

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Master in Tourism Management
2	Eligibility for Admission	1. Graduate in any faculty. 2. Students who have completed Post Graduate Diploma in Travel and Tourism 1 year or more full time from any UGC approved university may be admitted to 3 rd semester of Master's program. (Students from 2012 batch onwards will only be eligible) 3. Admissions on the basis of Written Test & Interview.
3	Passing Marks	50% PASSING MARKS
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters	2 YEARS / 4 SEMESTERS
6	Level	GRADUATE
7	Pattern	SEMESTER
8	Status	NEW
9	To be implemented from Academic Year	From Academic Year 2017-18

Date: 12/5/2017

Signature:

Dr. Anil Karnik, I/C. Director, Garware Institute of Career Education & Development



UNIVERSITY OF MUMBAI'S

GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT



Master in Tourism Management

Proposed syllabus

**Credit Based Semester and Grading System with
effect from the Academic Year**

(w.e.f. Academic Year 2017-18)

UNIVERSITY OF MUMBAI

**GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
Ordinances, Regulations and Syllabus Relating to**

Master in Tourism Management

(TWO YEAR FULL-TIME COURSE)

Preamble:

Tourism is a fast growing industry with large potential of growth and employment opportunities. India has great assets for tourism development. Training of human resources has become a need and priority of present times. The Central and State governments have formed policies and States have given Status of "Industry" to tourism.

There is a good employment potential for young professionals in this field. This course is designed very comprehensively to increase and develop proficiency of persons who want to make their career in this field. GICED has conducted Tourism Training since 1985. Trained persons have occupied jobs at various levels.

This course is particularly designed to train managers in tourism industry. Apart from Knowledge, Skills this Programme also grooms persons to develop proper Attitude to increase their work efficiency in this service industry. Teaching and assessment methodologies are modern and suitable for actual learning.

Students who are able to successfully complete 1st & 2nd semesters of the program could obtain a Diploma as an exit point. Diploma in Tourism and Travel Industry Management one year.

As tourism is a global industry this program covers some international exercises to expose students to global and international operations. Some joint projects are planned with foreign university students to enhance global understanding of different work cultures and understand the needs of international travelers.

Objective:

This Masters program trains students to work in tourism industry,

- At managerial levels in various sections of the industry such as transport, accommodation, information or intermediary services.
- The trained persons can become entrepreneurs by starting their own business.
- With experience of joint international exercise these students gain proficiency to operate as international level managers/operators.
- Thus this program trains the students to function as a manager/operator or entrepreneur, however students completing only upto exit point will get diploma to get jobs at entry level.

Syllabus Details:

Master In Tourism Management - Duration Two Years									
	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks 60	External Marks 40	Total Marks 100	Theory Hours	Practical Hours	Total Hours	Total Credits
SEMESTER- 01	1.1	Tourism Overview	60	40	100	60	-	60	4
	1.2	Indian Heritage	60	40	100	60	-	60	4
	1.3	Indian Tourist Attractions	60	40	100	60	-	60	4
	1.4	International Tourism	60	40	100	60	-	60	4
	1.5	Documentation & Operations	60	40	100	60	-	60	4
	1.6	Principles of Management	60	40	100	60	-	60	4
	1.7	Communication Skills for customer services	60	40	100	60	-	60	4
	1.8	ICT (Advance Excel Certification & visit reports etc.)	60	40	100	60	-	60	4
			Total			800	480	-	
SEMESTER- 02	2.9	Fares & Ticketing	60	40	100	60	-	60	4
	2.10	Tourism Planning	60	40	100	60	-	60	4
	2.11	CRS & GDS	100	-	100	60	-	60	4
	2.12	Financial Management	60	40	100	60	-	60	4
	2.13	Sales Management	60	40	100	60	-	60	4
	2.14	Human Resources Management	60	40	100	60	-	60	4
	2.15	Project I		-	100	-	60	60	4
	2.16	Industrial Training I	400	-	400	60	-	60	8
			Total			1100	420	60	

Master In Tourism Management - Duration Two Years

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks 60	External Marks 40	Total Marks 100	Theory Hours	Practical Hours	Total Hours	Total Credits
SEMESTER- 03	3.17	Elective Cases	100	-	100	60	-	60	4
	3.18	Tourism Operations	60	40	100	90	-	60	6
	3.19	GDS Advanced with certification	100	-	100	90	-	90	6
	3.20	Fares & Ticketing II	60	40	100	60	-	60	4
	3.21	Responsible Tourism and Destination Management	60	40	100	60	-	60	4
	3.22	Marketing Tourism	60	40	100	60	-	60	4
	3.23	Business Communication and E-commerce	60	40	100	60	-	60	4
	3.24	Corporate Law	60	40	400	60	-	60	4
			Total			800	540	-	
SEMESTER- 04	4.25	International Marketing	60	40	100	30	-	30	2
	4.26	Entrepreneurship Management	60	40	100	30	-	30	2
	4.27	Project II with field work		-	100	-	30	30	8
	4.28	Research Methodology	60	40	100	60	-	60	4
	4.29	Critical Analysis & Case studies with field work	100	-	100	60	-	60	4
	4.30	Industrial Training II	400	-	400	60	-	60	12
		Total			900	240	30		32
		FINAL TOTAL			3600	1680	90		136

SEMESTER -01

PAPER NO.	SUBJECT	Total Hours	SESSION OF 3 Hrs. Each
1.1	<p>TOURISM OVERVIEW</p> <p>Unit 1 Map Work – Indian, International, Political and Physical Origin, Growth & Development of Tourism</p> <p>Unit 2 Socio Economic Significance</p> <p>Unit 3 Development of a Resort</p> <p>Unit 4 Forms & Types of Tourism Tourism Organizations (a) DOT (b) ITDC (c) State Tourism Corporations & MTDC (d) IAAI & NAA (e) Associations</p> <p>Unit 5 Country Profile Hotels & Accommodations.</p> <p>Unit 6 Travel Agents & Tour Operators Development of Routes. Transport Services.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Bhatia A.K.: International Tourism Management, New Delhi, Sterling Publishers 2. Roday, S., Biwal, A., & Joshi, V. (2012). <i>Tourism Operations and Management</i>. New Delhi: Oxford University Press. 3. Chaudhary, M. (2012). <i>Tourism marketing</i>. New Delhi: Oxford University Press. 4. Swain, S. K., & Mishra, J. M. (2012). <i>Tourism Principles and practices</i>. New Delhi: Oxford university press. 5. Bhatia, A. K. (2011). <i>The Business of Tourism: Concepts and Strategies</i>. New Delhi: Sterling publishers private limited. 6. Raheja, B. L. (2006). <i>Tourism and Hospitality Services</i>. New Delhi: Arise Publishers & Distributors . 7. Dhar, P. N. (2006). <i>Development Tourism and Travel Industry: an indian perspective</i>. New Delhi: Kanishka Publishers. 	<p>9</p> <p>9</p> <p>9</p> <p>15</p> <p>9</p> <p>9</p>	<p>3</p> <p>3</p> <p>3</p> <p>5</p> <p>3</p> <p>3</p>

1.2	<p>INDIAN HERITAGE</p> <p>Unit 1 Brief Account of Indian History</p> <p>Unit 2 Contribution of different periods to Indian life.</p> <p>Unit 3 Indian Culture – Introduction. a) Architecture b) Dance c) Music d) Fairs & Festival e) Cuisine f) Handicrafts g) Iconography & Sculpture h) Paintings & Literature.</p> <p>Unit 4 Present day facts about India and information about :- a) Archaeological sites b) Museums & Art Galleries c) Caves & Forts d) Festival Centers</p> <p>References: Seth Sujan: Ancient and Early Medieval History of India Delhi, Government Publications Division Deva Krishna: Temples of India Vol.1 and 2 Delhi, Aryan Books International Maity S.K.: Masterpieces of Pallav Art Mumbai, D.B. Taraporevala Sons Gupta R.S.: Iconography of the Hindus, Buddhist and Jains Mumbai, D.B. Taraporevala Sons</p>	9 12 18 21	3 4 6 7
1.3	<p>INDIAN TOURIST ATTRACTIONS</p> <p>Unit 1 Map Work & Circuits</p> <p>Unit 2 Zone wise information about PTI.</p> <p>Unit 3 Indian Wild Life.</p> <p>Unit 4 Major Tourist Circuits</p> <p>References: Insight Guides India Lonely Planet India www.incredibleindia.org www.touism.gov.in www.incredibleindia.org www.tourism.gov.in www.tripadvisor.in websites of state tourism promotion boards</p>	15 15 15 15	5 5 5 5

1.4	<p>INTERNATIONAL TOURISM</p> <p>Unit 1</p> <p>a. World as a tourism product In-depth study of countries with cities important for tourism for Indian market of all continents except Antarctica Asia- Middle East, East, Far East. Indian subcontinent, overview of Central Africa- National park destination of East, South Africa, Islands of MRU & SZE, Archaeological sites of Egypt, Australia- Australia & New Zealand Europe- West Europe, East, Scandinavia, Mediterranean South America- overview of countries with sites to visit</p> <p>Unit 2</p> <p>b. popular itineraries of important circuits</p> <p>References: Insight Guides Great Britain, APA Production Lonely Planet Australia, Lonely Planet Publications Fodors Guide New York, Fodors Travel Publications www.tripadvisor.com</p>	30	15
1.5	<p>DOCUMENTATION & OPERATIONS</p> <p>Unit 1</p> <p>a. Passport- types, documents required for various categories, making of a passport</p> <p>Unit 2</p> <p>b. VISAS- types, documentation, applying for a VISA</p> <p>Unit 3</p> <p>c. Travel Insurance, Medical/ Health formalities etc.</p> <p>Unit 4</p> <p>d. Transportation- modes and reservations</p> <p>Unit 5</p> <p>e. Accommodation- types and reservations</p> <p>Unit 6</p> <p>f. Travel vouchers</p> <p>Unit 7</p> <p>g. Airport formalities</p> <p>Unit 8</p> <p>h. Local tourism services</p> <p>References:</p> <p>1. Roday, S., Biwal, A., & Joshi, V. (2012). <i>Tourism Operations and Management</i>. New Delhi: Oxford</p>	15	5

	<p>University Press.</p> <p>2. Chaudhary, M. (2012). <i>Tourism marketing</i>. New Delhi: Oxford University Press.</p> <p>3. Swain, S. K., & Mishra, J. M. (2012). <i>Tourism Principles and practices</i>. New Delhi: Oxford university press.</p> <p>4. Chauhan, R. (2009). <i>Tour Operation Management</i>. Delhi: Vista international publishing house .</p> <p>Hotel & Restaurant Guide www.passportindia.gov.in india.travisa.com indiatourism.net www.who.int/ith/ T.I.M. Manual</p>		
1.6	<p>PRINCIPLES OF MANAGEMENT</p> <p>Unit 1 Definition , Concept & Importance of Mgt, Mgt. as Science Mgt. as profession</p> <p>Unit 2 Principles of mgt, Applying mgt. theories in practice, Maslow theory Motivation, MBO, Leadership, Successful leadership VS effective Leadership Decision making & problem Solving, Developing & managing Managers</p> <p>Unit 3 Managers must manage..., New task but no New man, Change Agents</p> <p>Unit 4 Concept of Line & Staff structure, Matrix orgn, Mackinsy 7-S framework</p> <p>Unit 5 Responsibilities of Management. Social & Ethical Issues, Its social Impact</p> <p>Unit 6 Projects : 1. case study of diff. orgn in a sector, new trends n emerging set up (SWOT) 2. Globalization has challenged Indian Tour Operator / Manager 3. Success of Mergers & Acquistion in Aviation & Travel Industry 4. Role of non commercial establishments in Tourism Economy</p>	<p>6</p> <p>12</p> <p>6</p> <p>6</p> <p>6</p> <p>24</p>	<p>2</p> <p>4</p> <p>2</p> <p>2</p> <p>2</p> <p>8</p>

	<p>References:</p> <ol style="list-style-type: none"> Drucker, P. F. (2007). <i>Management: Tasks Responsibilities Practices</i>. New Delhi: Allied Publishers Pvt. Ltd . <p>L M Prasad (Sultan Chand & Sons)</p>		
1.7	<p>COMMUNICATION SKILLS FOR CUSTOMER SERVICES</p> <p>Unit 1 Over view of Oral and Written Communication</p> <p>Unit 2 Customer Service Exercises</p> <p>Unit 3 Language with Test Self Practice</p> <p>Unit 4 Business Grooming and Presentation</p> <p>Unit 5 Role Playing for Customer Handling</p> <p>References:</p> <ol style="list-style-type: none"> Kandampully, J., Mok, C., & Sparks, B. (2012). <i>Service Quality Management in Hospitality, Tourism, and Leisure</i>. New York: Routledge. Singh, L. K. (2008). <i>Management of Travel Agency</i>. Delhi: ISHA Books. <p>Das & Rao: Communication Skills Note – Communication skills for customers services with aptise</p>	<p>12</p> <p>12</p> <p>12</p> <p>12</p> <p>12</p> <p>12</p>	<p>4</p> <p>4</p> <p>4</p> <p>4</p> <p>4</p> <p>4</p>
1.8	<p>ICT (Advanced Excel Certification and 6 field visit)</p> <p>Unit 1</p> <ol style="list-style-type: none"> Govt. tourist offices Mumbai Darshan Part -I Mumbai Darshan part -II Elephanta Caves Nehru Centre and Worli Fort etc. One day excursion <p>Unit 2 Topics Covered</p> <ol style="list-style-type: none"> 1) Getting Acquainted with EXCEL <ol style="list-style-type: none"> The Excel Environment The tool bars The menu bar Formula bar 2) Creating Basic Workbooks <ol style="list-style-type: none"> Working with workbooks Working with Excel File formats 	<p>21</p> <p>39</p>	<p>7</p> <p>13</p>

	<ul style="list-style-type: none"> c. Selecting cells d. Cell entries <p>3) Using Ranges</p> <ul style="list-style-type: none"> a. Selecting Ranges b. Ranged data Entry c. Using Auto fills <p>4) Creating and using Formulas</p> <ul style="list-style-type: none"> a. Ranged Formula Syntax b. Simple Formula Syntax c. Writing Formulas d. Inserting Functions e. Editing a Range <p>5) Copying and Pasting Formulas</p> <ul style="list-style-type: none"> a. Relative Referencing and Absolute Referencing b. Auto filling Cells <p>6) Columns and Rows</p> <ul style="list-style-type: none"> a. Working with Rows and Columns <p>7) Formatting Worksheets</p> <ul style="list-style-type: none"> a. Formatting cells b. Clearing and copying all formats <p>8) Worksheet Tools</p> <ul style="list-style-type: none"> a. Moving between Worksheets b. Renaming Worksheets c. Copying or Moving Worksheets <p>9) Setting Worksheet Layout</p> <ul style="list-style-type: none"> a. Using Page Break Preview b. Using the Page Layout c. Page Setup <p>10) Printing Worksheets</p> <p>11) Working with Ranges</p> <ul style="list-style-type: none"> a. Naming Ranges b. Using Ranges c. Managing Ranges <p>12) Conditional Formatting and Cell Styles</p> <ul style="list-style-type: none"> a. Conditional Formatting b. Finding cells with conditional formatting <p>13) Auditing Worksheet</p> <ul style="list-style-type: none"> a. Tracing Precedents and Dependant Cells b. Tracing Errors c. Cell Validation 		
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	<p>14) Consolidating Worksheets</p> <ul style="list-style-type: none"> a. Consolidating Data <p>15) Editing and Formatting Charts</p> <p>16) Pivot Tables</p> <ul style="list-style-type: none"> a. Creating Pivot Tables and Pivot Charts b. Manipulating Pivot Tables c. Sorting and Filtering Pivot Table Data <p>17) Tables</p> <ul style="list-style-type: none"> a. Creating A Table b. Adding and Editing Elements c. Inserting Records and fields d. Deleting Records and fields <p>18) Sorting Data</p> <p>19) Filtering Data</p> <ul style="list-style-type: none"> a. Using Auto filters b. Applying Custom Filters c. Creating Advanced Filters d. Applying Multiple Criteria e. Using Database functions <p>20) Using what if analysis</p> <ul style="list-style-type: none"> a. Using Data tables b. Using Scenario Manager c. Goal Seek <p>21) Table related Functions</p> <ul style="list-style-type: none"> a. The Hookup and Vlookup functions b. The IF, And and OR Functions <p>22) Security Functions</p> <ul style="list-style-type: none"> a. Unlocking Cells b. Worksheet Protection c. Workbook Protection d. Security functions <p>23) Working with Macros</p> <ul style="list-style-type: none"> a. Recording Macros b. Running and deleting Recorded macros 		
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SEMESTER -02

PAPER NO.	SUBJECT	Total Hours	SESSION OF 3 Hrs. Each
2.9	<p>FARES & TICKETING</p> <p>Unit 1 Familiarization with Time Tables and websites etc.</p> <p>Unit 2 Ticketing.</p> <p>Unit 3 Introduction to fares.</p> <p>References: OAG Guides, Passenger Air Tariff IATA books</p>	<p>21</p> <p>18</p> <p>21</p>	<p>7</p> <p>6</p> <p>7</p>
2.10	<p>TOURISM PLANNING</p> <p>Unit 1 a. Nature of planning & its importance b. Relation between planning & management, strategic planning</p> <p>Unit 2 c. Demand & supply pattern in tourism d. Steps & phases of planning with economic feasibility</p> <p>Unit 3 e. Planning & policies in leisure, recreation tourism f. Role of State & private sectors</p> <p>Unit 4 g. Tourism products, their life cycles h. Product development- resort or destination or circuit with feasibility report</p> <p>Unit 5 i. Importance of tourist information outlets and their development</p> <p>References: Social aspects & P.R. Bhatia A.K.: Tourism Development New Delhi, Sterling Publishers Taneja Ranjit: Tourism Planning Alfa Publications Kamra Krishna K.: Managing Tourist Destination Kanishka Publications Hariyyappa (Robert Stinerock)</p>	<p>12</p> <p>12</p> <p>12</p> <p>12</p> <p>12</p>	<p>4</p> <p>4</p> <p>4</p> <p>4</p> <p>4</p>

2.11	CRS & GDS Unit 1 Introduction to GDS system Unit 2 Reservation through computers for various tourism services such as travel, accommodation, and other intermediaries.	30	10
		30	10
2.12	FINANCIAL MANAGEMENT Unit 1 Objectives & Overviews Sources of Finance Operations. Unit 2 Cost Benefit Analysis. Cash Flow Management. Unit 3 Pricing & Profit Return on Investment & other ratios. Unit 4 Basics of Accounts. Unit 5 Tax structures GST regulation References: Khan and Jain: Financial Management New Delhi, Tata McGraw-Hill Pandey I.M.: Financial Management New Delhi, Vikas Publishing House Sinha Pradeep Kumar: Financial Management New Delhi, Excel Books Ref Book : Balance Sheet :- a book written by Mr. Lamba To understand finance , Investments and fund Mgt	12	4
		12	4
		12	4
		12	4
		12	4
2.13	Sales Management Unit 1 a. The principle of selling & salesmanship b. Client profiling and market research Unit 2 c. Methods of selling d. Making ongoing sales, building customer relationships. generating & following up sales leads e. Setting & monitoring sales targets, deciding target areas f. Sales forecasting, techniques of sales forecasting, planning in connection with product life cycle	12	4
		18	6

	<p>Unit 3 g. Channels of distribution h. Media & their importance, sales promotion, public relation i. Sales letters & literature, direct selling, internet as sales tool; web design & social media selling</p> <p>Unit 4 j. Sales projection, data collection, statistics, records & graphs</p> <p>References : 1. Ghuman, K., Aswathappa, K. (2012). <i>Management Concept, Practice and Cases</i>. New Delhi: Tata McGraw Hill. 2. Chaudhary, M. (2012). <i>Tourism marketing</i>. New Delhi: Oxford University Press.</p> <p>C B Mamoria, Kotler (Published by Prentice-Hall, Inc. (1984)) Rajan Saxena (Tata McGraw-Hill Education, 2005 Tata McGraw-Hill Education, 2005)</p>	<p>18</p> <p>12</p>	<p>6</p> <p>4</p>
2.14	<p>Human Resources Management</p> <p>Unit 1 Strategic Role of HRM & HRD, Effective use of HRM to increase productivity Recruitment VS Selection-- Employee Testing & Interview Placement, Induction, Promotion, Transfers, Performance Appraisal, Job Evaluation, Employee engagement & talent management Competency approach to Job analysis, Pay for performance, Its pros & cons Employee training, OJT, Group dynamics & Group behavior Executive development, Career planning & mgt Collective bargaining, Trade unions, Industrial relations & Conflicts E- HRM, HRIS, International HRM</p> <p>Unit 2 Projects : 1. Study of the conflict in handling ethical issues in service industry 2. How training & development supports the growth of a organization 3. Suggest new techniques & methods to reduce attrition rate in service industry</p>	<p>30</p> <p>30</p>	<p>10</p> <p>10</p>

	<p>4. Role of IITTM in developing Sustainable Human Resource in Travel industry</p> <p>Ref Books :</p> <ol style="list-style-type: none"> 1. Ghuman, K., Aswathappa, K. (2012). <i>Management Concept, Practice and Cases</i>. New Delhi: Tata McGraw Hill. 2. Sharma, M. (2014). <i>Attitudes to Careers in Tourism</i>. New Delhi: Random Publications. 3. Arora, R. K. (2007). <i>Tourism Planning and Human Resource Development</i>. New Delhi: Mohit Publications 4. Gupta, S., & Bansal, S. P. (2001). <i>Tourism Towards 21st century</i>. New Delhi: Deep & Deep Publications Pvt. Ltd. <p>C B Memoria</p>		
2.15	<p>Project I (Black book)</p> <p>Unit 1</p> <p>It is a composite application of knowledge. All the subjects learned so far in earlier semesters can be applied to make the project more practical while developing a tourist place or any resort/destination or making an itinerary.</p> <p>Students are expected to write one assignment on the process on working on the project, followed by a viva before submitting a black book.</p>		<p>20</p> <p>SESSION</p> <p>3 HRS</p> <p>EACH</p>
2.16	<p>Industrial Training I</p> <p>Unit 1</p> <p>Training makes a very important contribution to the development of Human Resources. To achieve its purpose, training needs to be effectively managed so that the right training is received at right time and in right form.</p> <p>Training is different from college or an Institute education. Education is person oriented while Training is Job oriented. The term TRAINING indicates the process involved in improving the aptitudes, skills and abilities of the employees to perform his/her future job. Development is concerned with the growth of employees, generally working in the managerial ladder. It refers to a systematic process in which managerial personnel learn new concepts evolved from time to time to manage their work effectively and efficiently.</p> <p>As Training is an organized activity for increasing the knowledge and skills of the people for a definite purpose,</p>	<p>60</p>	<p>20</p>

	<p>it has got to be understood in the context of HRD. The performance, experience of learning has to be penned down for the evaluation in certain form.</p> <ol style="list-style-type: none"> 1. Scope & Purpose 2. Goals & Objectives <ol style="list-style-type: none"> a) Outcomes b) Conditions c) Standards 3. Knowledge 4. Application & Analysis 5. Evaluation 6. Attitude <p>Training should not be a hollow experience but should be able to bring out a change in a personality for a good. Practical training for at least 10 weeks of intensive training in tourism industry to correlate theoretical knowledge with practical work. Students should be given a detailed briefing on objectives of training with specific instructions on code of conduct while on training. Students should prepare their bio-data and should be advised to go on training placements as planned by faculty in charge. Students should submit report 1 – joining report marks 100, report 2- task handling marks 100, report 3- final report in formal presentation in file format marks 100 , report 4- industry feedback with viva marks 100</p> <p>Practical training for at least 10 weeks of intensive training in tourism industry to correlate theoretical knowledge with practical work. Students should be given a detailed briefing on objectives of training with specific instructions on code of conduct while on training. Students should prepare their bio-data and should be advised to go on training placements as planned by faculty in charge. Students should submit report 1 – joining report marks 100, report 2- task handling marks 100, report 3- final report in formal presentation in file format marks 100 , report 4- industry feedback with viva marks 100</p>		
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SEMESTER- 03

PAPER NO.	SUBJECT	Total Hours	SESSION OF 3 Hrs. Each
3.17	ELECTIVE CASES Unit 1 ANY 2 TOPICS MICE Unit 2 Travel writing- blog writing, article writing Eco and Adventure tourism Unit 3 Culinary Travel experience Unit 4 Film Tourism	15	5
3.18	TOURISM OPERATIONS Unit 1 Frontier Formalities. Unit 2 Tour Planning. Unit 3 Tour Costing. Unit 4 Exercise in Domestic Tour Planning Unit 5 Exercise in International Tour Planning. MICE & Other Trends - Overview References: Brochures of Travel Agencies www.booking.com www.airbnb.com www.tripadvisor.com www.skyscanner.com www.eurail.com www.tirun.com	15	5
3.19	GDS Advanced with certification CRS – ADVANCED, AND OR ELECTIVE PROJECTS, AND INFORMATION TECHNOLOGY Unit 1 Introduction to Tourism Network	15	5
		15	5
		15	5
		15	5
		21	7
		24	8
		18	6

	<p>Unit 2 E-Commerce E-Payment and Security</p> <p>Unit 3 Joint exercise with international students</p> <p>Unit 4 INFORMATION TECHNOLOGY Information Centers and Outlets. Website, TV Shows and Print Material for tourism promotions Making of Placement CD with C.V's of Semester III and Profile of Semester I</p> <p>References: Lal: Business Communication Mumbai, Himalaya Publications Rajaraman V: Fundamentals of Computers, New Delhi, Prentice Hall</p>	21	7
		21	7
		30	10
3.20	<p>FARES & TICKETING - II</p> <p>Unit 1 Advanced fare calculations. PTA, MCOs, etc. Credit Cards.</p> <p>Unit 2 Conjunction Tickets.</p> <p>References: Passenger Air Travel IATA books</p>	30	10
		30	10
3.21	<p>Responsible Tourism and Destination Management</p> <p>Unit 1 New development strategy</p> <p>Unit 2 Product innovation</p> <p>Unit 3 Latest trend in domestic and international Tourism products- Global overview</p> <p>Unit 4 New trends and types in travel.</p> <ol style="list-style-type: none"> 1. Impact Analysis 2. Controlled influx 3. Sensitivity regarding Host and Guest relations 4. Tourist Orientation <p>Note: Students will write a project report on in recently develop destination/newly emerge product giving details of new destination/circuits.</p> <p>References: 1. Sarkar, A. K. (2010). <i>Action plan and priorities in</i></p>	15 9 15	5 3 5
		21	7

	<p><i>Tourism Development</i>. New Delhi: Kanishka Publishers.</p> <p>Pearce, D. (1989). <i>Tourist Development</i>. New York: Longman Scientific</p> <p>Drucker, P. F. (2007). <i>Management: Tasks Responsibilities Practices</i>. New Delhi: Allied Publishers Pvt. Ltd & technical. Hariyyappa (Robert Stinerock) Dr. Jaya Bhasin - Kanishka Publishers Distributors</p>		
3.22	<p>4. Marketing Tourism</p> <p>Unit 1 Introduction, What is marketing, Core principles of marketing, Managing marketing Mix, New product planning & Development, Pricing, Place Tourism market segmentation, Formulation of Marketing strategy Implementing the Marketing plan , Customer relationship management</p> <p>Unit 2 Tourism marketing research : 1.Qualitative 2: Quantitative</p> <p>Unit 3 Projects : Case studyIn Tourism Industry demands Forecasting helps to provide quality customer service and improve the capacity of suppliers.</p> <ol style="list-style-type: none"> 1. India ---- The Land of all seasons for All Reasons 2. Case study.....Multiplier Effects of Tourism Development (not to be printed. E.g. Ginger Hotels of Taj) 3. Bamboo Groove.....A model of community based Tourism in Kerala (new product development) <p>References:</p> <ol style="list-style-type: none"> 1. Dasgupta, D. (2011). <i>Tourism Marketing</i>. UP: Dorling kindersley (India) Pvt. Ltd. 2. Grewal, D., & Levy, M. (2008). <i>Marketing</i> . New Delhi: Tata McGraw Hill Publishing company Limited. <p>Kotler (Published by Prentice-Hall, Inc. (1984))</p> <p>Rajan Saxena (Tata McGraw-Hill Education, 2005 Tata McGraw-Hill Education, 2005)</p>	<p>15</p> <p>21</p> <p>24</p>	<p>5</p> <p>7</p> <p>8</p>

3.23	<p>Business Communication and E-commerce</p> <p>Unit 1 1. Study of website 2. Various modes of online payment system 3. Money transfer system 4. Customer information service 5. Customer interaction through website 6. customer mailing service 7. Internet booking and sales service</p> <p>Project related exercise model</p> <p>Unit 2 Module 1: Understanding the business of e-commerce ➤ Importance of e-commerce ➤ Market and customers ➤ Emerging trends ➤ Opportunities and challenges</p> <p>Unit 3 Module 2: Tools and techniques of e-business ➤ Technology and internet requirements ➤ Role of websites, apps ➤ Web-based market research</p> <p>Unit 4 Module 3: Digital marketing ➤ Strategy ➤ SEO ➤ Website traffic ➤ Online sales promotion</p> <p>Unit 5 Module 4: Customer acquisition ➤ Identifying target consumers ➤ Understanding online behavior ➤ Channel planning ➤ User experience ➤ Revenue generation</p> <p>Unit 6 Module 5: Global trends ➤ Success Stories ➤ Breakthrough Innovation ➤ What's in store for the future</p> <p>References: Kotler, (Published by Prentice-Hall, Inc. (1984)) Rajan Saxena (Tata McGraw-Hill Education, 2005 Tata McGraw-Hill Education, 2005) Peter Drucker (Harvard Business School Classic) L M Prasad (Sultan Chand & Sons) Dr. Khanka (S. Chand Publishing)</p>	12	4
		9	3
		9	3
		9	3
		15	5
		6	2

	Hariyyappa (Robert Stinerock)		
3.24	<p>Corporate Law</p> <p>Unit 1</p> <ol style="list-style-type: none"> 1. Corporate ManagementIncorporation, MOU, MOA , AOA 2. Consumer protection LawsDefinition of Consumer & service.. Deficiency in Service. Unfair Trade Practices, overlapping areas. Consumer redressal forum for appealing in various levels that is district forum, state commission and national commission. 3. Inspection, Enquiry & Investigation, Special Courts 4. Directors Appointment, Removal, position, Powers, duties. 5. Company Secretary.....Qualification, Appointment, duties, as officer in default 6. Company accounts, Powers of the Boards, Contracts, Arrangements & meetings, Auditors 7. Types of Meetings....procedure, company s resolution 8. E-Governance, E-Filing, Digital Signature, E- Forms, 9. Corporate Governance & Social Responsibility <p>Unit 2</p> <p>Projects</p> <p>Indian Contract Act, Sale of goods Act, Bare Act Negotiable Instrument Act, Minimum wages Act, Payment of Bonus Act, Employee Provident Fund, Gratuity- Pension</p> <p>References: All amendments are according to the new company s act, 2013</p> <p>Company law--- by Avatar Singh</p> <ol style="list-style-type: none"> 1. Smith and Keenan’s, Company Law (2002) 2. Andrew Lidbetter, Company Investigations ad Public Law (1999) 3. Saleem Sheikh & William Rees, Corporate Governance & Corporate Control (2002). 4. Avtar Singh, Company Law, 2007 Eastern Book Company, Lucknow 	30	10
		30	10

	<p>Smith and Keenon's Company Law.</p> <p>5. S. K. Verma & Suman Gupta, Corporate Governance and Corporate Law Reform in India. (2005).</p> <p>6. Companies Act, 1956 S.K. Verma and M. Afzal Wani (Eds.) Legal Research and Methodology, Indian Law Institute (2001) 2nd Edition.</p> <p>7. Baxi, Upendra, 'Socio-Legal Research in India – A Program Schriff, ICSSR, Occasional Monograph, 1975.</p> <p>8. Cohen, Morris L., 'Legal Research', Minnesota, West Publishing Co. 1985.</p> <p>9. Ghosh, B.N., 'Scientific Method and Social Research', New Delhi, Sterling Publishers Pvt. Ltd., 1984.</p>		
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SEMESTER- 04

PAPER NO.	SUBJECT	Total Hours	SESSION OF 3 Hrs. Each
4.25	<p>International Marketing</p> <p>Unit 1</p> <ol style="list-style-type: none"> 1. Global Marketing strategy 2. Marketing tools and promotional campaigns 3. Quality management for customers services 4. Students will prepare case study on various marketing campaigns from different sectors of tourism industry. <p>Unit 2</p> <p>Project topics</p> <ol style="list-style-type: none"> A. International circuits highlighting promotional campaign B. Festivals for tourism promotion C. Fame tours and areas promotional publication D. Analysis of international Marketing tools <p>Note : This projects will focus on international products/destination/campaign/website/ magazine/TV shows etc.</p> <p>References :</p> <ol style="list-style-type: none"> 1. Dasgupta, D. (2011). <i>Tourism Marketing</i>. UP: Dorling kindersley (India) Pvt. Ltd. 2. Grewal, D., & Levy, M. (2008). <i>Marketing</i> . New Delhi: Tata McGraw Hill Publishing company Limited. 3. Pruthi, R. K. (2004). <i>International tourism : Potentials measurement and prospects</i>. New Delhi: Rajat Publications. 4. George, B. P., & Swain, S. K. (2005). <i>Advancements in Tourism theory and practics :perspectives from India</i>. Delhi: Abhijeet Publications. Aggarwal, P. (2005). <i>International Tourism</i> 1. . New Delhi: Reference Press. Chawla, R. (2005). <i>International Tourism :</i> 1. <i>Changing Patterns</i>. New Delhi: Rajat Publication. 2. Drucker, P. F. (2007). <i>Management: Tasks Responsibilities Practices</i>. New Delhi: Allied Publishers Pvt. Ltd Kotler (Published by Prentice-Hall, Inc. (1984)), Rajan Saxena, L M Prasad (Sultan Chand & Sons) 	15	5
		15	5

4.26	<p>Entrepreneurship Management</p> <p>Unit 1 Concept and Types of Entrepreneurship, Concept of Entrepreneurship Role of a Entrepreneur in economic growth of a country Ownership Mgt : Proprietorship, Partnership, Cooperatives, Franchising Strategy & Structure, Difference between Manager & Entrepreneur Supply chain mgt., value chain analysis, Need for financial planning , different sources of finance.</p> <p>Unit 2 Projects : 1. supply chain management in the Tourism Business being relatively unorganized in India 2. Changed lifestyle leisure Travel has opened new business avenues. 3. Emergence of Affinity Group Travel 4. Study Strategy & structure of co (not to be printed. just for discussion. Eg. Vistara Tata Airlines)</p> <p>References : 1. Purohit, A. (2013). <i>Accounting, Finance and working capital for Tourism Management</i>. New Delhi: Random Publications. Dr. Khanka (S. Chand Publishing)</p>	15	5
4.27	<p>Project II with field work Comprehensive Project/ Industrial Project</p> <p>Feasibility Project Report (Analytical Assessment of Type of Tourism - Destination)</p> <p>In practice an entrepreneur or a manager takes numerous decisions to convert his idea into a running concern. The decision making process starts with project/ product selection. In fact project selection is the first corner stone to be laid down in setting up an enterprise. The selection of a right project goes to validate the trite proposition : <i>Well begun is half done</i></p> <p>A project is a design, scheme, proposal of some destination which can be in practical use. Some guideline given to build a project on...</p>	30	10

	<ol style="list-style-type: none"> 1. Identification & Idea generation 2. Project Selection 3. Industry or a sector 4. Market Conditions 5. Social factor <p>Making analytical feasibility report is one of the important Training Tool for the students in practical learning towards development. This experience becomes a great advantage while branding and developing new product in future. It will enable students to get insight of starting any project independently. It is an integral part of Training.</p> <p>Training is a procedure which intends to foster & enhance learning among the students who are future employees working in the enterprise.</p> <p>In Analytical feasibility report one has to apply the theory learned, based on the knowledge of</p> <ol style="list-style-type: none"> 1. Market Assessment 2. Market Segment ---Demand forecasting 3. Marketing Mix 4. Economic & Financial Analysis 5. TQM 6. Supply Chain <p>Students can make a feasibility report on any one of the following types of Tourism.</p> <ol style="list-style-type: none"> 1. Medical Tourism: World class medical facility at the lower cost is pull factors that fundamentally entice foreign visitors to visit India. Sophisticated medical treatments, Rich culture and Natural scenic places that India has to offer. Many visitors especially from America, Canada South Africa and Middle East come for advanced medical treatments. One Insight report with the Interviews. 2. E-Tourism: The scope of E-tourism is greater than that of trading. It includes variety of processes such as exchange of information, identification of items, or services, inquiries and comparison of pricing, buying, payment, customer support etc. From buyers perspective E-Tourism activities start with the need or urge to acquire tourism products or services, or information. Travel related 		
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	<p>information is hosted on the Internet and Intranet that provide reliable, affordable and fast information services.</p> <p>3. Responsible Tourism: Responsible tourism aims at promoting conservation, community participation, and sustainable Travel. Tourism organizations participate and implement in Responsible tourism activities and abide by the principles to protect the aesthetic beauty of the destinations. Enhance the well being of the host community.</p> <p>References: Kotlers (Published by Prentice-Hall, Inc. (1984)) Rajan Saxena (Tata McGraw-Hill Education, 2005 Tata McGraw-Hill Education, 2005)</p>		
4.28	<p>RESEARCH METHODOLOGY AND WRITTEN ANALYSIS</p> <p>Unit 1 Data Collections Methods. Averages Dispersions. Sampling Techniques – Simulation & Forecasting.</p> <p>Unit 2 Exercises in Tourism for above in 1) Govt. Organizations 2) Transport 3) Accommodation 4) Attractions/Resort.</p> <p>Unit 3 Students should conduct sample surveys as exercise and use these above techniques. Preparation and presentation of a case study</p> <p>Unit 4 Techniques of scientific paper presentation Reference sources and their uses Critical thinking Report presentation with defence plan</p> <p>References: Kothari C.R.: Research Methodology New Delhi, New Age International Rao A.R.: Research Methodology New Delhi, Excel Books Kotler (Published by Prentice-Hall, Inc. (1984)) Rajan Saxena Dr. Khanka (S. Chand Publishing)</p>	<p>15</p> <p>15</p> <p>9</p> <p>21</p>	<p>5</p> <p>5</p> <p>3</p> <p>7</p>
4.29	<p>Critical Analysis and Case Studies..... (Dossier Preparation- Case Study)</p> <p>A case study method is an excellent medium for developing analytical skills Started by Harvard Business school. This method</p>	<p>60</p>	<p>20</p>

	<p>is being increasingly used in Training.</p> <p>A case study is a narrative account of a series of events or situations around a specific problem or problems. It is a written description of an actual situation near to reality. The focus of the case study is on experience. Therefore as the actual situation, decisions should be made. It is problem solving by suggesting various ways after critically analyzing the particular situation in different ways. Ideally, the case study method, when used well, gets the participants in the habit of making rational decisions which is primary requirement for a managerial position.</p> <p>Students can choose few from WTO list and few live cases which can be helpful in Developing State Tourism. Few e.g. Mentioned below.</p> <p>Heritage Tourism: Kanheri caves / Elephanta caves How Heritage Tourism is going to contribute in providing employment for local & natives. Critical evaluation of Sustainability, growth report and environmental audit of such Heritage sites.</p> <p>Rural Tourism: Turtle Breeding Festival. Generation of Income and Employment through Rural Tourism Project. Turtle breeding in Konkan region can be observed. Its importance in sustainable ecosystem.</p> <p>Eco Tourism: Butterfly parks in Maharashtra. As part of nature Tourism, Promotion of the the butterfly observatory circuits in Maharashtra, would create sustainable economic growth for the local, without disturbing the ecology.</p> <p>Agri Tourism: Ajinkyatara fort. Its rainwater harvesting has totally changed the water table of that region.</p> <p>Can Tourism be promoted for the benefit of the local people through arranging study tours for sustainable growth?</p> <p>Ref Book : Jitendra Mishra (Oxford Higher Education)</p>		
4.30	<p>Industrial Training -II</p> <p>Students will organize campus placement event under the guidance of faculty and by developing contacts with industry organizations. Students will plan interview process for training and job placement.</p> <ol style="list-style-type: none"> 1. Students will write detailed report on the entire placement process, where they will describe data collection presentation, information distribution and organizing campus interview event – Marks 100 	60	20

	<p>2. Students will write and submit a report on selection process, joining process, induction process, and in house training in 4 parts (if any) marks – 100</p> <p>3. Self appraisal report with presentation will be submitted by the students after completion of 60 days of Training - II to the panel of examiners. Marks -100</p> <p>Institute will take industrial feedback report taking assessment from the organization regarding student's performance during the training period. Marks -100</p>		
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MARKS	GRADE POINTS	GRADE
75 TO 100	7.5 TO 10.0	O
65 TO 74	6.5 TO 7.49	A
60 TO 64	6.0 TO 6.49	B
55 TO 59	5.5 TO 5.99	C
50 TO 54	5.0 TO 5.49	D
0 TO 49	0.0 TO 4.99	F (FAILS)

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:

$SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner :

$CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

R. _____ PASSING STANDARD FOR ALL COURSES :

Passing 50% in each subject /Course combined Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination taken together. i.e. (Internal plus External Examination).

R. _____

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course.

However his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

R. _____ ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III
- F. A learner shall be allowed to keep term for Semester V wherever applicable if he/she passes each of Semester I, Semester II, Semester III and Semester IV.

OR

- G. A learner shall be allowed to keep term for Semester V wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, and Semester IV.
- H. The result of Semester VI wherever applicable OR final semester shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV, Semester V wherever applicable.

OR

- I. A learner shall be allowed to keep term for Semester VI wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, Semester IV and Semester V.