting.
4. To understand major types of events.

### **UNIT I**

Concept of MICE, Types of Meetings, Incentive Tours, Conferences and Events; Emergence of MICE Business in India and World Importance of MICE, Role of event in Tourism Promotion Major Stakeholders (Public and Private Sectors: Hotels, Airlines, Transport Companies, Travel Agencies etc.) in MICE Business and their contribution

### **UNIT II**

Arrangement and Facilitation of Meetings, Arrangement for Participants in Meetings, MICE Market in India, Incentive Tours Business and its Management

### **UNIT III**

Process of Planning and Organizing Events, Convention Management, Managing Expositions, Incentive Management

### **UNIT IV**

Major Types of Events: Cultural Events, Festivals, Sports Events and Theme Events  
The role of marketing for event organization, Tools for marketing and promotion, The Marketing Process

Reference Book

1. Judy Allen (2002) The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events
2. Alex Genadinik (2015) Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series
3. Anukrati Sharma, Shruti Arora Event Management and Marketing: Theory, Practical Approaches and Planning

4. Robincon, P., Wale, D. & Dickson, G. (2010). Events Managemet 'Ed'.London : CABI
5. Shone, A. and Parry, B.(2008).Successful Event management(2e). Canada: Cengage learning
6. Silvers, J. R.(2012). Professional Event Coordinator(2e). Wiley
7. Wagen, L.V.D. and Carlos, B.R.(2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd

## **MP – 201 ITINERARY AND TOUR PACKAGING WITH COSTING**

### **Credit 4**

Course outcomes (Cos)

1. Students get knowledge about procedure of itinerary preparation.
2. Students will become expert in costing.

### **UNIT I**

Pre – itinerary procedure – collection of information about attractions – facilities.

Sorting of destinations – seasonal itinerary – inbound and outbound itinerary.

### **UNIT II**

Itinerary preparation for different types of tours (at least 6 itineraries for each type)

1. Mass package
2. Customized tours
3. Special tours (sports, Adventures, events etc.)
4. Itinerary for business and study tour

### **UNIT III**

Itinerary for particular groups (at least 6 itineraries for each group)

1. Students
2. college group
3. school trip
4. women special
5. senior citizens

### **UNIT IV**

Calculation of costing – preparation of costing chart for tours

### **REFERENCE BOOKS**

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.

4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday S., Biwal A.& Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
6. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.



## **MP – 202 PROJECT WORK**

Credit – 4

Course Outcomes (COs):

1. Students should get field knowledge.
2. Research attitude should be developed in students.

Project work – it will be group project students will be divided into group of 5 students in each group. This project will be based on tourist attraction. Students should choose one attraction for each group, and they should assess it thoroughly and prepared one project report on that. This project will be based on field work.

**M.A. Travel and Tourism (Part II) (Level – 6.5) (Semester 3)**  
**(NEP – 2020)**  
**(Introduced from Academic 2025 – 26)**

**Third semester**

**MT – 301 TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

Credit - 4

Course Outcomes (COs):

1. To understand the work pattern of tour and travel agency.
2. To learn how to set up tour and travel agency.
3. To know Function of tour and travel agency .
4. To study the tour agency problems and how to work on that.

**UNIT I**

Travel agency & tour operation business: - Concept-history-types of tour and travel agencies- present status and prospects of tour and travel agency system- Linkages and arrangements with hotels, airlines and transport agencies.

**UNIT II**

Setting up of a tour and travel agency: - Check list, start up costs, Physical structure, insurance matters, staffing the travel agency, Commissioned sales representatives, Familiarization trips- Filing and client records- Accounting- Budget –Cost control- Ticket stock control- Ticket sales returns Foreign exchange – Filing systems- Automation.

**UNIT III**

Functions of a travel agent:- Travel information and counselling, reservation, ticketing, documentation, handling business/ corporate clients including conference and conventions, Group travel procedures- Fiscal and non fiscal incentives available to travel agencies- sources of income for a travel agent.

**UNIT IV**

The elements of a tour agency - Tour operators- Organizational structure- Meaning, nature and scope of Tour Operation - Difference between Tour operator and Travel agent - Types of Tour operators - Diversified role of a tour operator - establishing

relationships- Tour planning and tour design: - destination research, supplier negotiations, pricing and selling- Pre-tour operational concerns Tour execution- Post-tour phase-free trips- Hotel Procedures-Making Tour reservations and payments, Confirmation and follow up.

#### REFERENCE BOOKS

1. Chand, M. (2009), Travel Agency Management: An Introductory Text. Anmol Publications Pvt. Ltd., New Delhi.
2. Swain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices. Oxford University Press, New Delhi.
3. Holloway, J.C. (2012), The Business of Tourism, Prentice Hall, London,
4. Roday S, Biwal A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi. J (2009), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
7. Walker, J.R. & Walker, J.J.(2011). Tourism Concepts and Practices, Pearson, New Delhi. 19

## **MT 302 TOURISM IN INDIA**

Credit - 4

Course Outcomes (COs):

1. To understand the socio-cultural aspect of India for tourism industry.
2. To understand the physical aspect of India for tourism industry.
3. To learn about cultural and archaeological resources in India.
4. To study the tourist attractions in India

### **UNIT I**

Physical setting of India, Climate of India, flora and fauna of India, Culture, Society and History, Political Structures and their Impact on Culture, Outside Influences and Culture, Cultural Awareness and History, Historical Evolution, The Harappan Period, The Vedic Civilization, The Buddhist Epoch, The Gupta Period, Early Medieval Period

### **UNIT II**

Archaeological Evidence Indian Classical Dance Bharatnatyam Kathak Kathakali. Architectural style in India – religious, social and cultural – Hindu style – Muslim style and other. Fairs and Festivals in India

### **UNIT III**

Natural Tourist attractions in India – hill stations, beaches, plains, deserts – waterfalls, rivers, lake – national park, wildlife sanctuary – other biodiversity zone

### **UNIT IV**

Religious attractions in India – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others pilgrimage centres – Dhams, Historical places in India – Forts, Palaces Museums and others, Architectural Heritage: Significance & Places of Importance - Rock-cut Architecture –Architectural Styles - Indus Valley, Vedic, Buddhist, Jain, Mauryan Architecture, Vakataka (Ajanta), Nagara: Gupta Era (Bhitargaon, Deogarh, Udayagiri, Nachnakutara), Chandela (Khajuraho), Kalinga Style. Vesara/Sankara:Early Chalukyan (Aihole, Badami, Pattadakkal), Hoyasala (Belur), Rashtrakutas (Ellora). Dravidian:Pallavas (Mahabalipuram, Kanchipuram) Pandyas (Madurai, Rameshwaram, Trichy, Tirunaveli) Cholas (Tanjore, Gaigaikondacholapuram, Darasuram), Vijayanagara (Hampi), Kakatiyas (Warangal) Mharu Gurjara (Gujarat & Rajasthan, Step wells), Himalayan style, Ratna Style (West Bengal), Indo Islamic

(Fatehpur Sikhri, Agra, Delhi), Indo-European (Kolkata, Mumbai, Delhi – Lutyens area) - World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India.

#### REFERENCE BOOKS

1. Basham.A.L (1988). The Wonder That Was India. Rupa and Co., New Delhi
2. Sen,Sailendranath (2007). Textbook of Indian History and Culture. Macmillan, New Delhi.
3. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.
4. Hussain.A.K (1987). The National Culture of India. National Book Trust, New Delhi.
5. Jacob, R. (2012). Indian Tourism Products. Abhijeet publications.
6. Sahai, S. (2006), Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
7. The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.

## **ET – 301 TOURISM IMPACT AND PLANNING**

Credit 4

Course Outcomes (COs):

1. To understand the socio-cultural impact of tourism industry.
2. To understand the environmental impact of tourism industry.
3. To learn about process of planning in tourism development.
4. To study how to develop tourism at different level.

### **UNIT I**

Sustainable Development: Tourism Debate, Global Impacts, GATS and Tourism, Economic Impacts: National and Regional, Economic Impacts: Local, Economic Impacts: Carrying Capacity, Economic Impacts: Artisans and Craft Production

### **UNIT II**

Social Impacts of Tourism, Cultural Impacts, Environmental Impacts, Political Impacts, Code of Ethics, Tourism Legislation

### **UNIT III**

The Evolution of Tourism Planning, Environmental, Socio-Cultural, Economic and Political Considerations in Planning, Planning in Tourism (Tourism Systems), Approaches to Tourism Planning

### **UNIT IV**

Developing Tourism Strategic and Tactical Perspective of Planning, Global Level Planning. National Level Planning. Regional Level Planning., Local Level Planning.

### **REFERENCE BOOKS**

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Robert W. McIntosh, Charles R. Goeldner, J. R. Brent Ritchie ( 1995) Tourism: Principles, Practices, Philosophies, John Wiley & Sons; 7th Edition
4. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.

5. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
6. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi. 9
7. Jitendra Mohan Mishra & Sampad Kumar Swain (2011) Tourism: Principles and Practices

## **ET – 302 TOURISM PRODUCTS DESIGNING AND DEVELOPMENT**

### **Credit 4**

Course Outcomes (COs):

1. To understand the concept of tourism product.
2. To learn how to develop tourism product.
3. To learn about process involvement in product development.
4. To study market research and market opportunities.

### **UNIT I**

Introduction to Tourism Product Development The tourism destination and its characteristics (supply and demand) Variables influencing Tourism Product Development (Economic, Social, environmental, political, technological, demographic factors; Globalization vs. localization; Living and working environments; Search for authentic experiences; Marketing; Issues of safety and security while traveling)

### **UNIT II**

Market research and product development; Stakeholder Consultation and collaboration; Market – product matching; Tourism and Product Development Areas (TDAs/PDAs); Flagship and Hub development; Clusters, circuits and Events; product portfolio, Investment Plan and Funding; Human Resource Development; Product Development and Marketing

### **UNIT III**

Resources and attributes; Market opportunities; Factors of Production and Investment Potential; Policies and Systems; Variables in tourism product development strategy ; Role of destination authorities in tourism product development

### **UNIT IV**

Steps involved in the tourism product development process: The Present Situation (PEST and SWOT analyses, Tourism Area Life Cycle Analysis, Ansoff Matrix, Boston Consulting Group Matrix); Identification of Tourism Product Development; Tourism Product Development Priorities; Putting the Plan into Action

### **REFERENCE BOOK**

1. Annacchino, A. M. (2003) (Ed.). Introduction. In: *New Product Development*. Burlington: Butterworth-Heinemann.



2. Trott, P. (2005). *Innovation management and new product development* (3<sup>rd</sup> edn.). Essex: Pearson Education Limited.

## **MP – 301 TRAVEL AGENCY PRACTICES**

Credit – 4

Course Outcomes (Cos)

1. To learn ticketing.
2. To learn documentation of tourism.
3. Be a skilful professional for travel agency.

### **UNIT I**

Transportation booking – manual – computer software – online – road – rail and air transportation

### **UNIT II**

Passport application and documentation for passport

### **UNIT III**

Visa Applications

### **UNIT IV**

Other documentation – Insurance – taxes – permit etc.

## **MP 302 TOUR AGENCY PRACTICES**

Credit – 4

Course outcomes (COs)

Learn how to prepare itinerary.

Learn how to set up tour agency.

Learn how to write mails to service providers.

Learn about costing.

### **Unit I**

Setting up tour agency –surveying for attractions and services - preparation of packages  
– scheduling

### **Unit II**

Different itinerary preparation and costing

### **Unit III**

Finding hotels and travels - Writing mail to service providers

### **Unit IV**

Use of computer for tour agency daily work

## **MP – 303 PROJECT WORK**

### **4 Credit**

Course outcome (Cos)

1. Students should get field knowledge.
2. Research attitude should be developed in students.

Project work – it will be group project students will be divided into group of 5 students in each group. This project will be based on research problem. Students should choose research problem regarding tourism development or infrastructure or any type such as sustainable tourism or ecotourism for each group and they should assess it thoroughly and prepared one project report on that. This project will be based on field work.

**M.A. Travel and Tourism (Part II) (Level – 6.5) (Semester 4)**  
**(NEP – 2020)**  
**(Introduced from Academic 2025 – 26)**

**MT 401 TOUR GUIDING WITH BUSINESS COMMUNICATION**

**Credit 4**

Course Outcomes (COs):

1. To know about scope of tour guiding as a career.
2. To learn how to develop personality for tour guide.
3. To study concept and types of tour guide.
4. To understand problems in tour guiding.

**UNIT I**

Tour guiding: Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences. Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade. Personality development for tour guiding, communicational skill for tour guiding.

**UNIT II**

Guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tour, guiding on a coach, Guiding for special tours. Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks. Managing guiding business: How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

**UNIT III**

Communication Skills: Nature, Process of Communication, Verbal and Non-Verbal Communication. Report Writing: Characteristics, Importance, Types, Daily Reports. Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper - Team Building – Interpersonal Effectiveness.

## UNIT IV

Public Relations: Meaning and Content of Public Relations – Social Context of Public Relations – Communication and Public Opinion – Principles of Persuasion, Adjustment and Adaptation – PR in Tourism, Travel and Hospitality Sector Business Communication: Definition, Types, Characteristics of Communication. Memorandum, Notice, Agenda, Minutes.

### REFERENCE BOOK

1. Handbook for Tour Guides. New Delhi: Matrix Publishers. (L) Reference books Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston:
2. The GEM Group Ltd. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)
3. Kaul, A. (2005). Effective Business Communication, PHI, New Delhi.
4. 2. Munter M. (2011). Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
5. 3. Mandal S.K. (2007). Effective Communication and Public Speaking, Jaico, Mumbai. 4. Bovee, T & Schatzman. (2003). Business Communication Today, Pearson, New Delhi.
6. 5. Meenakshi Raman (2012) Business Communication 2nd Edition, Oxford University Press, New Delhi.
7. 6. PdChaturvedi & Mahesh Chaturvedi (2009) Business Communication: Concepts, Cases, and Applications 2nd Edition, Pearson Education Singapore Ltd, Pearson, New Delhi.
8. 7. Thomas Jane, Murphy Herta, Hildebrandt Herbert (2008). Specifications of Effective Business Communication 7th Edition, Tata McGraw - Hill Education, New Delhi 12

## **MT – 402 TOURISM OPERATIONS & LINKAGES**

Credit – 4

Course Outcomes (COs):

1. To understand the concept of tourism operations.
2. To learn how to manage tour agency.
3. To learn about linkages and different organisations.
4. To understand legal aspects related tourism.

### **UNIT I**

Understanding Tourism Operations (Inter-Sectoral Guidelines, Role of Packaging) Respecting Resident Concerns in Tourism Operations Quality Management and Customer Care, Managing Tour (in house and field) Managing a Tour: Escort

### **UNIT II**

Managing Travel Agency Operations Managing Hospitality Operations: Organised Sector, Managing Front Office Operations, Managing House Keeping Operations, Managing Food & Beverage Operations, Managing Hospitality Operations: Unorganised Sector

### **UNIT III**

Tourism Industry & Its Linkages, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism &Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

### **UNIT IV**

Legal Issues And Tourism Related Laws: Principles And Practices In Business ethics. Ethical and legal responsibilities of Travel Agencies. A study of laws relating to accommodation, Travel Agency, Airways, and Surface Transport. Consumer Protection Act, 1986; A study of laws related to Ancient Monuments Preservation Act, 1904;

M.A. Travel and Tourism, Geography Department (June 2024 onwards)

Ancient Monuments & Archaeological site and Remains Act, 1972 A study of laws relating to foreigners Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.

#### REFERENCES:

1. Manoj Madhukar – Human Resource Management in Tourism – Rajat Publication, New Delhi
2. Eric Laws – Tourism: Managing Packed Tourism - Thomson Business Press.
3. Darren Lee – Ross(ed) HRM in Tourism & Hospitality – International Perspective to SME
4. Human Resource Management – L M Prasad – Sultan Publications, New Delhi.



## **ET – 401 BASICS OF ACCOUNTING AND FINANCE**

Credit - 4

Course Outcomes (COs):

1. To understand the Basic principles of accounting.
2. To know how to analyse and interpret financial statements.
3. To learn the strategies to understand finance strategies.
4. To learn management of funds in tourism industry.

### **UNIT I**

Financial Accounting: Scope of Accounting Emerging Role of Accounting Accounting as an Information System Role and Activities of an Accountant Accounting Personnel Nature of Accounting Function Organisation for Accounting and Finance. Concepts and Conventions – Double Entry System –Preparation of Journal, Ledger and Trial Balance, Cash Books, Preparation of Final Accounts: Trading, Profit and Loss Account and Conceptual Basis of a Balance Sheet Constructing a Balance Sheet Balance Sheet Contents Form and Classification of Items. Accounting Information: Accounts of Non-profit Organisations: Income and Expenditure Account – Receipts and Payments: Travel Agency Accounting

### **UNIT II**

Financial Statement Analysis and Interpretation: Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis, Working Capital, Ratio Analysis, Cash flow and Fund flow. Finance Functions Objectives of the Firm, Risk-Return Trade-off Conflict of Goals: Management vs. Owners Financial Goals and Firm's Objectives Organisation of Finance Function Finance and Related Disciplines

### **UNIT III**

Cost Accounting: Concept – Costs Elements of Cost Components of Total Cost, Cost Sheet, Classification of Costs, Some other Concepts of Costs, Cost Accounting Distinction between Costing and Cost Accounting.

### **UNIT IV**

Financial Management: Scope – Objectives –Functions – Major Financial Decisions. Sources of Finance: Long-Term and Short-Term – Advantages and Disadvantages of Different Sources of Finance. Concepts of Working Capital Kinds of Working Capital

Components of Working Capital Importance of Working Capital Management  
Determinants of Workings Capital Needs Approaches to Managing Working Capital  
Measuring Working Capital Working Capital Management under Inflation Efficiency  
Criteria Determining Optimal Cash Balance Management of Cash Flows

#### REFERENCE BOOKS

1. Lal, J. (2009). Accounting for Management, Himalayan Publishing House, Mumbai.
2. Prasanna, C. (2012). Financial Management- Theory and Practice, Tata McGraw-Hill, New Delhi.
3. Grewal T.S. & Shukla M.C. (2010). Advanced Accounts Vol.I. Sultan Chand & Sons, Delhi.
4. R.L.Gupta & Radhaswamy M. (2014). Advanced Accountancy- Vol. I. Sultan Chand & Sons, Delhi.
5. Gosh T.P (2006). Fundamentals of Accounting. Sultan Chand & Sons, Delhi.
6. Maheshwari S.N. & Maheshwari. S.K. (2006). Fundamentals of Accounting. Vikas Publishing House, New Delhi.
7. Sharma R.K & Gupta S.(2012). Management Accounting .Kalyani Publisher.
8. Pandey. I.M (2010). Financial Management. Vikas Publishing House Pvt. Ltd., New Delhi.
9. Reddy G. Sudharshan (2013): Financial Management. Himalaya Publication, Mumbai 11

## **ET – 402 DESTINATION PLANNING AND DEVELOPMENT.**

Credit – 4

Course outcome (Cos)

Learned about how to develop destinations.

Students can help in planning process of tourists destination.

They can develop tourist sites.

Will get technical knowledge about destination planning and development.

### **UNIT I**

Introduction to Destination Planning and Development - Characteristics of Tourism Destination - Destination Management System - Destination Planning Guidelines and Selection Process - Value of Tourism

### **UNIT II**

Levels of Tourism Planning and Development - Assessment of Tourism Potential - Planning for Sustainable Tourism Development - Economic, Socio-Cultural, and Environmental Considerations -Planning For Demand Supply Match

### **UNIT III**

Destination Image Development - Attributes of Destination - Measurement of Destination Image - Destination Branding - Web Based Destination Branding

### **UNIT IV**

Framework for Tourism Destinations - Tourism Stakeholders - Destination Marketing Mix & Destination Competitiveness - Distribution Channels - Marketing Communication & Strategies - Public Private Partnership in Tourism - Tourism Policy and Destination Development - WTO Guidelines for Tourism Planning - Characteristics of Rural Tourism - National Planning For Tourism and Vision

### **REFERENCES**

1. Claire, Haven Tang & Eleri Ellis Jones (2005), TOURISM SMES, SERVICE QUALITY AND DESTINATION COMPETITIVENESS, CABI Publishing.
2. Shalini Singh, Dallen J.Timothy & Ross Kingston Dowling (2003), TOURISM IN DESTINATION COMMUNITIES, CABI Publishing.

3. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), THE COMPETITIVE DESTINATION: A SUSTAINABLE TOURISM PERSPECTIVE, CABI Publishing.
4. Nigel Morgan, Annette Pritchard & Roger Pride (2001), DESTINATION BRANDING: CREATING THE UNIQUE PROPOSITION, Butterworth and Heinemann.
5. Richard W. Butler (2006), THE TOURISM AREA LIFE CYCLE: APPLICATIONS AND MODIFICATIONS, Channel View Publications.

## **MP – 401 TOUR GUIDING AND BUSINESS COMMUNICATION**

Credit – 4

Course outcomes (Cos)

1. To know how to prepared guiding script .
2. To learn how to develop personality for tour guide.
3. students will be trained for tour guiding.
4. To understand problems in tour guiding.

### **UNIT I**

Visit to the tourist attraction near to you and collecting information about attraction ( 4 attractions). Interviews of experts regarding that attraction. Collection of data and analysis

### **UNIT II**

Preparation of script of selected destinations for different types of packages. (GIT, FIT, Students, Senior citizens, Female)

### **UNIT III**

Letter writing to hotels, Travel agents, and other service providers.

### **UNIT IV**

Back-office report writing. Daily notes for office.

### **REFERENCE BOOK**

1. Handbook for Tour Guides. New Delhi: Matrix Publishers. (L) Reference books  
Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston:
2. The GEM Group Ltd. Pond, K.L. (1993). The Professional Guide. New York:  
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## **MP 402 PROJECT WORK**

Credit – 6

Course outcome (COs)

1. Students should get field knowledge.
2. Research attitude should be developed in students.

Project work – student should do individual project here. They can choose any research problem regarding tour or travel business. They should complete this project individually. This project is also based on field work.

**12. Scheme of Teaching :** In each Semester, there shall be actual teaching for a minimum of 90 days, excluding admission, preparatory and examination period. 60 hrs classroom teaching for each 4 credit theory paper.

### 13. Examination Pattern

The continuous evaluation process will be adopted. The process of assessment comprises of internal and external examination. The internal examination consisting of assignments, seminar presentation, participation, and project work. The semester exam will be included

#### 1. Examination Pattern and Requirement before appearance for University Assessment:

Course Type	University Assessment Marks (pl. check scheme of marking)	Internal Assessment Marks (Class Test + Seminar/ Assignment)	During University Assessment				Supervisor's Report (for Internal Marks)
			Seminar Presentation	Assignment /Journal	Project Reports	Study Tour Report	
Theory	80	20	Required	--	--	--	--
Practical – 4 Credits	100	Nil	--	Required	--	--	--
Practical – 2 Credits	50	Nil	--	Required	--	--	--
Field Project / On Job Training – 4 Credits	60	40	Required	--	Required	--	40
Research Project – 4 Credits	80	20	Required	--	Required	Required	20
Research Project – 6 Credits	120	30	Required	--	Required	--	30



**14. Nature of Question Paper and Scheme of Marking for University Assessment:****I. Nature of Theory Question Paper (80 Marks):**

<b>Question No.</b>	<b>Type of Question (Word limit)</b>	<b>Number of Questions to be Asked</b>	<b>Number of Questions to be Answered</b>	<b>Marks per Question</b>	<b>Total Marks</b>
Q1.	Objective type (MCQ)/ Match the pairs / filling in the blanks	08	08	02	16
Q2.	Short Answer	04	04	04	16
Q3.	Short Notes	03	02	08	16
Q4.	Long Answer/ Essay type	02	01	16	16
Q5.	Long Answer/ Essay type	02	01	16	16
<b>Total = 05</b>	--	--	--	--	<b>80</b>

**II(a). Nature of Practical Question Paper for Major Practical (100 Marks) Assessment:**

Question No.	Type of Question/ Assessment	Marks
Q1	Practical/ Lab Assessment	20
Q2	Practical/ Lab Assessment	20
Q3	Practical/ Lab Assessment	20
Q4.	Practical/ Lab Assessment	15
Q5.	Practical Assignment/ Journal	15
Q6.	Viva-voce	10
<b>Total = 06</b>	<b>--</b>	<b>100</b>

**II(b). Nature of Practical Question Paper for Minor Practical (50 Marks) Assessment**

Question No.	Type of Question/ Assessment	Marks
Q1.	Practical/ Lab Assessment	15
Q2.	Practical/ Lab Assessment	15
Q3.	Practical Assignment/ Journal	10
Q4.	Viva-voce	10
<b>Total = 04</b>	<b>--</b>	<b>50</b>

**III. Scheme of Examination for Field Project / Job Training (60 Marks)**

Question No.	Type of Question/ Assessment	Marks
Q1.	Seminar Presentation	20
Q2.	Evaluation of Project Report/ Job Report	20
Q3.	Viva-voce	20
<b>Total = 03</b>	<b>--</b>	<b>60</b>

**IV(a). Scheme of Examination for Research Project –I (80 Marks)**

Question No.	Type of Question/ Assessment	Marks
Q1.	Seminar Presentation	20
Q2.	Evaluation of Project Report	25
Q3.	Evaluation of Study Tour Report	15
Q4.	Viva-voce	20
<b>Total = 04</b>	<b>--</b>	<b>80</b>

**IV(b). Scheme of Examination for Research Project –II / Dissertation (120 Marks)**

Question No.	Type of Question/ Assessment	Marks
Q1.	Seminar Presentation	30
Q2.	Evaluation of Project Report	60
Q3.	Viva-voce	30
<b>Total = 03</b>	<b>--</b>	<b>120</b>

\*Nature of question paper may be different than specified here in case of online assessment.

### **SUMMER TRAINING, REPORT & VIVA-VOCE**

Summer Training, Report & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 4-week training in Tourism, & Travel industry immediate after second semester end examination under the guidance of a faculty. The objective of this is to create an opportunity for the students to undergo training in the Tour and Travel Agency. Such training would help students to understand Working pattern of the tour and travel industry and all aspects of tourism business.

### **STUDY TOUR, REPORT & VIVA-VOCE**

Study Tour of 15 days is compulsory for students. The objective of the study tour is to give exposure to the students about attraction and resources available at a tourist destination of repute. Students shall have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the third semester examinations. The credits assigned to this paper shall be distributed in the ratio of 60:40% for report and viva-voce respectively.

### **PROJECT / DISSERTATION & VIVA-VOCE**

Students are having 3 project report in this two years program. Each student will allot the project work at the starting of each semester. Projects for second and third semester is of 4 credit and for fourth semester project is of 6 credits.