

**COUSRE STRUCTURE & SYLLABUS
FOR
MASTER OF TOURISM AND TRAVEL MANAGEMENT**



**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT
ASSAM WOMEN'S UNIVERSITY
JORHAT, ASSAM-785004**

Sahidur Alam

**Signature
Dept of Tourism and Travel Management**

About The Department

The Department of Tourism & Travel, under the School of Hospitality, Tourism & Travel of this university offers full time degree programme, "Master of Tourism & Travel Management" (MTTM). The main objective of the department is to produce dynamic tourism professionals. The Department spare no efforts to groom the students, not only in their chosen discipline, but also broaden their mindsets and create positive attitudes thus equipping them with all qualities to make them an asset to whichever institute/organization they may join. The programme of study for the Master of Tourism & Travel Management shall normally extend over a period of two academic years, each academic year comprising of two semesters, even and odd semester.

Programme Offered: Master of Tourism and Travel Management (MTTM)

Duration: 2 years (4 semesters)

Programme objectives:

P01: To develop a strong foundation in the field of tourism and travel industry.

P02: To equip the students for seeking suitable careers in tourism industry.

P03: To sharpen soft and hard skills among the students for being better professional.

P04: To promote entrepreneurial skills among students, for promoting a better ecosystem of business

Programme Outcome

P01: Learners will be have strong knowledge and understanding on tourism and hospitality industry

P02: Learners will able to identify various career opportunities of tourism industry

P03: Learners will able to build strong personality, leadership skills to face any kind of challenges of tourism and hospitality industry

P04: Learners will able to identify various entrepreneurial opportunities in tourism & hospitality business

Course Details:

Courses of MTTM are classified into Core Course, Discipline Specific Elective Course, Generic Elective Course, Ability Enhancement Course and Skill Enchantment Course as per the nomenclature

has given below.

Core Courses: These are compulsory subject-specific courses in all semesters for all students registered for a particular post graduate programme. A core course may also take the form of a dissertation/ project work/Study tour etc. The number of Core courses per semester shall be fixed by the department/ CBCS committee.

Discipline Specific Elective Courses (DSE): These are a pool of intra- departmental courses within the discipline offered in all the semester, for students of the same department to acquire specialized or advanced knowledge or skills in an area supportive to the main discipline.

- The Discipline Specific Elective courses offered to the students will be decided every year by the Departmental Committee.
- The DSE course in every semester shall be fixed by the department/ CBCS committee.
- In every semester students are to opt one DSE course.

Generic Elective : These are courses offered by the department in 3rd & 4th semesters that may be taken by students of other disciplines to give them an exposure to a subject, or to develop their proficiency/ skill in that discipline or domain. Generic Elective courses are subject specific courses designed and administered by department faculty, and deemed to be of interest to students of other disciplines as well as those of the parent department/discipline.

- **Note:**

- MTTM students should opt Generic Elective from other discipline in 3rd & 4th semesters

Ability Enhancement Courses (AEC): These are Mandatory Non-CGPA Credit Courses and will be offered in I and II Semesters amounting to a total of minimum 4 credits. Each AEC shall be of 2 credits.

Skill Enhancement Courses (SEC): These are Mandatory Non-CGPA Credit Courses will be offered in I and II Semesters amounting to a total of minimum 4 credits. Each SEC shall be of 2 credits.

Study Tour

This two weeks study tour aim to provide ample scope for studying tourism destinations from the perspective of tourist satisfaction, destination loyalty, profitability and feasibility of tourism business establishments, etc. This will help the students familiarize with major tourism destinations of national importance. The trip provides hands-on experience in designing itineraries, making reservations, booking accommodation, arranging sightseeing, etc. This component has two credits weightage with 100 marks paper divided into 60 marks for the hard copy of the report and 40 marks for the presentation of the report. Each student shall have to prepare the report under the guidance of faculty advisors and submit the same to the Department with the signature of faculty advisor.

During this period, the students are expected to interact with the tourists, community members, service providers, and government tourism officials at the destinations and prepare a report as per the guidelines and make PPT presentations of the same.

Students may take suggestions from the faculty advisors to prepare itinerary and include places of interest in the itinerary. The cost of train/bus tickets and accommodation are as per the university norms.

The presentation of the same will be conducted as per the following methods.

- i. Participation in Planning, Designing & Executing
- ii. Collection of information about Destinations
- iii. Report writing
- iv. Presentation

Guidelines for Conducting of Study Tour : Study Tour shall begin with the preparation of itinerary followed by presentation of itinerary by each team in the classroom. There shall be detailed discussions on the merits and demerits of itinerary along with the cost to be incurred during study tour. The approval shall be accorded to the itinerary by the faculty members. Study tour activities shall be governed strictly in accordance with the guidelines or standard operating procedures.

Industry Internship: The students of MTTM shall undergo summer training or undertake summer internship at reputed tourism and travel organizations for a period of 6 weeks or 45 days during the summer vacation (June & July) under the guidance of a faculty advisor. The

students shall strive to get acquainted with complete functional exposures during the internship period and learn the nitty-gritty of the travel and tourism, aviation or hospitality sector/NGO/DMO/DoT. The Students shall make presentations based on the training reports which shall be submitted after the approval of the Faculty Advisor within stipulated time/date given to them after the completion of training. The Summer Training Report and Viva-Voce Examination will be evaluated by external examiner. Summer Project Report will be valued for a weightage of 60 marks followed by Viva-Voce Examination for 40 marks (Total 100 marks). The summer project marks obtained by the students will be recorded in the marks statement issued to them in the third semester as “Internship Report”(along with the third semester marks).

Credit Distribution

Semester	Core Course		Discipline Specific Course		Generic Elective Course		Ability Enhancement Course		Skill Enhancement Course		Total Credit
	Course	Credit	Course	Credit	Course	Credit	Course	Credit	Course	Credit	
1 st Sem	3	4	1	4			1	2	1	2	18
	1	2									
2 nd Sem	3	4	1	4			1	2	1	2	16
3 rd Sem	3	4	1	4	1	4					22
	1	2									
4 th Sem	3	4	1	4	1	4					20
Total											76

Distribution of Courses

Semester	Core Courses	Course code	Discipline Specific Elective Courses (DSE)	Open Elective Courses (GE)	Ability Enhancement Course	Skill Enhancement Course
I	Tourism Principles & Practices	MTMC1401	DSE-1		Communicative English	Tour Guiding Skills
	Principles of Management	MTMC1402				
	Tourism Geography	MTMC1403				
II	Tourism Marketing	MTMC2401	DSE-2		Environmental Studies	Leadership and Personality Development
	Human Resource Management in Tourism	MTMC2402				
	Research Methods in Tourism	MTMC2403				
III	Travel Agency & Tour Operation	MTMC3401	DSE-3	GE-1		
	Business Communication	MTMC3402				
	Internship Report	MTMC3403				
	Study Tour	MTMC3204				
IV	Hospitality Management	MTMC4401	DSE-4	GE-2		
	Tourism Entrepreneurship	MTMC4402				
	Itinerary Planning and Costing	MTMC4403				

List of Core Courses

SI No.	Course Code	Course title
1	MTMC1401	Tourism Principles & Practices
2	MTMC1402	Principles of Management
3	MTMC1403	Tourism Geography
4	MTMC2401	Tourism Marketing
5	MTMC2402	Human Resource Management in Tourism
6	MTMC2403	Research Methods in Tourism
7	MTMC3401	Travel Agency & Tour Operation
8	MTMC3402	Business Communication
9	MTMC3403	Internship Report

10	MTMC3404	Study Tour
11	MTMC4401	Hospitality Management
12	MTMC4402	Tourism Entrepreneurship
13	MTMC4403	Itinerary Planning and Costing

List of Discipline Specific Courses

SI No.	Course Code	Course title
1	MTME1404	Tourism Resources of Assam, North-East & India
2	MTME1405	Tourism Economics
3	MTME1406	Cultural, Heritage and Tourism
4	MTME1407	Promotional Strategies in Tourism
5	MTME2404	Tourism Policy, Planning & Development
6	MTME2405	Accounting and Finance for Tourism
7	MTME2406	Event Management
8	MTME2407	Case Studies in Tourism
9	MTME3404	Aviation Management
10	MTME3405	Tourism Business Law
11	MTME3406	Ecology, Environment & Tourism
12	MTME3407	Destination Management & Marketing
13	MTME4404	Adventure Tourism
14	MTME4405	Foreign Language- French
15	MTME4406	Front Office Management
16	MTME4407	Computer Applications in Tourism.

List of Generic Elective Course

SI No.	Course Code	Course title
1	MTMGE3401	Basics of Tourism - I
2	MTMGE4401	Basics of Tourism - II

List of Ability Enhancement Course

SI No.	Course Code	Course title
1	MTM AEC1201	Communicative English
2	MTM AEC2201	Environmental Studies

List of Skill Enhancement Course

Sl No.	Course Code	Course title
1	MTMSEC1201	Tour Guiding Skills
2	MTMSEC2201	Leadership and Personality Development

List of Gender Sensitization Course

Sl No.	Course Code	Course title
1	GSC	Gender Sensitization

32	MTMSEC1201								
33	MTMSEC2201			√				√	

**Course Name: Tourism Principles & Practices:
Course Code: MTMC1401
Credit Hours: 4**

Course Objective:

- C01- This course will provide clear understanding on the fundamentals of tourism and travel.
- C02-. The course aims to provide linkage between tourism and other allied industries

Course Outcome:

- C01- Learners will be able to understand tourism industry in details
- C02- Learners will have knowledge of various stake holders associated to tourism industry.

Module	Topic	L	T	P	Total Classes Hours
1: Concept of Tourism & Travel	<ul style="list-style-type: none"> ○ Defining Tourism – ○ Forms of Tourism- ○ Tourism System ○ Leiper’s Model –Classification of Tourists ○ Definition and Distinction between Travellers, Visitors, Excursionist, Tourist ○ Historical Perspective on the Development of Tourism 	11	4	0	52
2 : Structure and Organization of Tourism Industry	<ul style="list-style-type: none"> ○ Components of tourism and its Characteristics ○ The Accommodation Sector ○ Types of Tourist Accommodation ○ Transportation as a Component of the Tourist Product ○ Components of the Transportation System ○ Travel Intermediaries 	9	3	0	
3: General Impacts of tourism-	<ul style="list-style-type: none"> ○ The Economic Impact: ○ Direct, Indirect & Induced Economic Effects – ○ The Multiplier Concept – ○ Role in infrastructure development in host region. ○ Environmental Impact of Tourism- ○ The Nature of Socio-Cultural Impacts of Tourism 	10	3	0	

4: Tourism System Models, Theories & Organisation	<ul style="list-style-type: none"> ○ Tourism Area Life Cycle (TALC ○ Maslow’s Hierarchy Model and Tourist Motivation ○ Consumer Behaviour and Tourism ○ The Buying Decision Process in Tourism ○ Role and Functions of World Tourism Organization (WTO ○ The Role of Government in Tourism ○ World Tourism &Travel Council (WTTC) ○ Ministry of Tourism, Govt. of India 	9	3	0	
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SUGGESTED TEXT 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.

SUGGESTED REFERENCE BOOKS

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
2. Page Stephen J. Brunt Paul, Busby Graham and Cornell J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
3. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
4. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
5. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.

Course Name: Principles of Management
Course Code: MTMC1402
Credit Hours: 4

Course Objective:

- CO1 : The course aims at enriching the understanding of students on the various forms of organization and management in general and relating to tourism and travel business in particular.
- CO2: It deals with the various concepts and methods relevant in the study of management and organization in particular to tourism industry

Course Outcome:

- CO1: This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently.
- CO2- Learners would be able to relate to the fast growing tourism industry.

Module	Topic	L	T	P	Total Classes Hours
1: Meaning and Concept of Management	<ul style="list-style-type: none"> • Nature of Management – • Management as a Science and an Art – Evolution of Management Thoughts – Levels in Management – • Managerial skills – • Tasks of a Professional Manager – • Functions of Management 	8	4		52
2: Nature and Purpose of Planning	<ul style="list-style-type: none"> • Types of Planning – • Advantages and Limitations of Planning – • Management by Objectives (MBO) – • Nature of Decision Making – • Decision Making Process 	8	4	0	
3: Principles of Organizing	<ul style="list-style-type: none"> • Organization Structure – • Span of Management – Departmentation – • Line & Staff Relationships – Delegation of Authority – • Process of Delegation – • Nature of Delegation of Authority – 	8	4		

	Principles of Effective Delegation – Decentralization – • Nature and Purpose of Staffing				
4: Directing & Concept and Process of Control	<ul style="list-style-type: none"> • Principles of directing – Motivation – • Theories of motivations (the Need Hierarchy theory, • Two Factor Theory, Expectancy Theory) – • Communication – Process of Communication – Barriers in Communication – • Leadership – Approaches to Leadership • Establishment of Performance Standards – • Measurement of Performance against Standards – • Identification of Deviations and Corrective Action – • Principles of Controlling – • Techniques of Control 	12	4		

SUGGESTED TEXT 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.

SUGGESTED REFERENCE BOOKS

1. Richard .M H. (1993). Management, Academic Press, New Jersey.
2. Hampton, D. R. (1992). Management, TATA McGraw Hill, International Edition, Tokyo.
3. Stoner, J.A.F&Wankel, I.C. (1999). Management, Prentice Hall India, New Delhi.
4. Peter F. D. (1987). Practice of Management, Pan Books, London.

Peter F. D. (1983). Innovation and Entrepreneurship, Butterworth & Heinemann, New York

Course Name: Tourism Geography
Course Code: MTMC1403
Credit Hours: 4

Course Objective:

- CO1- This course is very unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism
- CO2- This course will provide an insight to the students about the destinations of the world; their climates etc.

Course Outcome:

- CO1- Learners will be able to know tourism geography related to time, climate, weathers etc of the globe.
- CO2- Learners will able to learn tourism resources of various countries.

Module	Topic	L	T	P	Total Classes Hours
1. Importance of Geography in Tourism	<ul style="list-style-type: none"> • Study of Maps – • Longitude & Latitude – • International Date Line – • Time Zones: Calculation of Time – • Flying Time Calculation- • GMT variations – Climatic Variations – • Climatic Regions of World in brief- • Impact of weather and climate on tourists destinations. 	10	3	0	52
2. Physical Geography of India	<ul style="list-style-type: none"> • Physiography: • Distribution of Rivers, Mountains, Plateaus & Plains- Climate and vegetation – • Major Tourists Circuits of India. 	10	3		
3. World Geography	<ul style="list-style-type: none"> • Tourism Geography of North, Central & South America- • Tourism Geography of Europe – • Tourism Geography of Africa- • Tourism Geography of Asia – • tourism Geography of Asia – • tourism Geography of Australasia 	10	3		

4. Tourism Resources	<ul style="list-style-type: none"> • Popular tourist places and Case studies of selected countries like China, Singapore, Malaysia, Thailand, France, England, UAE, USA 	10	3		
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SUGGESTED TEXT BOOKS

1. Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.

SUGGESTED REFERENCE BOOKS

1. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd,.
4. Travel Information Manual, IATA, Netherlands, 2012.
5. World Atlas.

Course Name: Tourism Resources of Assam, North-East & India
Course Code: MTME1404
Credit Hours: 4

Course Objective:

- CO1: This course aims to provide insights of tourism resources of Assam, Northeast & India
- CO2: This course will help tourism professional to develop product knowledge of Assam, Northeast & India.

Course Outcome:

- CO1: The module will help learners to develop information regarding of tourism resources of the country.
- CO2: Learners will be able to be expert in developing tourism resources knowledge of the country.

Module	Topic	L	T	P	Total Classes Hours
1. Concept of Tourism Resource	<ul style="list-style-type: none"> • Types of Tourism Resources: Natural, Cultural, Event, Activity, Service – • Tourism Resource Audit: • Resource Inventory & Resource Evaluation 	4	0	0	52
2. Tourism Resources of Assam	<ul style="list-style-type: none"> • Physical Background – Drainage & Water bodies – Natural Vegetation – • Tourism in National parks and Wildlife Sanctuaries (case of Kaziranga, Manas, Dibru-Saikhowa, Orang, Nameri) – • Adventure tourism facilities in Assam – • Archaeological remains & monuments – • Religious Shrines and Pilgrim Centres • – Art and craft – • Performing arts – Fairs& festivals 	10	3		
3. Tourism Resources of North-East	<ul style="list-style-type: none"> • Wildlife (National parks & wildlife sanctuaries) – • Caves – • Waterfalls – • Hill stations – 	10	3		

	<ul style="list-style-type: none"> • Adventure tourism facilities available in North-East – • Archaeological & Historic sites – • Tribal Life & Culture – • Fairs and festivals 				
4. Tourism Resources of India	<ul style="list-style-type: none"> • Diversity in landforms: mountains, deserts, beaches, coastal areas and islands – • Hill stations – • Tourism in National Parks, wildlife sanctuaries & biosphere reserves – • Adventure tourism: Popular tourist destinations for land- based, water-based and air-based tourist activities • Indian Cultural Heritage: Important Cultural Heritage of India – • World Heritage Sites of India– • Museums– • Artefacts and Handicrafts – I • ndian Paintings – • Textiles and Costumes – • Dance and Music – • Cuisines – • Fairs and Festivals – • Important Pilgrim Centres 	16	6		

SUGGESTED TEXT BOOKS

1. Bora, S., & Bora, M.,(2006). The Story of Tourism-An Enchanting Journey Through India's North-East, UBS Publishers' Distributors Ltd,

SUGGESTED REFERENCE BOOKS

1. Das, B.M , (2003). People of Assam, Gyan Book (P) Ltd.,
2. Goswami, P., (1995). Festivals of Assam, Guwahati, ABILAC,
3. Dikshit, K.R., & Dikshit, J.K., (2014). North-East India: Land, People and Economy, Springer Netherlands.
4. Sarma, M. K.,(2008). Traditional Crafts of Assam: Development Dynamics Through Touristic Marketing, AnshahPublications.

Course Name: Tourism Economics
Course Code: MTME1405
Credit Hours: 4

Course Objective:

- CO1: This course will help in learning the fundamentals of economics
- CO2: This course will help in applying basics of economics in tourism business and this will also help the students take flawless decisions by understanding several jargons of economics

Course Outcome:

- CO1: Learners will develop a basic understanding of economic concepts and their applications in consumer behavior, pricing, forecasting, etc
- CO2: Learners will understand the economic contribution of Tourism industry.

Module	Topic	L	T	P	Total Classes Hours
1. Introduction to Economics of Tourism	<ul style="list-style-type: none"> • Tourism Demand – Factors Influencing Tourism Demand – Tourism Demand and Elasticity – • Measuring Demand for International Tourism Arrivals – • Forecasting Tourism Demand – The Importance of Forecasting in Tourism – • Forecasting Approaches: Qualitative and Quantitative Forecasting 	10	3	0	52
2. Pricing in Tourism	<ul style="list-style-type: none"> • Determinants–Objectives–Pricing under different Market conditions– • Cost curves– Break even analysis and Cost control–Theory of firm: • Profit maximization– Sales maximizations–Ownership, and control– • Market structure perfect competition– Monopoly– Oligopoly– Monopolistic competition 	8	2		
3. Macro Economics & Tourism Investment	<ul style="list-style-type: none"> • Aggregate Concepts GNP and GDP– Aggregate and • Measurement of National income– • Determination of National Income– Consumption Function– • Investment function. • Categories of Tourism Investment – 	12	4		

	<ul style="list-style-type: none"> • Investment in Tourism Infrastructure – Infrastructure Provision: • The New Model (Public-Private Partnerships & User Pays) – • Foreign Direct Investment (FDI) in Tourism – Motives for FDI in Tourism – Potential Benefits and Costs of FDI to Host Destination 				
4. The Economic Contribution of Tourism	<ul style="list-style-type: none"> • The Economic Impacts of Tourism – • Contribution of tourism to the GDP– • Tourism as a Foreign exchange earner– • Employment Generation through Tourism– • Multiplier Effect of tourism spending– • Tourism Satellite Account (TSA) – The Importance of TSA 	10	3		

SUGGESTED TEXT BOOKS

1. Mukhopadhyay, S. (2010). Tourism Economics. Ane Books Pvt. Ltd., New Delhi.
2. Sinclair, M.T. & Stabler, M. (2009). Economics of Tourism & Development, Routledge, New York.

SUGGESTED REFERENCE BOOKS

1. Varshney, R.L. & Maheswari K.L. (2007). Managerial Economics. Sultan Chand, New Delhi.
3. Dwivedi, D.N. (2002). Managerial Economics. Vikas, New Delhi.
4. Maddala, G.S. (2004), Microeconomics Theory & Applications, TATA McGraw - Hill, New Delhi.
5. Trive, J. (2011). Economics of Leisure and Tourism. Oxford Butterworth Heinemann, London.
6. Chawla, R. (2006). Economics of Tourism & Development. Sonali Publications, New Delhi.

Course Name: Cultural, Heritage and Tourism
Course Code: MTME1406
Credit Hours: 4

Course Objective:

- CO1: The main objective of the course is to provide a comprehensive view of culture- tourism relationship to the students.
- CO2: To acquaint them with the possible impacts arising in the relationship. between culture- tourism

Course Outcome:

- CO1: The module will help learners to develop information regarding cultural, heritage of the country.
- CO2: The module will help in exploring various cultural heritage destinations

Module	Topic	L	T	P	Total Classes Hours
1. Understanding Culture & Tourism	<ul style="list-style-type: none"> • Concept and Fundamentals of Indian Culture – • Tourism Relationship – • Socio-Cultural Impacts of Tourism – • Spiritual basis of Indian culture 	10	3	0	52
2. Architectural Heritage of India	<ul style="list-style-type: none"> • Landmarks of Buddhist architecture in India with special reference to Sanchi, Ajanta and Ellora caves – • Marvels of Hindu architecture in Central India (Khajuraho) – • Eastern India (Konark) and Southern India (Hampi, Brihadisvara and Mamallapuram)- • Architecture in Medieval times with special reference to Taj Mahal, Fatehpure Sikri, Red Fort, and Jaisalmer Fort 	10	3		
3. Living Culture and Performing Art of India	<ul style="list-style-type: none"> • Major Fairs and festivals of India- • Classical dances and Music of India- • Musical Instruments- • Indian handicrafts – • Indian Cuisines. 	10	3		
4. Heritage of Assam	<ul style="list-style-type: none"> • Heritage Monuments of Assam with special reference to Ahom Monuments • – Role of Directorate of Archaeology of Assam • 3 Days cultural tour (within Assam) 	10	3		

SUGGESTED TEXT BOOKS

1. Bora, S., & Bora, M.,(2006). The Story of Tourism-An Enchanting Journey Through India's North-East, UBS Publishers' Distributors Ltd,

SUGGESTED REFERENCE BOOKS

1. Asher Catherine, (ed.)(1994): Perceptions of India's Visual Past, AIIS, Delhi.
2. Basham A.L., (2004). The Wonder that was India. Volume I, New Delhi.
3. Brown, P, (2010). Indian Architecture (Buddhist And Hindu Period).
4. Deva, B.C.,(2015) An introduction to Indian Music, Delhi,

Course Name: Promotional Strategies in Tourism
Course Code: MTME1407
Credit Hours: 4

Course Objective:

- C01: The main objective of the course is to provide a comprehensive view on promotional strategies
- C02: To acquaint them with different promotional methods that are applicable in tourism business

Course Outcome:

- C01: The module will help learners to develop information on different types of promotional methods
- C02: The module will help in exploring various methods and strategies for promoting tourism businesses

Module	Topic	L	T	P	Total Classes Hours
1. Introduction to Promotion -	<ul style="list-style-type: none"> • Different modes of promotion, • Promotional Mix, • Role of advertising in the promotional mix, • Regulations and control of promotion. 	11	4	0	52
2. . Advertising -	<ul style="list-style-type: none"> • Advertising planning, • Setting objectives, • Message and media planning, • Advertising budget 	9	3	0	
3. Other forms of promotional activities	<ul style="list-style-type: none"> • Direct Marketing, • Publicity, Public Relations, • Sales Promotion Measures 	10	3	0	
4. Promotional Mix for destination-	<ul style="list-style-type: none"> • Role of advertisement, • Sales promotion, • Role of fairs, • Festivals and exhibition for destination promotion. • Case discussions on promotional campaigns. 	9	3	0	

SUGGESTED TEXT BOOKS:

1. Aaker, D.A., Batra, R., Myers, J.G.,(1995). Advertising Management, Prentice Hall, 5th edition.
2. Dahiya, V.S., (2008) . Tourism Marketing and Advertising, Cyber Tech Publishing.

SUGGESTED REFERENCE BOOKS:

1. Chawla, R., (2006). Tourism Promotion, Sonali Publications,
2. Schiffman, L. G., Kanuk, L. L.,(2004) Consumer Behaviour, Prentice Hall of India,

Course Name: Communicative English
Course Code: MTM AEC1201
Credit Hours: 2

Course Objective:

- CO1: The objective of the course to help learners basics of communication
- CO2: To help learners in developing good etiquettes

Course Outcome:

- CO1: The module will help learners to develop good communications skills
- CO2: The module will help learners to develop pleasant personality

Module	Topic	L	T	P	Total Classes Hours
1. Basic languages	<ul style="list-style-type: none"> • Tenses, one word substitution • Synonym & antonym, • special terms related to Management studies 	5	0	0	26
2. Basic letter writing	<ul style="list-style-type: none"> • Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests & replies from tourism & hospitality point of view, Demi official letters, Circulars • , Letters connected with sales, Letters for financial arrangements 	8	1		
3. Public speaking	<ul style="list-style-type: none"> • Extempore speaking: • Elocutions, • Etiquettes & manners, • phonetics 	6	0		
4. Report writing & Biodata	<ul style="list-style-type: none"> • Basic format of reports, • investigate reports on accidents, • Evaluation & appraisal reports, miscellaneous reports connected with tourism & hospitality industry. • Writing bio-data interviews 	5	0		

SUGGESTED TEXT BOOKS

1. The Official Guide to IELTS: <https://www.cambridge.org/us/cambridgeenglish/official-exam-preparation-materials/product/official-cambridge-guide-ielts>.
2. Barron's IELTS: International English Language Testing System: <https://www.worldcat.org/title/barrons-ielts-international-english-language-testing-system/oclc/1080598431?referer=di&ht=edition>

SUGGESTED REFERENCE BOOKS

1. Check Your English Vocabulary for IELTS: <https://www.bloomsbury.com/us/check-yourenglish-vocabulary-for-ielts-9781472947376/>
2. McGraw-Hill Education 6 IELTS Practice Tests With Audio: <https://www.mhprofessional.com/test-prep-study-guides/language/9780071845151-usamcgraw-hill-education-6-ielts-practice-tests-with-audio-group>

Course Name: Tour Guiding Skill**Course Code: MTMSEC1201****Credit Hours: 2****Course Objective:**

- CO1: The course is intended to aware students about the basics of tour guiding and escorts techniques and
- CO2: To prepare students for handling different tour guiding situations.

Course Outcome:

- CO1: The module will help learners to develop good basics of tour guiding skills
- CO2: : The Module will help learners to tackle any type of situations

Module	Topic	L	T	P	Total Classes Hours
1. Tour Guide	<ul style="list-style-type: none"> • Types of Tour Guide, • Roles & Responsibilities 	4	0	0	26
2. Tour Guiding Requirements:	<ul style="list-style-type: none"> • Personal hygiene & Grooming, • Visitor Briefing before departure • Tour departure Checklist, • Check list for a Tour vehicle. • Check list at the point of arrival. • Leading a tour group; • Code of Conduct. • Conducting City, Cultural rural & special interest tour. 	6	0		
3. Tourist & Visitors interpretation	<ul style="list-style-type: none"> • Popular understanding of Place, • Potentials of attraction. • Intrinsic qualities, personal stereotypes. • Theme interpretation, Heritage interpretation & Interpretation of Nature. 	6	0		
4. Communication for tour guiding & Situation Handling	<ul style="list-style-type: none"> • Language-Posture and Presentation, • Roadblocks in Communication-Speaking faults body language for speaking, • Tour commentary-Composition and Contains Microphones Technique-Sense of Humour • How to deals with awkward questions Timing and indications-Apology and Pausing. • Dealing with emergencies accidents law 	8	2		

	<p style="text-align: center;">and order general procedures evaluation and solution complaint handling</p>				
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SUGGESTED BOOKS

1. Chand, M.N (2007).Travel Agency Management.
2. Negi, J.N.(2004). Tour Operations and Tour Guiding.
3. http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001855/M030272/ET/15260338569.6 ET.pdf

SUGGESTED REFERENCE BOOKS

1. Chowdhary, Nimit, (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
2. Mitchell, G.E.(2005), How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
3. Pond, K.L., (1992). The Professional Guide. New York: Van Nostrand Reinhold.

Course Name: Tourism Marketing
Course Code: MTMC2401
Credit Hours: 4

Course Objective:

- CO1: This course is intended to provide clear understandings on theory and practices of marketing with special reference to tourism business.
- CO2: The course aims to give basics of marketing in tourism and hospitality business

Course Outcome:

- CO1: Having completed this course the learners will develop a basic understanding of marketing concepts and their applications in tourism & hospitality business
- CO2: It shall enable them to understand the way a corporation uses the funds of marketing to get an edge over others in the stiff rising competition.

Module	Topic	L	T	P	Total Classes Hours
1. Understanding Marketing	<ul style="list-style-type: none"> • Core Marketing Concepts – • Marketing Management Philosophies – • The Marketing Environment (Micro & Macro) – • Service Characteristics of Tourism Marketing 	9	3	0	52
2. Consumer Behaviour	<ul style="list-style-type: none"> • – Personal Characteristics affecting Consumer Behaviour – • The Buyer Decision Process – • Market Segmentation – • Market Targeting – • Market Positioning 	9	3		
3. Tourism Marketing Mix	<ul style="list-style-type: none"> • Product: Product Levels, • Augmented Product, • New Product Development, • Product Life Cycle – • Pricing Products: Pricing Approaches & • Pricing Strategies 	10	3		

4. Nature of Distribution Channels & Relationship Marketing	<ul style="list-style-type: none"> • Marketing Intermediaries – • Channel Behaviour & Channel Organization – • Promoting Products: Advertising, Public Relations & Sales Promotion • Service Quality & Benefits of Service Quality – • E-marketing in the New Digital Age – • Setting up an E- marketing Presence – • Direct Marketing – • The Marketing Information System 	12	3		
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SUGGESTED TEXT BOOKS

1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.

SUGGESTED REFERENCE BOOKS

1. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
2. Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.
3. Neelamegham. S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
4. Ramasamy V.S. & Namakumar. S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.
5. Stone, Marilyn A., Desmond, John. (2007). Fundamentals of Marketing, Routledge, New York

Course Name: Human Resource Management in Tourism

Course Code: MTMC2402

Credit Hours: 4

Course Objective:

- CO1: This course is intended to provide comprehensive understandings on concepts, functions and practices of management for human resources
- CO2: Course aim to provide human resource management in tourism & hospitality business

Course Outcome:

- CO1: Having completed this course the learners will develop a basic understanding of managing people and various policies and practices of human resource management
- CO2: It will help the students to build up and refine decision making skills so that they can help organizations effectively conduct personnel management and employee relations.

Module	Topic	L	T	P	Total Classes Hours
1. HRM	<ul style="list-style-type: none">• Meaning, Characteristics,• Scope, Importance and Objectives –• Evolution of the Concept of HRM –• Approaches to HRM –• Personnel Management versus HRM• – Organization and Functions of HR Department	10	3		52
2. Human Resource Planning & Development	<ul style="list-style-type: none">• Recruitment:• Job Analysis• Job Description,• Job Specification –• Process of Selection –• Orientation –• Placement and Induction• Training and Development – Methods,• Design and Evaluation of Training and Development Programmes –• Approach to developing Training within an Organization	10	3	0	
3. Performance Management & Appraisal	<ul style="list-style-type: none">• Career development –• Reward Strategies in the Tourism and Hospitality industry –• Employee Relations –• Employee Well-being, Welfare, • Health and Safety in the Workplace	10	3		

4. IHRM	<ul style="list-style-type: none"> • The emergence of International Human Resource Management (IHRM) – • International staffing – • The role of International Managers in Tourism and Hospitality – • MNCs and HRM Policies and • Practices in the Tourism Industry . 	10	3		
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SUGGESTED TEXT BOOKS

1. Verma, P.(2002). Personnel Management in Indian Organizations, OUP & IBM Publishing Co.Ltd, New Delhi.
2. VenkataRatnam, C.S. &Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, NewDelhi.

SUGGESTED REFERENCE BOOKS

1. Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life, Tata McGraw Hill, New Delhi.
2. Mirza, S. (2003). Human Resource Management. TATAMcGraw -Hill, New Delhi.
3. Dessler (2008), A Framework for HR Management, Pearson Education, New Delhi.
4. Heery, E. (2001). A Dictionary of Human Resource Management. Oxford University Press.

Ivancevich, John(2012). Organizational Behavior & Management. Tata McGraw-Hill Publishing Company. New Delhi

Course Name: Research Methods in Tourism
Course Code: MTMC2403
Credit Hours: 4

Course Objective:

- CO1: The objective of this course is to provide understanding on research methods and methodology applicable in Tourism Business.
- CO2: To understand & uses research methodology in tourism business

Course Outcome:

- CO1: Having completed this course the learners will develop a basic understanding about the basic research concepts and tools, to conduct research and data analysis.
- CO2: Learners will equip in writing report, research work and presentation of the results in tourism business and research

Module	Topic	L	T	P	Total Classes Hours
1. Meaning and Significance of Research	<ul style="list-style-type: none"> • Research Methods versus Methodology • The Research Process – • Research Design • Research Typologies • Research Strategy: • Quantitative versus Qualitative Research 	8	3		52
2. Types of Data	<ul style="list-style-type: none"> • Secondary and Primary – • Various Methods of Collection and Data; • Preparation of Questionnaire and Schedule – • Types of Questions - Sequencing of Questions - Check Questions - Length of Questionnaire – • Precautions in Preparation of Questionnaire and Collection of Data. 	10	3	0	
3. Sampling & Analysis of Data	<ul style="list-style-type: none"> • Population Defined – • Sampling Frame – • Sampling Vs. Census- • Steps in Selecting a Sample; • Various types of Sampling Methods – Probabilistic: Simple Random Sampling- Stratified Random Sampling - Cluster Sampling; • Non Probabilistic: Convenience Sampling - Judgment Sampling- Quota Sampling and Snowball sampling. • Use of SPSS in Data Analysis- Application and • Analysis of Variance (ANOVA); 	12	3		

	<ul style="list-style-type: none"> Measurement and Central Tendency- • Measure of Dispersion and their Advantages 				
4. Report Preparation:	<ul style="list-style-type: none"> Types and Layout of Research Report – Precautions in Preparing the Research Report; Bibliography and Annexure in the Report: Significance – Drawing Conclusions – Suggestions – Recommendations to the Concerned Persons. 	10	3		

SUGGESTED TEXT BOOKS

1. C.R Kothari (2002), Research Methodology, New Age Publication. India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), Market Research, Second Edition, Prentice Hall.

SUGGESTED REFERENCE BOOKS

1. Blaikie N. (2000), Designing Social Research, Polity Press, 2000, Canterbury, UK.
2. Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
3. David de Vaus. (2002), Analyzing social sciences, Data, Sage Publication, New Delhi.
4. Malhotra.N.K. (2007), Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.
5. Babbie. E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA

Course Name: Tourism Policy, Planning & Development
Course Code: MTME2404
Credit Hours: 4

Course Objective:

- CO1: The course will be acquainted with tourism planning process, strategy, and policies
- CO2: The course aim to provide importance of tourism planning and marking at national level.

Course Outcome:

- CO1: Learners will equip with various policies related to tourism.
- CO2: Learners will develop basics concepts of policy making, tourism planning of detonations.

Module	Topic	L	T	P	Total Classes Hours
1. Tourism Policy	<ul style="list-style-type: none"> • Definition, Characteristics & Importance – • Evolution of Tourism Policy – • Areas Addressed by Tourism Policy – • The Nature of Tourism Policy Making – • The structure of Tourism Policy- • The Process of Tourism Policy Formulation – • Basic Requirements for an Effective Tourism Policy 	10	3	0	52
2. Tourism Policy Initiatives of India	<ul style="list-style-type: none"> • Outline of L.K.Jha Committee (Ad-hoc Committee) 1963– • Tourism Policy, 1982- • Report of the National Committee on Tourism, 1988 – • National Action Plan on Tourism, 1992, 2002- • Special Area Development Programmes. 	10	3		
3. Tourism Planning	<ul style="list-style-type: none"> • The Planners of Tourism – • The Tourism Planning Process • The Need for Tourism Planning- • Basics Principles of Tourism • Planning - Planning for Tourism Destinations: Objectives, methods, steps and factors influencing planning- • Destination life cycle concept -- • Techniques of Plan Formulation 	10	3		

4. The Relationship between Tourism Planning, Development and Management	<ul style="list-style-type: none"> • Goals for Tourism Development – • Components of Tourism Development -- • Sustainable Development of Tourism • Important features of five plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion in India- • Elements Agents, Processes and Typologies of Tourism Development-Case study of selected State Tourism policies (Assam, Kerala, Rajasthan, Goa) 	10	3		
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SUGGESTED BOOKS

1. Bezbarua, M.P(1999) Indian Tourism Beyond The Millenium, Gyan Publishing House
2. Mason, P (2003) Tourism Impacts, Planning and Management, Taylor & Francis

SUGGESTED REFERENCE BOOKS

1. P.C. Sinha (1998) Tourism Planning, Anmol Publication Pvt. Ltd., New Delhi.
2. Badan, B.S. Bhatt, H (2007) Tourism Planning and Development, Commonwealth Publishers, New Delhi
3. Hawkins, D.E (1980) Tourism Planning and Development. George University Press, London

Course Name: Accounting and Finance for Tourism
Course Code: MTME2405
Credit Hours: 4

Course Objective:

- CO1: The basic purpose of this paper is to apprise the students about the fundamentals of accounting
- CO2: The course aim to help in analyzing and interpreting financial statements of various business enterprises particularly related to tourism.

Course Outcome:

- CO1: Learners will develop basic concepts of accounting
- CO2: Learners will develop basic accounting that can implement in any tourism business

Module	Topic	L	T	P	Total Classes Hours
1. Accounting concepts and conventions	<ul style="list-style-type: none"> • Branches of accounting: financial, • cost & management – • Meaning, characteristics, scope and importance –Use of accounting information for business decision making 	10	3	0	52
2. Financial accounting –	<ul style="list-style-type: none"> • Concepts and conventions – • Double entry system – • Preparation of journal, ledger and trial balance – • Preparation of final accounts: trading, profit and loss account, balance sheet – • Travel agency and hotel accounting 	10	3		
3. Introduction to cost accounting	<ul style="list-style-type: none"> • Costing and decision making – • Basic cost concepts: cost classification, cost centres, cost analysis – • Preparation of cost sheet – • Cost volume profit analysis – • Marginal costing and break even analysis 	10	3		
4. Financial management	<ul style="list-style-type: none"> • – Meaning, scope & importance – • Finance function and goal of financial decisions – • Sources of fund: long term and short term – • Overview of working capital management, capital budgeting – • Capital structure and dividend policy – • Financial decisions in hotels and tourism sector 	10	3		

SUGGESTED TEXTBOOKS

1. Dr. S.N. Maheswari (2005) Financial Accounting Vikas Publishing House Pvt. Ltd.
2. T.S. Grewal –(2004) Introduction to Accounting - S. Chand & Company.

SUGGESTED REFERENCE BOOKS

1. Bhar B.K.,(2004) Cost Accounting Academic Publishers.
2. Pandey I.M. (2006), Financial Management Vikash Publishing House (P) Ltd. Delhi
3. R.K. Sharma and Shashi K. Gupta(2005) Management Accounting - Kalyani Publishers.
4. J. M. Negi, (1987), Financial and cost Control Techniques in hotel and Catering Industry.
5. L. S. Porwal, (1993), Accounting theory, An Introduction Tata McGraw Hill Publishing Co., Ltd., New Delhi.
6. Leslie Chadwick, (1995). The Essence of Financial Accounting Prentice Hall of India Pvt. Ltd., New Delhi

Course Name: Event Management

Course Code: MTME2406

Credit Hours: 4

Course Objective:

- CO1: The course introduces concepts of events and their management in holistic perspective students will learn importance of events as a business, importance types of events and managing events
- CO2: The course aims to provide all the necessary information while organizing an event

Course Outcome:

- CO1: Learner will able to understand how organize events.
- CO2: The focus is on specialized events and to help learner to be able to organize events.

Module	Topic	L	T	P	Total Classes Hours
1. Introduction to Event management	<ul style="list-style-type: none">• –Characteristics of an Event –• Size of Events –• Types of Events –• The Event Team –• Code ofEthics-• Event Concept and Design: Developing the Concept, Analyzing the Concept,• Designing the Event-• Logistics of the Concept-• Legal Compliance- Relevant Legislation	10	3	0	52
2. Event Planning-	<ul style="list-style-type: none">• Establishing Aims and Objectives of the Event –• Planning Tools- Protocols-• Protocol for speakers- Religious & Cultural Protocol-• Protocol for Sporting Ceremonies-• Staging-• Choosing the Event Site-• Developing the theme-• Arranging Catering –• Organizing Accommodation	10	3		
3. Nature of Event Marketing	<ul style="list-style-type: none">• Process of Event Marketing –• Sponsorship –• Promotional Mix –• Budgeting and Financing the Event• – Process of Risk Management.	10	3		

4. Safety and Security	<ul style="list-style-type: none"> • Incident Reporting – • Crowd Management Plan – • Implementing Emergency Procedures – • Monitoring and Control System – • The Broader impacts of Events 	10	3		
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SUGGESTED TEXTBOOKS

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions An Introduction to the Industry. New Delhi: Pearson/Prentice Hall. (L).
2. Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd.

SUGGESTED REFERENCE BOOKS

1. Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar Publishers Inc. (L)
2. Robincon, P., Wale, D. & Dickson, G. (2010). Events Managemet 'Ed'. London : CABI
3. Shone, A. and Parry, B.(2008). Successful Event management(2e). Canada: Cengage learning
4. Wagen, L.V.D. and Carlos, B.R.(2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd.

Course Name: Case Studies in Tourism
Course Code: MTME2407
Credit Hours: 4

Course Objective:

- CO1: The objective of this course is to enable the students to draw their own conclusions on the various tourism organizations.
- CO2: The course aims to provide all the necessary information of tourism organizations and destinations with help of case studies.

Course Outcome:

- CO1: Learner will be able to understand the importance of the destinations related to tourism
- CO2: Learners will be able to understand the profile, current status, future strategies of various tourism organization

Module	Topic	L	T	P	Total Classes Hours
1. Introduction	<ul style="list-style-type: none"> • Case study – Concept and Need, • Procedure for case preparation, • The Role of case Studies in Learning, • Key Issues in Tourism Management, • Issues in Tourism Case study. 	10	3	0	52
2. Tourism Organization Case study	<p>The case studies will cover- General profiles, current status, contribution towards tourism promotion and development and future strategies of individual tourism organization:</p> <ul style="list-style-type: none"> • International Air Transport – Association (IATA) • World Tourism Organization (WTO) • India Tourism Development Corporation (ITDC) • State Tourism Development Corporation (ATDC) 	10	3		
3. Tourism Destinations Case study	<p>Case studies of particular types of tourism, such as ecotourism, cultural tourism, Adventure tourism etc, in Assam:</p> <ul style="list-style-type: none"> • Cultural tourism- Sivasagar Majuli Jorhat, Tezpur, Nagaon, Barpeta, Sadiya • Ecotourism – Majuli, Dima Hasao, 	10	3		

	<p>Chandubi, Rani Reserved Forest, Hajo, Darranga, Bhairabkunda</p> <ul style="list-style-type: none"> • Adventure tourism – Assam 				
4. Travel Agency / Tour Operators / Hotels	<p>The case studies will cover- General profiles, current status and future strategies of individual companies:</p> <ul style="list-style-type: none"> • Thomas Cook India Ltd. • SOTC • Make My Trip • Taj Group • Oberoi 	10	3		

SUGGESTED TEXT BOOKS

1. Bora, S., & Bora, M.,(2006). The Story of Tourism-An Enchanting Journey Through India's North-East, UBS Publishers' Distributors Ltd,

SUGGESTED REFERENCE BOOKS

1. Datta, B., Sarma, N.C, and Das,P (eds.) A Handbook of Folklore Materials of North East India.Guwahati, ABILAC, 1984.
2. Das, B.M , (2003) People of Assam, Gyan Book (P) Ltd.,
3. Goswami, P., (1995). Festivals of Assam, Guwahati, ABILAC,
4. Dikshit, K.R., & Dikshit, J.K., (2014)North-East India: Land, People and Economy, Springer Netherlands, 2014.
5. Sarma, M. K.,(2008). Traditional Crafts of Assam: Development Dynamics Through Touristic Marketing, AnshahPublications.

Course Name: Environmental Studies
Course Code: MTTM AEC2201
Credit Hours: 2

Course Objective:

- CO1: This course aims at giving students a clear understanding of environmental concerns and to follow sustainable development practices.
- CO2: It aims to impart knowledge on environment laws .

Course Outcome:

- CO1: This module will help to stimulate learners to develop their ability to apply their knowledge and adopt a standpoint on environmental issues
- CO2: Understand and evaluate global scale of environmental problems

Module	Topic	L	T	P	Total Classes Hours
1. The Environment:	<ul style="list-style-type: none"> • The Atmosphere, Hydrosphere, Lithosphere, Biosphere, Ecology, Ecosystem, • Biogeochemical Cycle (Carbon Cycle, Nitrogen Cycle), • Environment Pollution: Air Pollution, Water Pollution, Soil Pollution, Radiation Pollution. 	6	0	0	52
2. Population Ecology:	<ul style="list-style-type: none"> • Individuals, Species, Pollution, Community, • Control Methods of Population, • Urbanization and its effects on Society, • Communicable Diseases and its Transmission, • Non-Communicable Disease 	6	0		
3. Environmental Movements in India:	<ul style="list-style-type: none"> • Grass root Environmental movements in India, , • State Pollution Control Board, • Central Pollution Control Board 	6	0		
1. Natural Resources	<ul style="list-style-type: none"> • :Conservation of Natural Resources, • Management and Conservation of Wildlife, • Soil Erosion and Conservation, • Environmental Laws: Water Act, 1974, • Air Act, 1981, • The Wildlife (Protection) Act, 1972, • Environment Protection, 1986, • Natural Disasters and their Management. 	6	2		

SUGGESTED TEXT BOOKS:

1. Agarwal, K. C. (2001). Environmental Biology. Bikaner: Nidhi Publication Ltd.
2. Barucha, E. (2004). The Biodiversity of India. Ahmedabad: Mapin Publishing Pvt. Ltd.
3. Begon, C. a. (2006). Essentials of Ecology. Blackwell.

SUGESSTED REFERENCE BOOKS

1. Dash MC and Mishrs PC, Man and Environment, McMillan, London.
2. Mishra PC and Das MC, Environment and Society, McMillan, London.
3. Odeem EP, Fundamentals of Ecology, Natraj Publication.
4. Mishra DD, Fundamental Concept in Environmental Studies, S.Chand, New Delhi.
5. Asthana DK and Asthana Meera, A Testbook of Environmental Studies, S. Chand, New Delhi.
6. Bharucah Erach, Textbook for Environmental Studies, Universities Press India Pvt. Ltd., Hyderabad.

Course Name: Leadership and Personality Development
Course Code: MTMSEC2201
Credit Hours: 2

Course Objective:

- CO1: The course aim to provide knowledge on leadership
- CO2: It aims to provide comprehensive views on personality development

Course Outcome:

- CO1: The module will help learners in building leadership quality.
- CO2: The module will help learners in personality development.

Module	Topic	L	T	P	Total Classes Hours
1. Leadership:	<ul style="list-style-type: none"> • Definition and meaning, Importance, • Leadership and • Management, • Leader vs Manager, • Essential qualities of an effective leader 	6	0	0	26
2. Theories of Leadership:	<ul style="list-style-type: none"> • Trait theory, • Behavioral theories, • Contingency theory 	6	0		
3. Types & Styles	<ul style="list-style-type: none"> • Types of Leaders, • Leadership styles: Traditional, Transactional, • Transformational, Inspirational and servant leadership and • Emerging issues in leadership: • Emotional Intelligence and leadership, • Trust as a factor, • Gender and Leadership 	6	0		
4. Personality:	<ul style="list-style-type: none"> • Concept and Definition, • Determinants of personality, • Personality traits, • Personality characteristics in organizations: Self evaluation, Locus of control, Self-efficacy, Self-esteem, • Self-monitoring: Positive and negative Impact. • Organizational Context of Leadership and • Personality, • Contemporary Business Leaders 	6	3		

SUGGESTED BOOK REFERENCE:

1. Organisational Behaviour , M.Parikh and R.Gupta , TataMcGraw Hill Education Private Limited
2. Organisational Behavior, D. Nelson, J.C Quick and P. Khandelwal, Cengage Publication

Course Name: Travel Agency & Tour Operation
Course Code: MTMC3401
Credit Hours: 4

Course Objective:

- CO1: This paper is designed to provide a description of the principles and practices in travel agency and tour operation business. and
- CO2: To help the students make the career in the modern travel trade.

Course Outcome:

- CO1: Students will be expert in tour operation management.
- CO2: Student will able to make career in tour operation business & can become entrepreneur in tourism industry

Module	Topic	L	T	P	Total Classes Hours
1. Concept of Travel Agency & Tour Operators	<ul style="list-style-type: none"> • History & Evolution of Travel Agents • Travel Agency-Types of Travel Agencies • Tour Operator - Types of Tour Operators- • Travel Intermediaries- • Linkages of Travel Intermediaries. 	10	3	0	52
2.Travel Agency & Tour Operations	<ul style="list-style-type: none"> • Functions of Travel Agency & Tour Operators: • Travel Information - • Ticketing - Reservations and Bookings - • Itinerary Preparations: Do's and Don'ts of Itinerary Preparation - • Tour Packaging - • Tour Costing - • Rack Rate- • Net Rate- • Commission - • Marketing - • Travel Insurance 	10	3		
2. Travel Agency Set Up:	<ul style="list-style-type: none"> • Opening a Travel Agency - • Proprietorship-Partnership, • Private - • Franchise - • Procedure for the Approval and Recognition of a Travel Agency by Department of Tourism, Government of India - • IATA Rules and Regulation for 	10	3		

	Approval of a Travel Agency – <ul style="list-style-type: none"> • Online Travel Companies – • Source of Income of Travel Agencies & Tour Operators- 				
4. Itinerary:	<ul style="list-style-type: none"> • Types of Itinerary – FITs -Group – • Special Interest Tours (SITs) – • Itineraries Designing of North East India – Kerala – Rajasthan – Goa – Delhi- Himachal Pradesh – Jammu & Kashmir – • Major Tourist Circuits of India- • International Itinerary • :Thailand – Malaysia – Singapore. 	10	3		

SUGGESTED TEXTBOOKS

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.

SUGGESTED REFERENCE BOOKS

1. Holloway, J.C. (2012), The Business of Tourism, Prentice Hall, London,
2. Roday S, Biwal A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
3. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
4. Negi. J (2009), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Walker, J.R. & Walker, J.J. (2011). Tourism Concepts and Practices, Pearson, New Delhi.

Course Name: Business Communication
Course Code: MTME3402
Credit Hours: 4

Course Objective:

- CO1: This course is intended to emphasize on improving oral and written communication skills through experiential training and comprehensive understanding of the students.
- CO2: The course aims to provide basic requirement for improving communication skill.

Course Outcome:

- CO1: The course will enable learner to develop good communication skills
- CO2: The course will enable the students to develop competence in communication, for functioning efficiently in the workplace and professional contexts, to enhance students' performance at Placement Interviews/ other recruitment exercises.

Module	Topic	L	T	P	Total Classes Hours
1. Business communication in Today's World	<ul style="list-style-type: none"> • Importance of Communication – • The Communication Process – • Methods of Communication – • Barriers to Communication – • Overcoming Communication Barriers 	6	0	0	26
2. Oral Communication:	<ul style="list-style-type: none"> • Meaning, Nature and Scope – • Principles of Effective Oral Communication – • Media of Oral Communication – • Speeches and Presentations – T • The Art of Listening – • Principles of Good Listening 	6	0		
2. Letters	<ul style="list-style-type: none"> • –Parts of Letter- Types – • Business Letter– • Personal Letters – • Job Applications – • Enquiries and Replies – • Notices, • - Agenda and Minutes of Meetings – • Report Writing – • Memos 	6	0		

4. Application of Communication Skills -	<ul style="list-style-type: none"> • Group Decision Making – • Conflict and Negotiations – • Presentation and Interviews – Customer care – • Managing Customer Complaints and Negotiating with the Customer – • Public Relations 	6	2		
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SUGGESTED TEXT BOOKS

3. Kaul, A. (2005). Effective Business Communication, PHI, New Delhi.
4. Munter M. (2011). Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Mandal S.K. (2007). Effective Communication and Public Speaking, Jaico, Mumbai.
2. Bovee, T & Schatzman. (2003). Business Communication Today, Pearson, New Delhi.
3. Meenakshi Raman (2012) Business Communication 2nd Edition, Oxford University Press, New Delhi.
4. PdChaturvedi & Mahesh Chaturvedi (2009) Business Communication: Concepts, Cases, and Applications 2nd Edition, Pearson Education Singapore Ltd, Pearson, New Delhi.
5. Thomas Jane, Murphy Herta, Hildebrandt Herbert (2008). Specifications of Effective Business Communication 7th Edition, Tata McGraw - Hill Education, New Delhi

Course Name: Internship Report
Course Code: MTMC3403
Credit Hours: 4

Course Objective:

- CO1: This course aims to provide practical experience in any tourism industry
- CO2: This course will help in understanding how an tourism organization functions

Course Outcome:

- CO1: Learners will gain hands on experience how a tourism organization operates
- CO2: Learner will gain confidence in facing interview during campus placement

Description of the course

The students of MTTM shall undergo summer training or undertake summer internship at reputed tourism and travel organizations for a period of 6 weeks or 45 days during the summer vacation (June & July) under the guidance of a faculty advisor. The students shall strive to get acquainted with complete functional exposures during the internship period and learn the nitty-gritty of the travel and tourism, aviation or hospitality sector/NGO/DMO/DoT. The Students shall make presentations based on the training reports which shall be submitted after the approval of the Faculty Advisor within stipulated time/date given to them after the completion of training. The Summer Training Report and Viva-Voce Examination will be evaluated by external examiner. Summer Project Report will be valued for a weightage of 60 marks followed by Viva-Voce Examination for 40 marks (Total 100 marks). The summer project marks obtained by the students will be recorded in the marks statement issued to them in the third semester as “Internship Report”(along with the third semester marks).

Course Name: Study Tour

Course Code: MTMC3404

Credit Hours: 2

Course Objective:

- CO1: The course aims to enrich practical knowledge of the students through destination familiarization visit
- CO2: To collect first-hand information about the places of tourist importance, people, climate, culture, accessibility, accommodation, transport network, safety and security measures,

Course Outcome:

- CO1: The module will help learners to know about a tourist destination in details
- CO2: The module will help in exploring various tourist destinations

Description about the Study Tour

This two weeks study tour aim to provide ample scope for studying tourism destinations from the perspective of tourist satisfaction, destination loyalty, profitability and feasibility of tourism business establishments, etc. This will help the students familiarize with major tourism destinations of national importance. The trip provides hands-on experience in designing itineraries, making reservations, booking accommodation, arranging sightseeing, etc. This component has two credits weightage with 100 marks paper divided into 60 marks for the hard copy of the report and 40 marks for the presentation of the report. Each student shall have to prepare the report under the guidance of faculty advisors and submit the same to the Department with the signature of faculty advisor.

During this period, the students are expected to interact with the tourists, community members, service providers, and government tourism officials at the destinations and prepare a report as per the guidelines and make PPT presentations of the same.

Students may take suggestions from the faculty advisors to prepare itinerary and include places of interest in the itinerary. The cost of train/bus tickets and accommodation are as per the university norms.

The presentation of the same will be conducted as per the following methods.

- v. Participation in Planning, Designing & Executing
- vi. Collection of information about Destinations
- vii. Report writing
- viii. Presentation

Course Name: Aviation Management
Course Code: MTME3404
Credit Hours: 4

Course Objective:

- CO1: This course aims to give students an understanding of the evolution of air transport and its importance in tourism.
- CO2: The course will aim to provide knowledge on aviation industry

Course Outcome:

- CO1: This course will help to understand the structure and dynamics of aviation industry and will provide a thorough insight into various operations and management of airlines
- CO2: Through this course the learners will develop with basic aviation geography of the world.

Module	Topic	L	T	P	Total Classes Hours
1. Introduction to Airlines Industry	<ul style="list-style-type: none"> • Origin and growth - Multinational regulations for Air Transport Industry: Chicago convention • Freedoms of Air - Bermuda Agreements - Open sky Policy - Role of IATA and ICAO in air transport regulation 	10	3		52
2. Organizational structure of airlines industry	<ul style="list-style-type: none"> • Various departments, staffs and functions in airlines - • Types of airlines: Scheduled and Non-scheduled airlines, air taxis, domestic and international airlines, low cost carriers - • Air transport industry in India - • DGCA & other key players 	10	3	0	
3. Introduction to airports and airport management	<ul style="list-style-type: none"> • Airport facilities - • Check-in formalities - • Baggage allowance - • Free access baggage - • Weight and piece concept - • Accountability of lost baggage - • Carriage of live animals - • Air Cargo: Types of Air Cargo- • Dangerous Goods - • Air way bill - • Familiarization with TIM: Passport, Visa, custom regulation, health regulation - 	10	3		

	<ul style="list-style-type: none"> • Passenger needing special attention 				
4. IATA areas of the world	<ul style="list-style-type: none"> • Global indicators – • Familiarization with OAG: 3 letter city code and airport code, airline designated code – • Familiarization with air tariff: Currency regulation, NUC conversion factors – • Types of journeys: one way trip, round trip, circle trip, open jaw 	10	3		

SUGGESTED TEXT BOOKS

1. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.

SUGGESTED REFERENCE BOOKS

2. Travel Information Manual – IATA
3. OAG/ABC – IATA
4. Air-Tariff Book – IATA
5. Doganis, R (1992) The Airport Business, Routledge
6. Chuck Y. Gee, (1997) The Travel Industry, Wiley

Course Name: Tourism Business Law
Course Code: MTME3405
Credit Hours: 4

Course Objective:

- CO1: To provide basic concepts business law in India and to discuss various ways to settle legal disputes
- CO2: To provide basic knowledge on Tourism business law.

Course Outcome:

- CO1: Learners will have clear idea on how business law helps a businessman in avoiding conflict with the persons with whom he comes into business contacts.
- CO2: Learner will have knowledge on Indian business law

Module	Topic	L	T	P	Total Classes Hours
1. The Indian Contract Act, 1872:	<ul style="list-style-type: none"> • Introduction : Nature of contract, Definitions, • Classification of contracts ; • Essentials of valid contract: • Offer and Acceptance, Considerations,Capacity to contracts, • Free consent, • Legality of object, • Void agreement • ,Contingent contracts; • Performance of contracts; • Discharge of contract; • Breach of contract; • Quasi Contracts; • Special contracts: • Indemnity and Guarantee: • Meaning, Right of indemnity holder; • Bailment and Pledge: • Classification of bailment, Duties and right of bailor and bailee; • Law relating to lien, Finder of goods, Pledge, Difference between bailment and pledge. 	10	3	0	52
2. The Sale of Goods Act. 1930:	<ul style="list-style-type: none"> • Introduction, Formation of contract of sale • , Types of goods, Sale and agreement to sell, sell and hire- • purchase agreement; Subject- • matter of contract of sale • , Conditions and Warranties: 	10	3		

	<ul style="list-style-type: none"> • Meaning; Express and implied conditions and warranties, Caveat emptor; • Transfer of ownership; • Performance of contracts: Delivery of the goods, Rights and Duties of the buyer. 				
3. The Companies Act, 2013	<ul style="list-style-type: none"> • Introduction, Definitions, Classifications; • Members and Directors of Companies, • MoA, • AoA; • Directors of companies: • Introduction, Appointment, Duties, Remuneration and Removal of Director; • Meeting of the board: Introduction, Time for holding meeting, quorum, Committees of the board; • General Meeting: Introduction, Types: SM, AGM, EGM; Corporate Social Responsibility 	10	3		
4. Law of Partnership:	<ul style="list-style-type: none"> • Definition of partnership, Formation of partnership, • Essential elements of partnership; • Advantage and Rights and Duties of partners; • Types of partnership: Partnership at will, particular partnership, Partnership for fixed term; • Classes of partners: Active partner, sleeping partner, Nominal partner, Partner for profit only, Incoming and outgoing partner; • Dissolution of firm and partnership. 	10	3		

Suggested Readings

1. Mercantile Law by P.P.S.Gogna, S.Chand Publisher.
2. Business Laws, Chandra Bose, PHI.

Course Name: Ecology, Environment & Tourism
Course Code: MTME3406
Credit Hours: 4

Course Objective:

- CO1: This course explores the basic knowledge of environment and ecology, concept of carrying capacity, environmental problems such as changing climate, various types of pollution and global warming
- CO2: The course aims to explore the relationship between environment & tourism

Course Outcome:

- CO1: The module will help learners in identifying various kinds of pollution
- CO2: The module will help learners about sustainable practice in related to tourism industry.

Module	Topic	L	T	P	Total Classes Hours
1. Introduction to Ecosystem:	<ul style="list-style-type: none"> • Components of Ecosystem – • Properties of Ecosystem-- • Five basic laws and twenty great Ideas in Ecology – • Trophic Structure & Ecological Pyramids – • Ecological Succession, 	10	3	0	52
2. Tourism Industry's Attempt to Relate to Nature	<ul style="list-style-type: none"> • Tourism and Nature-- • Environmental pollution: air, water, noise, solid waste and littering, aesthetic pollution – • Global warming and climate change – • Carrying capacity – • Components of Tourism Carrying Capacity – • Environmental Impact Assessment (EIA) – Environment Protection Act,1986 	10	3		
3. Ecotourism:	<ul style="list-style-type: none"> • Definitions and principles – • Types of ecotourism – • Ecotourism facts and trends – • Ecotourism in Protected areas – • Ecotourism and Poverty alleviation – • Community Participation – • Ecotourism Development Agencies: The International Ecotourism Society 	10	3		

4. Sustainable development:	<ul style="list-style-type: none"> • Background, concept and definition – • Dimensions of sustainability: social, economic, environmental – • Sustainable development of tourism – • Need for sustainable tourism planning – • Ecotourism as an approach to sustainable tourism 	10	3		
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SUGGESTED TEXTBOOKS

1. Ecology and Tourism by Dr.G.poiyamoazhi
2. Environment and Pollution by Khopkar S.M.

SUGGESTED REFERENCE BOOKS

1. Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward ElgarPublishing Ltd.
2. Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
3. Honey. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC:Island Press.
4. Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris:OECD.
5. Tiwari, S.K., & Upadhyay, R.K. (2017). Conservation of Degraded Wetland System of Keoladeo National Park,Bharatpur, India. Ecological Complexity, pp74- 89.

Course Name: Destination Management & Marketing

Course Code: MTME3407

Credit Hours: 4

Course Objective:

- CO1: This course aims to facilitate assessment of the tourism potentials of destinations and prepare tourism development plan as well as marketing techniques.
- CO2: The Course aims to provide tourist destination management

Course Outcome:

- CO1: This course will help tourism learners to familiarize with the destination branding practices
- CO2: This course will help learners in identifying various stake holders of a tourist destination

Module	Topic	L	T	P	Total Classes Hours
1. Defining a Tourism Destination	<ul style="list-style-type: none">▪ Destination Management & Marketing Overview –▪ Destination Management Roles –▪ The 10 As of Successful Destinations –▪ Uniqueness of Destination Management & Marketing–▪ Stakeholders in Destination Management –▪ Destination Governance –▪ Destination Management Organizations (DMOs)	10	3	0	52
2. Destination Product Development	<ul style="list-style-type: none">▪ Components of the Destination Product –▪ Destination Product Life Cycle –▪ Principles of Destination Product Development –▪ Development of Physical Products –▪ Human Resources Development –▪ Development of Packages –▪ Programme Development –▪ Interpretation –▪ Information Provision and Information Centre	10	3		
3. Destination Marketing Principles –	<ul style="list-style-type: none">• The Destination Marketing System (DMS) and the PRICE model –• Destination Branding –• Positioning-Image-Branding (PIB) Approach –• Importance and Benefits of Destination Branding –	10	3		

	<ul style="list-style-type: none"> • Challenges of Destination Branding – • Steps in Destination Branding 				
4.Destination Integrated Marketing Communications –	<ul style="list-style-type: none"> • Benefits of Integrated Marketing Communications – • Advertising – • Personal Selling – • Public Relations & Publicity – • Sales Promotion and Merchandising – • Digital Marketing – • Internet Marketing – • Roles of Websites for DMOs – • Characteristics of Effective DMO Websites 	10	3		

SUGGESTED TEXTBOOKS

1. Butler, R.W. (2006). The Tourism Area Life Cycle: Applications and Modifications. Bristol: Channel View Publications.
2. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge.

SUGGESTED REFERENCE BOOKS

1. Ernie Heath & Geoffrey Wall, Marketing Tourism Destinations, John Wiley & Sons. Inc.
2. J. Christopheo Holloway & Chris Robinson, Marketing for Tourism
3. Philip Kotler, Jon Bower, Marketing for Hospitality and Tourism
4. Claire, H.T., & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI.
5. Morgan, N., Pritchard, A., & Pride, R. (2001), Destination Branding: Creating the Unique Proposition. London: Butterworth and Heinemann.

Course Name: Hospitality Management
Course Code: MTMC4401
Credit Hours: 4

Course Objective:

- CO1: The course aims to impart knowledge of hotel operation and management
- CO2: The course will help the tourism students to understand various departments of hotel and its functions

Course Outcome:

- CO1: Learners will have the knowledge of hotel operation
- CO2: Learners will understand the functioning of hotel industry.

Module	Topic	L	T	P	Total Classes Hours
1. Introduction to Hospitality Management	<ul style="list-style-type: none"> • The Nature & Characteristics of the Hospitality Industry – • Evolution of the Hospitality Industry – • Role of Technology in Hospitality Industry 	8	3		52
2. Introduction to the Accommodation Sector	<ul style="list-style-type: none"> • Types of Accommodation – • Hotels and their Classification – • Hotel Rating Systems – • Types of Hotel Guests – • Ownership and Management of Hotels – • Classification and Organization of Hotel Departments and their Functions • Major Hotel Chains in India – • Ecotels in India – • Challenges Facing the Indian Hotel Industry – • International Hotel Chains Operating in India – • FHRAI 	12	3	0	
3. Front Office Operations & Housekeeping	<ul style="list-style-type: none"> • Organization of Front Office • Department & Functions of Key Positions – • Housekeeping Operations – • Organization and Responsibilities of Housekeeping Department 	10	3		

4. Food and Beverage Operations	<ul style="list-style-type: none"> • Functions of the Food & Beverage Department within a Hotel – • Organization of F&B Department & Duties of Key Positions – • Organization of Kitchen & Duties of Key Positions– • Classification of Food & Beverage Services – • Common Examples of Food & Beverage Services 	10	3		
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SUGGESTED TEXTBOOKS

1. Yogendra K. Sharma (2003) Hotel Management, Kanishka Publishers, New Delhi
2. S. Kannan (2003) Hotel Industry in India, Deep and Deep Publications, Pvt. Ltd., New Delhi

SUGGESTED REFERENCE BOOKS

1. Vijay Dhawan (2004) Food Beverage Service, Frank Bros and Co.
2. Stephen Ball, Jones Peter, Kirk David and Lockwood Andrew – Hospitality Operations. A System Approach (CengageLearning, 1st ED.)
3. James A BARDi – Hotel Front Office Management (Wiley).
4. G. Raghubalan, Smritee Raghubalan – Hotel House Keeping (Oxford University Press)
5. 4Sudhir Andrews – Hotel House Keeping Training Manual (Tata Mc Graw Hill, 1st Ed.)

Course Name: Tourism Entrepreneurship**Course Code: MTMC4402****Credit Hours: 4****Course Objective:**

- CO1: The objective of the course is to develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur
- CO2: It also aims to provide various opportunities in tourism entrepreneurship

Course Outcome:

- CO1: Learners will understand the concept of entrepreneur
- CO2: Learners will able to identify various opportunities in tourism entrepreneurship

Module	Topic	L	T	P	Total Classes Hours
1. Introduction to Entrepreneurship	<ul style="list-style-type: none"> • Meaning, Definition and concept of Enterprise- • Entrepreneurship and Entrepreneurship Development- • Evolution of Entrepreneurship— • Theories of Entrepreneurship- • Characteristics and Skills of Entrepreneurship- • Concepts of Intrapreneurship- • Entrepreneur v/s Intrapreneur, • Entrepreneur Vs. Entrepreneurship- • Entrepreneur Vs. Manager- • Role of Entrepreneurship in Economic Development- • Factors affecting Entrepreneurship- • Problems of Entrepreneurship 	10	3	0	52
2. Entrepreneurial Motivation	<ul style="list-style-type: none"> • Meaning and Concept of Motivation- • Motivation Theories and Motivational Cycle - Theories of Entrepreneurial Motivation with reference to Tourism industry: • Entrepreneurship Development Program - • Needs and Objectives of EDPs - • Phases of EDPs - • Evaluation of EDPs - • Role of Government in Promoting Entrepreneurship. 	10	3		
3. Role of Government in	<ul style="list-style-type: none"> • MSME policy in India- Agencies for Policy Formulation and 	10	3		

<p>promoting Entrepreneurship</p>	<p>Implementation:</p> <ul style="list-style-type: none"> • District Industries Centers (DIC)- • Small Industries Service Institute (SISI)- • Entrepreneurship Development Institute of India (EDII)- • National Institute of Entrepreneurship & Small Business Development (NIESBUD)- • National Entrepreneurship Development Board (NEDB)- • Financial Support System: Forms of Financial support- • Long term and Short term financial support- Sources of Financial support- • Development Financial Institutions- • Investment Institutions 				
<p>4. Women Entrepreneurship</p>	<ul style="list-style-type: none"> • Meaning, Characteristic features, Problems of Women Entrepreneurship in India- • Developing Women Entrepreneurship in India- • Concept of Social Enterprise and Social Entrepreneurship,- • Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship- Rural Entrepreneurship- • Family Business Entrepreneurship- • Concepts of Entrepreneurship Failure, • Issues of Entrepreneurial failure- • Fading of Entrepreneurial success among once leading corporate groups, • Entrepreneurial resurgence, • Reasons of Entrepreneurial Failure- • Essentials to Avoid Unsuccessful Entrepreneurship. 	<p>10</p>	<p>3</p>		

SUGGESTED TEXTBOOKS

1. C B Gupta, N P Srinivasan, Entrepreneurial Development
2. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India.

SUGGESTED REFERENCE BOOKS

1. Bedi, Kanishika: Management & Entrepreneurship, Oxford, New Delhi.
2. Bird B.J. Entrepreneurial Behavior. New York: John Wiley & Sons

3. Peter F., Drucker, Innovation and Entrepreneurship, 1985, Harper; NY
4. Vasant Desai, Entrepreneurship & Small Business Management
5. S. S Khanna, Entrepreneurial Development

Course Name: Itinerary Planning and Costing
Course Code: MTMC4403
Credit Hours: 4

Course Objective:

- CO1: The purpose of this course is to acquire knowledge on various types itinerary planning, costing which will help while joining any travel firm.
- CO2: The course will help learner to become destination experts.

Course Outcome:

- CO1: Learners will be expert in tourist destination knowledge.
- CO2: Learners will be able to make any types of itinerary.

Module	Topic	L	T	P	Total Classes Hours
1. Itinerary Preparation:	<ul style="list-style-type: none"> • Concept, • Typology, • Duration, GIT, FIT. • Do"s and don"ts of itinerary preparation- • Limitations and Constraints 	10	3	0	52
2. Itinerary Types	<ul style="list-style-type: none"> • Custom made itinerary and Readymade itinerary, • Factors to be considered while Preparing an itinerary – • Seasonal itinerary-Product based itinerary- • All inclusive Itinerary – • MICE Itinerary- • Theme based itinerary. 	10	3		
3. Tour Packaging	<ul style="list-style-type: none"> • Tour Packaging-Definition-Types-Forms and Components of Package Tour. • Advantages and Disadvantages of Package Tour. Lessening and Negotiation of Package Tour. • Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria. 	10	3		
4. Costing a Tour	<ul style="list-style-type: none"> • Components, Considerations- • Types of Costs- • Cost sheet, FIT Costing and Group Costing. • Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc. • Pricing Strategies and • Distribution Mechanism 	10	3		

SUGGESTED TEXTBOOKS

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operation, J M Negi
4. Travel Agency Management, M.N. Chand
5. Tour Operations and Tour Guiding, J.N. Negi

SUGGESTED REFERENCE BOOKS

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operation, J M Negi
4. Marketing for Tourism – J. Christopher Holloway & Chris Robinson.

Course Name: Adventure Tourism**Course Code: MTME4404****Credit Hours: 4****Course Objective:**

- CO1: The course helps in understanding the resource potential for adventure tourism in India
- CO2: The course aims to provide the existing popular adventure tourism destinations and activities.

Course Outcome:

- CO1: The module will help learners in identifying various scopes of adventure tourism in India
- CO2: This module will help learners to identify career scope in adventure tourism industry

Module	Topic	L	T	P	Total Classes Hours
1. Introduction to Adventure Tourism	<ul style="list-style-type: none">• Definition, Nature and classification of adventure Tourism;• Adventure tourism in context of other tourism types.• Future trends of adventure tourism in India.• Challenges of adventure tourism-Litter, Waste, Pollution, destruction of flora and faun	10	3	0	52
2. Land-based adventure activities:	<ul style="list-style-type: none">• Mountaineering, Trekking, Rock climbing, safaris, motor rallies etc.• Basic minimum standards for land based adventure tourism related activities-• IMF rules for mountain expedition.• Tools and Equipments used in land-based adventure tourism.• Popular tourist destinations for land-based adventure activities in India.	10	3		
3. Water-based adventure activities	<ul style="list-style-type: none">• Rafting, Kayaking, Canoeing, surfing, water skiing, scuba diving etc.• Basic minimum standards for water based adventure tourism related activities.• Tools and Equipments used in water-based adventure tourism.• Popular tourist destinations for water-based adventure activities in India	10	3		

4. Air -based adventure activities & Adventure Tourism Institute of India	<ul style="list-style-type: none"> • Paragliding, Parasailing, ballooning, bungee jumping, hang gliding, etc. • Basic minimum standards for Air based adventure tourism related activities. • Tools and Equipments used in air-based adventure tourism. • Popular tourist destinations for air-based adventure activities in India. - • Adventure tourism institute of India 	10	3		
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SUGGESTED TEXTBOOKS

1. Buckley.R. Adventure Tourism Management. Routledge Publishers.
2. Gupta.V.K, Tourism in India. Gian Publishing House, Delhi
3. I.C. Gupta & Kasbekar.S. Tourism Products of India.
4. Malik, S.S, Potential of adventure Tourism in India, Agam Kala Prakashan Publishers.
5. Negi.J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications.
6. Wright.G. Hill Stations of India. Penguin Books, New Delhi

Course Name: Foreign Language- French
Course Code: MTME4405
Credit Hours: 4

Course Objective:

- CO1: The objective of the course is the acquisition of basic comprehension, communication, and writing skills in French
- CO2: It aims to provide students with a basic understanding of the French language as a whole

Course Outcome:

- CO1: Learners will be able to know basics of French language.
- CO2: The overview of this particular course is to give the learners exposure to French being used in the tourism industry by tourism professionals as a practitioner

Module	Topic	L	T	P	Total Classes Hours
1. Basic introduction of French:	<ul style="list-style-type: none"> • The alphabets and their pronunciation, nature and rules of the language , The accents, The numbers in French 0-9 ; Greetings. 	10	3	0	52
2. Basic Vocabularies:	<ul style="list-style-type: none"> • The days of the week, Months, item narration , Gender specification for the things , the country , city name , time , whether, fruits and vegetable names, the family name, body parts , colors , numbers 10-100. 	10	3		
3. Basic and Introductory Grammar	<ul style="list-style-type: none"> • : The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types 	10	3		

4. Written Comprehension :	<ul style="list-style-type: none"> Written Comprehension: 	10	3		
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REFERENCE

SYNCHRONIE method de francais 1 with CD

Madanagobalane, K. (2008). Synchronie. Chennai: Samhita Publications

Course Name: Front Office Management
Course Code: MTME4406
Credit Hours: 4

Course Objective:

- CO1: The course aims to provide organization structure of front office of a hotel
- CO2: The course aims to impart knowledge of front office operation and management of a hotel

Course Outcome:

- CO1: The module will help learners about the front office management
- CO2: The module will help learners to choose front office as career options .

Module	Topic	L	T	P	Total Classes Hours
1. Front Office Organization:	<ul style="list-style-type: none"> • Basic Layout and Design, • Departmental Organizational Structure. • Front Office Personnel: • Departmental Hierarchy. Attitude and Attributes and Salesmanship. • Job Descriptions and Job Specifications of Front Office Personnel. 	10	3		52
2. Front Office Operations:	<ul style="list-style-type: none"> • The Front Desk- Equipments in use. • The Guest Room- Types and Status Terminology. • Key Controls. • Tariff plans. • Types of rates. 	10	3	0	
3. Reservations:	<ul style="list-style-type: none"> • Need for reservations, definitions, importance of reservations. • Types of reservations. Sources and modes of reservations. • Individual and group bookings. • Booking instruments - Booking diary, Conventional charts, A & D register etc. • The Reservation Cycle. Hotel Reservation Systems, CRS, Inter-sell agencies, Internet applications. 	10	3		
4. Organizational Structure of Hotels	<ul style="list-style-type: none"> • Small, Medium, Large. Lobby Arrangements, • Layout and equipment in use, Handling VIPs, • Duty Rota and work schedules, • Uniformed Service. 	10	3		

SUGGESTED TEXTBOOKS

1. Yogendra K. Sharma (2003) Hotel Management, Kanishka Publishers, New Delhi
2. S. Kannan (2003) Hotel Industry in India, Deep and Deep Publications, Pvt. Ltd., New Delhi

SUGGESTED REFERENCE BOOKS

1. James A BArDi – Hotel Front Office Management (Wiley).

Course Name: Computer Applications in Tourism.
Course Code: MTME4407
Credit Hours: 4

Course Objective:

- CO1: The course aims to provide basic of Computers
- CO2: The course aims to provide uses of computer application in tourism industry.

Course Outcome:

- CO1: The module will help learners about computer basics
- CO2: The module will provide learners uses of computer application in tourism industry

Module	Topic	L	T	P	Total Classes Hours
1. Introduction	<ul style="list-style-type: none"> • History and Evolution of Computer Generation; • Computer Hardware and • Computer Software, • CPU 	10	3	0	52
2. Operating System & MS word	<ul style="list-style-type: none"> • Windows and • MS Office, MS Word / MS Excel / MS Power Presentation 	10	3		
3. Introduction of CRS	<ul style="list-style-type: none"> • , CRS for Rail Transport, • CRS for Hotel Booking • , CRS for Airlines 	10	3		
4. Global Distribution system	<ul style="list-style-type: none"> • Concept and uses An introduction to • Amadeus, • Galileo, • sabre and • 	10	3		

SUGGESTED BOOK REFERENCES:

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.

4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma: Computers for Every one, New Delhi, Academic India Publishers.
6. Simpson Alan: Your First Computers (2nd Edition) New Delhi-BPB Publications.
7. Saxena S: and Prabhpreet Chopra: Cumputer Applications in Management, Vikas Publishing house Pvt. Ltd. New Delhi.
8. Saxena S: MS Office2000 for Everyone Vikas Publishing house Pvt. Ltd. New Delhi.
9. Saxena S: First Course in Computers 2003 (3rd Edition), Vikas Publishing house Pvt. Ltd. New Delhi.

Course Name: Basics of Tourism - I
Course Code: MTMGE3401
Credit Hours: 4

Course Objective:

- CO1: The Course aims at familiarizing the students with tourism concepts and processes.
- CO2: The course aims at familiarization of tourism resources

Course Outcome:

- CO1: The module will help learner in understanding fundamentals of tourism
- CO2: The module will help learners in identifying various tourism resources

Module	Topic	L	T	P	Total Classes Hours
1. Concept of Tourism & Travel:	<ul style="list-style-type: none"> • Defining Tourism – • Components of Tourism 5A's- • Meaning of Visitors, Travellers, Tourist, Excursionist- Purpose of Travel- • Forms of Tourism: Domestic, Inbound, Outbound, Internal -National, International- • Classification of Tourist (Plog) 	10	3		52
2. Structure & Organization of Tourism	<ul style="list-style-type: none"> • Tour Operators- Functions; • Accommodation Sectors- Types of Tourist Accommodation; • Transportation- Types; • Regulatory Bodies of Tourism- Public – Private 	10	3	0	
3. Emerging Areas in Tourism:	<ul style="list-style-type: none"> • Wildlife Tourism- • Eco Tourism- Rural Tourism- • Medical Tourism- • Cultural Tourism- • Heritage Tourism- • Pilgrimage Tourism- • Film Tourism- • Adventure Tourism- • MICE 	10	3		

3. Tourism Resources of India:	<ul style="list-style-type: none"> • Popular Hills Station – • Wildlife Destinations – • World Heritage Sites- • Beaches- • Fairs and Festivals – • Important Pilgrimage Centers- • Food habits & Cuisines; • Tourism Resources of Assam 	10	3		
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SUGGESTED TEXT 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.

SUGGESTED REFERENCE

1. Lonely Planet
2. Incredible India Website
3. State tourism websites

Course Name: Basics of Tourism - II
Course Code: MTMGE4401
Credit Hours: 4

Course Objective:

- CO1: The course aims to provide components of tourism industry
- CO2: The course aims to provide information different areas of tourism industry

Course Outcome:

- CO1: This course module will help learners to know about different sectors of tourism industry
- CO2: The course module will help learners hands on use of online booking& reservation of different tourism products

Module	Topic	L	T	P	Total Classes Hours
1. Tour Operations	<ul style="list-style-type: none"> • Itinerary, • Types of Itinerary, • Itinerary Designing GIT, FIT. • Passport, • VISA. 	10	3	0	52
2. Hotel Operations	<ul style="list-style-type: none"> • Hotel Departments and • their Functions. 	10	3		
3. Airline & Air Fare:	<ul style="list-style-type: none"> • Types of Airline, • Schedule Airline, • Non Schedule – • Types of Journey – • Types of Airfare. • Time Calculation:- • Flying Time Calculation 	10	3		
3. Booking & Reservation:	<ul style="list-style-type: none"> • CRS in Airline- • Train-Bus- • Hotels – • Resorts, • private taxis etc. • Hands on use of online portal like IRCTC, Make my Trip etc. 	10	3		

SUGGESTED TEXTBOOKS

1. Travel Agency and Tour Operation, J M Negi
2. Yogendra K. Sharma (2003) Hotel Management, Kanishka Publishers, New Delhi