

BBA

TOURISM MANAGEMENT

(as per the guidelines of NEP 2020)

Course Structure and Syllabus

DEPARTMENT OF TOURISM MANAGEMENT
FACULTY OF COMMERCE & MANAGEMENT
Indira Gandhi National Tribal University
Amarkantak, Madhya Pradesh

About the University

Indira Gandhi National Tribal University is a Central University established by an Act of Parliament to act as a catalyst for imparting quality education, training, research and consultancy in the field of higher education. The University is spread over 372 acres of land adjoining the Biosphere Reserve and primitive tribal villages in Amarkantak. The landscape of campus is very picturesque, creating a peaceful and serene atmosphere for better social and academic life.

About Faculty of Commerce & Management

The Faculty of Commerce & Management was created with the noble objective of offering professional programmes in the areas of Commerce, Management, Tourism and Forest Management. The FCM has been making a continuous endeavour for improving the employable skills of students who can face cutting-edge challenges in the global business environment. As many as 500 students are presently pursuing UG, PG & Ph. D. courses in the faculty in subjects such as Commerce, Management and Tourism. The FCM is making progress brick by brick with highly qualified and experienced faculty members.

About the Department

The Department of Tourism Management was established in 2013 under the faculty to offer MBA in Tourism and Travel Management. The Department currently offers a two-year MBA (TTM) & UG Tourism with a total intake of 38 seats each. The first eight batches of the MBA (TTM) students have successfully completed the course and some of them have been well placed in tourism and allied sectors. The department has an active international collaboration with Vidzeme University of Applied Sciences, Latvia, under which three students during 2018-19 and 2019-20 batches, studied one complete semester in Latvia and two faculty members visited during 2019 under ERASMUS+ scheme. The Department also runs a doctoral research programme leading to Ph. D. (Tourism Management).

Vision

To strive hard for becoming a lead Centre for Excellence in Tourism Education & Research nationally and internationally.

Mission

To make all possible endeavors for preparing students to work for the tourism industry through advanced learning, training and research.

Goals

The Department aims at

- Promoting practical managerial skills alongside theoretical business knowledge.
- Generating theoretical and actionable research.
- Fostering ethical, sustainable and entrepreneurial business culture
- Delivering pragmatic solutions to the industry

Salient Features

The academic programmes are designed to help the students learn and acquire theoretical knowledge and practical skills in Tourism, Travel and Hospitality sectors and allied disciplines. These are the following important features on which the Department dwells on improving the quality standards of the teaching, learning and research.

Pedagogy: A typical combination of teaching methods such as lectures, presentation, participation, demonstration, project works, case studies and field visits have been adopted to enhance the hands-on experience of the students.

Curriculum: A well-defined course syllabus has been designed to provide comprehensive, rigorous and contemporary theoretical and practical knowledge to the students, thereby meeting the expectations of the tourism industry.

Evaluation: The performance of students is evaluated continuously and the process of assessment comprises internal and external tests consisting of assignments, seminar presentation, participation and project work.

Interdisciplinary Approaches: The maximum emphasis is given on theoretical and practical inputs from subjects pertaining to social sciences, commerce and management.

Facilities: The Department makes all possible efforts to equip the classrooms with all modern gadgets to facilitate effective teaching and learning.

Alumni Interaction: Building a strong network of alumni is given high priority as interactions of alumni with students is encouraged continuously.

Books and E-resources: The University Central Library has a repository of over 60,000 books, 150 print journals, 5000 e-books. In addition, the library is a member of the UGC-INFLIBNET consortium. The library issues text and reference books to the students and Ph. D. scholars. Students can also use the online resources of the library through remote-access log-in.

Campus Life: The campus landscape is very vibrant and multi-facility gyms for both boys and girls, state-of-art indoor stadium and other sports facilities create an ambience for students to shape their healthy body and mind apart from academic learning. The cultural cell of the University organises several on and off the stage performances to hone the extra-curricular talents of the students.

EXAMINATION SCHEME: BBA - TOURISM AND TRAVEL

S.No.	Paper	Total Marks	End Semester Examination	Mid Semester Examination	Credits
1	Disciplinary Major (Theory & Practicum) Total-150	Theory 100	60	40	4
		Practicum 50	50	--	2
2	Disciplinary Minor Total-50	50	30	20	2
3	Interdisciplinary Major (Theory& Practicum) Total-150	Theory 100	60	40	4
		Practicum 50	50	--	2
4	Interdisciplinary Minor Total-50	50	30	20	2
5	Vocational Course Total-100	Theory 50	30	20	2
		Practicum 50	50	--	2
6	Value Added Course Total-50	50	30	20	No Credits

EVALUATION STRUCTURE

(i) FOR FOUR CREDIT THEORY PAPERS (Max. Marks = 100):

Evaluation of every Four Credit Theory Paper (Max. Marks=100) shall be conducted in two components namely End Semester Examination (Max. Marks =60) and Mid Semester Evaluation/Internal Assessment (Max. Marks = 40). Details of each component are as follows:

(a) End Semester Examination (Max. Marks = 60):

An End Semester Examination (Max Marks = 60) shall be conducted for every semester as per Academic Calender of IGNTU, Amarkantak, M.P. Question Paper for End Semester Examination (Max. Marks =60) shall be comprises of five questions carrying 12 marks each (5 x 12 = 60 Marks) and each question shall be framed in the format of “ Either (A) OR (B) ”.

(b) Mid Semester Examination (Max. Marks = 40) : Mid Semester Examination (Max. Marks = 40) shall be conducted as follows:

Sl. No.	Particular	Marks
1	Mid Term Tests	20
2	Project / Assignment	10
3	Presentation	10
Total		40

(ii) FOR TWO CREDIT THEORY PAPERS (Max. Marks = 50):

Evaluation of every Two Credit Theory Paper (Max. Marks = 50) shall be conducted in two components namely End Semester Examination (Max. Marks = 30) and Mid Semester Evaluation/Internal Assessment (Max. Marks = 20). Details of each component are as follows:

(a) End Semester Examination (Max. Marks = 30, Time = 02 Hours):

An End Semester Examination (MM=30 marks) shall be conducted for every semester as per Academic Calender of IGNTU, Amarkantak, M.P.. Question Paper for End Semester Examination (MM=30 marks) shall be comprises of five questions carrying 6 marks each (5 x 6 = 30 Marks) and each question shall be framed in the format of “ Either (A) OR (B) ”.

(b) Mid Semester Examination (Max. Marks = 20):

Mid Semester Examination (Max. Marks 20 marks) shall be conducted as follows:

Sl. No.	Particular	Marks
1	Mid Term Tests	10
2	Project / Assignment	05
3	Presentation	05
Total		20

(iii) FOR TWO CREDIT PRACTICAL PAPERS (Max. Marks = 50):

Evaluation of Practical Papers (Max. Marks = 50) shall be conducted in two parts namely “ Group A: Written Component (Max. Marks = 25) “ & “ Group B: Oral Component (Max. Marks = 25)” as per following details:

(a) Group A: Written Component (Max. Marks = 25) :

Any one of the following may be evaluated for written component (Max. Marks = 25)

- (a) Internet Based Exercise
- (b) Flow Chart Designing
- (c) Project
- (d) Assignment
- (e) Any other suitable written managerial exercise (spotting etc)

(b) Group B: Oral Component (Max. Marks = 25):

Any one of the following may be evaluated for oral component (Max. Marks = 25)

- (a) Group Discussion
- (b) Debate
- (c) Viva-Voce
- (d) Quiz
- (e) Any other suitable oral managerial exercise (Role play, Management Game etc)

Note: Any one of the exercise from Group A (Written Component) and any one of the exercise from Group B (Oral Component) will be adopted and evaluated for the assessment by the course instructor.

FACULTY PROFILE

Faculty	Qualification	Specialization / Area of Interest
Prof. Jitendra Mohan Mishra Professor	MTA, M.Phil. Ph. D. (HNB Garhwal University)	Tourism & Culture, Sustainability, Travel Geography & Tourism Legislation.
Prof. G. B. S. Johri Professor & Head	MBA, M. Com, Ph. D. (Veer Bahadur Singh Purvanchal University), Certificate Course in Strategic Management (AOTS, Japan), Eduexcellence (IIT-Delhi)	Strategic Management, Managerial Decision Making, Entrepreneurship, Competency Enhancement
Dr. Prashant Kumar Singh Assistant Professor	MTA, Certificate Course in Russian Language, Ph. D. (APS University)	Tribal Tourism, Travel Agency & Tour Operation Business, Tourism Products
Dr. Anil Kumar Tamta Assistant Professor	BHM & CT, MBA(T), M.Sc. (HM), Ph. D. (Kumaun University), FDP- IIM, Sirmaur, FDP- IIT, Guwahati	Hospitality & Hotel Operations, Sustainable Tourism
Dr. Rohit Ravindra Borlikar Assistant Professor	PGDTM, MBA, PGD-Rural Development, PGD-Teaching Skills, Ph. D. (Pondicherry University)	Agri & Rural Tourism, Tour Operation, Tour Guiding, Escorting & Management
Dr. Jayaprakashnarayana G. Assistant Professor	MTM, MSc., B.Ed., MBA, Ph. D. (Kakatiya University)	Travel Agency & Tour Operations, Airport Management and Air Ticketing, Irrigation Tourism & Tribal Tourism

BBA - Tourism and Travel

COURSE STRUCTURE

Sem.	Disciplinary			Inter-Disciplinary			Vocational		Credits	Value Based Course	Entry/Exit Option
	Major		Minor	Major		Minor					
	Theory (Credit-4)	Practical (Credit-2)	Theory (Credit-2)	Theory (Credit-4)	Practical (Credit-2)	Theory (Credit-2)	Theory (Credit-2)	Practical (Credit -2)			
	MM= 100	MM= 50	MM= 50	MM= 100	MM= 50	MM= 50	MM= 50	MM= 50			
1	TTM-DMT-101- Tourism Concepts (Theory)	TTM-DMP-107- Tourism Concepts (Practical)	TTM-DMI-102- Economics for Tourism	TTM-IDMT-103- Tourism Concepts (Theory)	TTM-IDMP-108- Tourism Concepts (Practical)	TTM-IDMI-104- Economics for Tourism	TTM-VOT-105- Business Communication (Theory)	TTM-VOP-106- Business Communication (Practical)	20	English	Entry
2	TTM-DMT-201 Tourism Resources &Products (Theory)	TTM-DMP-207 Tourism Resources & Products (Practical)	TTM-DMI-202 Global Tourism Geography (Theory)	TTM-IDMT-203 Tourism Resources & Products (Theory)	TTM-IDMP-208 Tourism Resources &Products (Practical)	TTM-IDMI-204 Global Tourism Geography (Theory)	TTM-VOT-205 Airline & Airport Management (Theory)	TTM-VOP-206 Airline & Airport Management (Practical)	20	Computer	Certificate (Exit)
3	TTM-DMT-301 Tourism Business (Theory)	TTM-DMP-307 Tourism Business (Practical)	TTM-DMI-302 Accounting for Tourism (Theory)	TTM-IDMT-303 Tourism Business (Theory)	TTM-IDMP-308 Tourism Business (Practical)	TTM-IDMI-304 Accounting for Tourism (Theory)	TTM-VOT-305 Customer Service &Front Desk Management (Theory)	TTM-VOP-306 Customer Service &Front Desk Management (Practical)	20	Environment	Entry
4	TTM-DMT-401 Hotel Management (Theory)	TTM-DMP-407 Hotel Management (Practical)	TTM-DMI-402 Indian Culture, Heritage and Monuments	TTM-IDMT-403 Hotel Management (Theory)	TTM-IDMP-408 Hotel Management (Practical)	TTM-IDMI-404 Indian Culture, Heritage and Monuments	TTM-VOT-405 Tour Guiding and Escorting (Theory)	TTM-VOP-406 Tour Guiding and Escorting (Practical)	20	Disaster Management	Diploma (Exit)
5	TTM-DMT-501 Tour Packaging Management (Theory)	TTM-DMP-507 Tour Packaging Management (Practical)	TTM-DMI-502 Tourism Transportation	TTM-IDMT-503 Tour Packaging Management (Theory)	TTM-IDMP-508 Tour Packaging Management (Practical)	TTM-IDMI-504 Tourism Transportation	-----	-----	20	Creative Exp - 1	Entry
	TTM-I-505 -Field Visit/Internship (4)			TTM-I-506 -Field Visit/Internship (4)							
6	TTM-DMT-601 Global Tourism Destinations	TTM-DMP-607 Professional Skills	TTM-DMI-602 Adventure Tourism	TTM-IDMT-604 Global Tourism Destinations	-----	TTM-IDMI-605 Adventure Tourism			20		Degree (Exit)
	TTM-DMT-603 Event Management	TTM-FV-606 Field Visit and Viva Voce (02)	-----	-----	-----	-----	-----	-----			

SEMESTER – I

TTM-DMT-101
TOURISM CONCEPTS (THEORY)

Course Objective: This Paper aims to provide an overview of concept of tourism and the basics of tourism industry. After going through all the content, the learner will be able to understand how tourism has emerged through the different ages, the tourism Industry & its impacts, tourism policies and various functions of different tourism organizations.

UNIT I

Basics of Tourism: Tourism Meaning, Tourism – Recreation – Leisure, types and forms of tourism, Components of Tourism: Types of Tourists, Inter-disciplinary approaches to tourism.

Activity: Assignment on different forms of Tourism available in their region.

UNIT II

Development of Tourism through Ages: Travel through the ages–tourism in India. Early and Medieval Period of Travel–Renaissance period – Grand Tour – Transportation, Accommodation, Travel Intermediary Business – Thomas Cook.

Activity: Visit a hotel and prepare a document for the Hotel Visit.

UNIT III

Tourism Demand and Travel Motivators - Tourism Demand: determinants and stimulants-Travel motivations- Motivation Theories (Plog & Maslow) – Tourism imperatives – Emerging areas in Tourism. Supply patterns and characteristics – measurement of tourism demand – Demand / Supply gaps.

Activity: Prepare a two-page report on “Impact of Tourism” on a select area.

UNIT IV

Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support. Tourism Business, Infrastructure & Superstructure. Tourism & Cultural Relationships, Cultural Exchanges, Growth of Social Tourism and Positive & Negative Impacts of Tourism.

Activity: Group Discussion on Cultural exchange

UNIT V

Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC). Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI). Major Tourism Schemes of Ministry of Tourism, Govt. of India,

Activity: PPT Presentation on any one Tourist Organization

SUGGESTED BOOKS:

- Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
- Cooper, Fletcher et.al.: Tourism Principles and Practices (Pitman) Prentice Hall, Singapore, 1998
- Geoldner R. C. & Ritchie BJR: Tourism Principles, Practices, Philosophies. John Wiley & Sons, New Jersey, 2003.
- Jagmohan Negi: Tourism and Travel – Concepts and Principles (S. Chand & Co.,)

TTM-DMI-102

ECONOMICS FOR TOURISM

Course Objective: This Paper aims to provide an overview of concept economics in general and tourism business.

Unit I

Introduction: Economics, Wealth-oriented view, Welfare-oriented view, Scarcity view, Development view, Micro and Macro Economics, Business Economics, Managerial Economics, Applications of managerial economics, significance of Economics for Tourism Business.

Activity: Prepare a two page report on - Applications of managerial economics in tourism business

Unit II

Consumer Analysis: Rationale consumer, Consumer Vs Purchaser, Consumers Equilibrium, Consumer Surplus, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Diamond-Water Paradox

Activity: PPT Presentation on Consumers Equilibrium in tourism sector

Unit III

Demand Analysis: Meaning of Demand; Types of Demand, Law of Demand; Determinants of demand, Elasticity of demand, Demand forecasting.

Activity: Prepare an Assignment on Determinants of Tourism Demand on a select area

Unit IV

Production & Supply Analysis: Product, Types of Product, PLC Stages, Production, Factors of Production, Production Function, Economies of Large Scale Production, Law of returns, Supply, Determinants of Supply, Law of Supply, Elasticity of supply

Activity : PPT Presentation on PLC-Stages

Unit V

Price Determination: Price, Methods of pricing; Price – Output Determination under Perfect Competition, Monopoly, Monopolistic Competition

Profit: Kinds of profit, Role of profit, Break-Even Analysis

Activity: Prepare an Assignment on Popular Methods of Pricing in Tourism Business

SUGGESTED BOOKS:

- Maheshwari Y., (2012) Managerial Economics, 3rd Ed. Prentice Hall India Pvt. Ltd., New Delhi
- Singh, Ramesh (2015), Indian Economy (7/e). New Delhi: Tata McGraw Hill
- Tribe, John (2004). The Economics of Recreation, Leisure and Tourism (4/e). Burlington: Elsevier
- Maier, M.H. and Nelson, J.A. (2007). Introducing Economics-A Critical Guide for Teaching. New York: M.E. Sharpe Inc.

TTM-IDMT-103

TOURISM CONCEPTS (THEORY)

Course Objective: This Paper aims to provide an overview of concept tourism and the basics of tourism industry. After going through all content, the learner will be able to understand how tourism has been emerged as through the different ages, tourism Industry & its impacts, tourism policies and various functions of different tourism organizations.

UNIT I

Basics of Tourism: Tourism Meaning, Tourism – Recreation – Leisure, types and forms of tourism, Components of Tourism: Types of Tourists, Inter disciplinary approaches to tourism.

Activity: Assignment on different forms of Tourism available in their region.

UNIT II

Development of Tourism through Ages: Travel through the ages–tourism in India. Early and Medieval Period of Travel–Renaissance period – Grand Tour – Transportation, Accommodation, Travel Intermediary Business – Thomas Cook.

Activity: Student have to visit a Hotel and prepare a document for the Hotel Visit.

UNIT III

Tourism Demand and Travel Motivators - Tourism Demand: determinants and stimulants-Travel motivations- Motivation Theories (Plog&Maslow) – Tourism imperatives – Emerging areas in Tourism. Supply patterns and characteristics – measurement of tourism demand – Demand / Supply gaps.

Activity: Preparation of a two page report on “Impact of Tourism” on a select area.

UNIT IV

Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support. Tourism Business, Infrastructure & Superstructure. Tourism & Cultural Relationships, Cultural Exchanges, Growth of Social Tourism and Positive & Negative Impacts of Tourism.

Activity: Group Discussion on Cultural exchange

UNIT V

Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC). Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI). Major Tourism Schemes of Ministry of Tourism, Govt. of India,

Activity: PPT Presentation on any one Tourist Organization

SUGGESTED BOOKS:

- Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
- Cooper, Fletcher et.al.: Tourism Principles and Practices (Pitman) Prentice Hall, Singapore, 1998
- Geoldner R. C. & Ritchu BJR: Tourism Principles, Practices, Philosophies. John Wiley & Sons, New Jersey, 2003.
- Jagmohan Negi: Tourism and Travel – Concepts and Principles (S. Chand & Co.,)

TTM-IDMI-104

ECONOMICS FOR TOURISM

Course Objective: This Paper aims to provide an overview of concept of economics in general and tourism business.

Unit I

Introduction: Economics, Wealth-oriented view, Welfare-oriented view, Scarcity view, Development view, Micro and Macro Economics, Business Economics, Managerial Economics, Applications of managerial economics, significance of Economics for Tourism Business.

Activity: Prepare a two page report on - Applications of managerial economics in tourism business

Unit II

Consumer Analysis: Rationale consumer, Consumer Vs Purchaser, Consumers Equilibrium, Consumer Surplus, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Diamond-Water Paradox

Activity: PPT Presentation on Consumers Equilibrium in tourism sector

Unit III

Demand Analysis: Meaning of Demand; Types of Demand, Law of Demand; Determinants of demand, Elasticity of demand, Demand forecasting.

Activity: Prepare an Assignment on Determinants of Tourism Demand on a select area

Unit IV

Production & Supply Analysis: Product, Types of Product, PLC Stages, Production, Factors of Production, Production Function, Economies of Large Scale Production, Law of returns, Supply, Determinants of Supply, Law of Supply, Elasticity of supply

Activity : PPT Presentation on PLC-Stages

Unit V

Price Determination: Price, Methods of pricing; Price – Output Determination under Perfect Competition, Monopoly, Monopolistic Competition

Profit: Kinds of profit, Role of profit, Break-Even Analysis

Activity: Prepare an Assignment on Popular Methods of Pricing in Tourism Business

SUGGESTED BOOKS:

- Maheshwari Y, (2012) Managerial Economics, 3rd Ed. Prentice Hall India Pvt. Ltd., New Delhi
- Singh, Ramesh (2015) Indian Economy(7/e). New Delhi: Tata McGraw Hill
- Tribe, John (2004). The Economics of Recreation, Leisure and Tourism (4/e). Burlington: Elsevier
- Maier, M.H. and Nelson, J. A. (2007). Introducing Economics -A Critical Guide for Teaching. New York: M.E. Sharpe Inc.

TTM-VOT-105

BUSINESS COMMUNICATION (THEORY)

Course Objective: This Paper aims to provide an overview of concept of effective communication skills for corporate life to gain a cutting edge over other counterparts both within the country and globally.

Unit I

Basics of Communication: Meaning, Types, Process, Verbal & Non-Verbal Communication, Channels, 7 C's, Barriers of Communication.

Activity: Role plays using body language and verbal communication for effective salesmanship/ effective sales force management.

Unit II

Corporate Communication: Meaning, Skills for Corporate Communication; Listening Skills; Verbal Skills; Non-Verbal Skills; Presentation Skills – Preparation of PPT. Soft Skills development.

Activity: Create LinkedIn Profile and make connections.

Unit III

Written Communication in Business: Writing Applications; Notices; Instant Chat Messages; Proposal, Report; Job Descriptions; Content Writing for Telephonic Calling (Cold Calls, Scheduled Calls); YouTube Video; Social Media Posts; Recruitment Advertisements.

Activity: Exercise of Writing Social Media post for various occasions.

Unit IV

Official Interpersonal Communication: Communication for building effective team dynamics, Communication Etiquettes during conflicts and Negotiation, Inter-Personal Communications Etiquettes, Business Etiquettes across cross cultural communication.

Activity: WBL Accelerator Case Study (Weblink: <https://www.wblaccelerator.eu/en/case-study-interpersonal-skills-in-the-workplace/>)

Unit V

Communication Etiquette & Career Management: Career Management Communication: CV and Resume, Resume writing, Writing Covering Letter, Group Discussion, Interviews, Exit Interviews.

Activity: Develop your CV

SUGGESTED BOOKS:

- Lesikar, Peti t& Flately: Lesikear's Basic Business Communication, Tata McgrawHill
- Poe&Fruchling: Basic Communication;AITBS
- Taylor: English Conversion Practice; Tata McgrawHill
- Diwan&Aggarwal: Business Communication;Excel
- Baugh, Frrayer&Thomas: How to write first class Business Correspondence; VivaBooks

TTM-VOP-106

BUSINESS COMMUNICATION (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of effective communication skills for corporate life to gain a cutting edge over other counterparts both within the country and globally.

Unit I: Corporate Communication

- 1) Conduct a Huddle for analyzing assigned corporate task review.
- 2) Organize a Discussion Debate for the election of your Departmental Representative

Unit II: Communication for Business Operations

- 1) Send a Fax/E-mail stating your requirements
- 2) Prepare a YouTube Video for promotion of a tourist destination/attraction.

Unit III: Official Interpersonal Communication

- 1) Participate in a demo official conflict and show your disagreement etiquettes
- 2) Show your negotiation skills during an official discussion with a supplier

Unit IV: Interview Etiquettes

- 1) Participate in a demo interview and demonstrate desired body language
- 2) Participate in an exit demo interview and show your disagreement etiquettes.

Unit V: Career Management Communication

- 1) Prepare a newspaper column on “Are you painting your career in a corner?” and get its printout from a Multi-Functional Printer (MFP).
- 2) Prepare your one page short CV and get its printout from a Multi Functional Printer (MFP).

SUGGESTED BOOKS:

- Lesika, Petit&Flately: Lesikear’s Basic Business Communication, Tata McGraw-Hill
- Poe&Fruchling: Basic Communication;AITBS
- Taylor: English Conversion Practice; Tata McGraw-Hill
- Diwan& Aggarwal: Business Communication;Excel
- Baugh, Frrayer&Thomas: How to write first class Business Correspondence; VivaBooks

TTM-DMP-107

TOURISM CONCEPTS (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of tourism, the learner will be able to understand tourism Industry and various functions of different tourism organizations.

UNIT I

Basics of Tourism:

- 1) Prepare Videos on different types of Tourism.
- 2) Group discussions on Travelers and Non-Travelers as part of tourism statistics.

UNIT II

Development of Tourism through Ages:

- 1) Prepare Charts on Travel Ages on Early, Medieval and Contemporary Periods
- 2) Debates on Mode of transportations and accommodations

Unit III

Tourism Demand and Travel Motivators:

- 1) Organize a debate on Different Types of Tourism motives
- 2) Group Discussions on Tourism Demand

UNITIV

Tourism Industry:

- 1) Group Discussion on Tourism Industry
- 2) Discussion on the tourism in nearby area.

UNIT V

Tourism Organizations:

- 1) Prepare Curriculum Vitae for new job
- 2) Visit the website of any Tourism Organisation and write the address of Main and Branch offices.

SUGGESTED T BOOKS:

- Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.

TTM-IDMP-108

TOURISM CONCEPTS (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of tourism, the learner will be able to understand tourism Industry and various functions of different tourism organizations.

UNIT I

Basics of Tourism:

- 1) Prepare Videos on different types of Tourism.
- 2) Group discussions on Travelers and Non-Travelers as part of tourism statistics.

UNIT II

Development of Tourism through Ages:

- 1) Prepare Charts on Travel Ages on Early, Medieval and Contemporary Periods
- 2) Debates on Mode of transportations and accommodations

Unit III

Tourism Demand and Travel Motivators:

- 1) Organize a debate on Different Types of Tourism motives
- 2) Group Discussions on Tourism Demand

UNITIV

Tourism Industry:

- 1) Group Discussion on Tourism Industry
- 2) Discussion on the tourism in nearby area.

UNIT V

Tourism Organizations:

- 1) Prepare Curriculum Vitae for new job
- 2) Visit the website of any Tourism Organisation and write the address of Main and Branch offices.

SUGGESTED BOOKS:

- Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.

SEMESTER – II

TTM-DMT-201

TOURISM RESOURCES AND PRODUCTS (THEORY)

Course Objective: This Paper aims to provide an overview of concept of tourism resources and products in India. After completing this course, the students would be able to be aware of basic knowledge on the tourism products available in India for tourists which contribute to our economy.

UNIT I

Tourism Resources: Concept of resource and product, Types of Tourism Resources. Tourism products - meaning and characteristics - Process of converting tourism resources into tourism product.

Activity: Prepare and present an assignment on the relations between tourism resources and products with examples.

UNIT II

Tourism Resources and Products: Leisure Tourism, Religious Tourism, Cultural tourism, Heritage Tourism – built, cultural and natural.

Activity: Present cultural heritage of your region

UNIT III

Nature-based Tourism Resources and Products: Adventure Tourism, Wildlife tourism – National Parks, Biosphere reserves, tiger reserves and sanctuaries, Wetlands – Mangrove forests, islands.

Activity:

- i) Prepare and present assignment on the flora species and their medicinal values in your region.
- ii) Prepare a brief video documentary on tourism in your region.

UNIT IV

World Heritage Sites in India, Major and Emerging Tourism Circuits: Religious tourism Circuits - Heritage tourism Circuits - Wildlife tourism circuits. Emerging Tourism areas: MICE Tourism - Medical Tourism – Rural and Agri Tourism – Cuisine Tourism - other Special Interest Tourism.

Activity: Prepare and present a tourism circuit of your region.

UNIT V

Conservation & Protection of Tourism Resources: importance of conservation and preservation of tourism resources, Concept of Sustainable tourism and Responsible tourism. Do's & Don'ts for tourists, Role of tourism service providers.

Activity: Role Play on the Do's and Don'ts for tourists and tourism service providers.

SUGGESTED BOOKS:

- S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
- Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
- Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
- Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
- Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
- Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.
- Sarina Singh (2008), Lonely Planet India.
- Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.

TTM-DMI-202

GLOBAL TOURISM GEOGRAPHY

Course Objective: This Paper aims to provide an overview of concept of relationship of geography and tourism, earth coordinates and its location on the globe, transport systems and infrastructure of the world.

Unit I

Introduction & Linkage of geography and Tourism – Geographical components of Tourism – Leipier's Tourism System – Push & Pull theory – Sun Lust & Wander Lust - Urban, Rural, Political Geography of Tourism

Activity: Present theoretical models in tourism.

Unit II

Earth and earth coordinates, Latitude and Longitude - Weather & climate: Elements, Climate zones, tourism activities in different Climatic zones.

Activity: Identify the countries which practice DST in the world. Find out possible reasons thereof.

Unit III

Time Zones, International Date Line, Daylight Saving time, GMT Variation - Time calculations, Elapsed time. IATA Areas & Sub Areas - Global Indicators – Map Reading.

Activity: Prepare a travel itinerary and quote the price for a round the world travel beginning with either Atlantic and Pacific directions.

Unit IV

Geography of India: States and Territories, International Borders, Mountain Ranges, Plateaus, Deserts, Coastal Areas, Islands; Major Rivers - Wetlands in India - Climatic Regions of India, Transportation Network with Major - Airports and Ports.

Activity: Design an Innovative theme-based Tourism Circuits as part of Swadesh Darshan.

Unit – V

Geography of the World: Continents, Countries, Ocean Bodies, islands, tourism zones, trade blocks –EU, ASEAN, SAARC, BRICS

Activity 5 - Case Discussion - Report Discussion: Tourism as a driver of peace across nations

SIGGESTED BOOKS:

- Boniface, C., Cooper, R. & Cooper, C. (2016). Worldwide Destinations: The geography of travel and tourism. Routledge.
- Nelson, V. (2014). Introduction to the Geography of Tourism. Rowman & Littlefield Publishers, Inc.
- Oxford School Atlas: India's Most Trusted Atlas 35th edition (Areal app) Paperback –2019
- Horner S. & Swarbrooke, J. (2016). International Cases in Tourism Management. Routledge.
- Wall, G. & Mathieson, A. (2006). Tourism: Change, Impacts and Opportunities. Prentice Hall.
- Kimerling, A. J., Buckley, A. R., Muehrcke, P. C. & Muehrcke, J. O. (2016). Map Use: Reading, Analysis, Interpretation. Esri Press.
- Roger G. & Richard, J. & Barry, C. (2017). Atmosphere, weather and climate. Routledge.
- Tirtha, R. (2006). Geography of Asia. Rawat Publishers & Distributors.
- Husain, M. (2016). World Geography. Rawat Publishers & Distributors.

TTM-IDMT-203

TOURISM RESOURCES AND PRODUCTS (THEORY)

Course Objective: This Paper aims to provide an overview of concept of tourism resources and products in India. After completing this course, the students would be able to be aware of basic knowledge on the tourism products available in India for tourists which contribute to our economy.

UNIT I

Tourism Resources: Concept of resource and product, Types of Tourism Resources. Tourism products - meaning and characteristics - Process of converting tourism resources into tourism product.

Activity: Prepare and present an assignment on the relations between tourism resources and products with examples.

UNIT II

Tourism Resources and Products: Leisure Tourism, Religious Tourism, Cultural tourism, Heritage Tourism – built, cultural and natural.

Activity: Present cultural heritage of your region

UNIT III

Nature-based Tourism Resources and Products: Adventure Tourism, Wildlife tourism – National Parks, Biosphere reserves, tiger reserves and sanctuaries, Wetlands – Mangrove forests, islands.

Activity:

- i) Prepare and present assignment on the flora species and their medicinal values in your region.
- ii) Prepare a brief video documentary on tourism in your region.

UNIT IV

World Heritage Sites in India, Major and Emerging Tourism Circuits: Religious tourism Circuits - Heritage tourism Circuits - Wildlife tourism circuits. Emerging Tourism areas: MICE Tourism - Medical Tourism – Rural and Agri Tourism – Cuisine Tourism - other Special Interest Tourism.

Activity: Prepare and present a tourism circuit of your region.

UNIT V

Conservation & Protection of Tourism Resources: importance of conservation and preservation of tourism resources, Concept of Sustainable tourism and Responsible tourism. Do's & Don'ts for tourists, Role of tourism service providers.

Activity: Role Play on the Do's and Don'ts for tourists and tourism service providers.

SUGGESTED BOOKS:

- S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
- Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
- Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
- Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
- Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
- Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.
- Sarina Singh (2008), Lonely Planet India.
- Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.

TTM-IDMI-204

GLOBAL TOURISM GEOGRAPHY

Course Objective: This Paper aims to provide an overview of concept of relationship of geography and tourism, earth coordinates and its location on the globe, transport systems and infrastructure of the world.

Unit I

Introduction & Linkage of geography and Tourism – Geographical components of Tourism – Leipier's Tourism System – Push & Pull theory – Sun Lust & Wander Lust - Urban, Rural, Political Geography of Tourism

Activity: Present theoretical models in tourism.

Unit II

Earth and earth coordinates, Latitude and Longitude - Weather & climate: Elements, Climate zones, tourism activities in different Climatic zones.

Activity: Identify the countries which practice DST in the world. Find out possible reasons thereof.

Unit III

Time Zones, International Date Line, Daylight Saving time, GMT Variation - Time calculations, Elapsed time. IATA Areas & Sub Areas - Global Indicators – Map Reading.

Activity: Prepare a travel itinerary and quote the price for a round the world travel beginning with either Atlantic and Pacific directions.

Unit IV

Geography of India: States and Territories, International Borders, Mountain Ranges, Plateaus, Deserts, Coastal Areas, Islands; Major Rivers - Wetlands in India - Climatic Regions of India, Transportation Network with Major - Airports and Ports.

Activity: Design an Innovative theme-based Tourism Circuits as part of SwadeshDarshan.

Unit – V

Geography of the World: Continents, Countries, Ocean Bodies, islands, tourism zones, trade blocks –EU, ASEAN, SAARC, BRICS

Activity 5 - Case Discussion - Report Discussion: Tourism as a driver of peace across nations

SUGGESTED BOOKS:

- Boniface, C., Cooper, R. & Cooper, C. (2016). Worldwide Destinations: The geography of travel and tourism. Routledge.
- Nelson, V. (2014). Introduction to the Geography of Tourism. Rowman & Littlefield Publishers, Inc.
- Oxford School Atlas: India's Most Trusted Atlas 35th edition (Areal app) Paperback –2019
- Horner S. & Swarbrooke, J. (2016). International Cases in Tourism Management. Routledge.
- Wall, G. & Mathieson, A. (2006). Tourism: Change, Impacts and Opportunities. Prentice Hall.
- Kimerling, A. J., Buckley, A. R., Muehrcke, P. C. & Muehrcke, J. O. (2016). Map Use: Reading, Analysis, Interpretation. Esri Press.
- Roger G. & Richard, J. & Barry, C. (2017). Atmosphere, weather and climate. Routledge.
- Tirtha, R. (2006). Geography of Asia. Rawat Publishers & Distributors.
- Husain, M. (2016). World Geography. Rawat Publishers & Distributors.

TTM-VOT-205

AIRLINES & AIRPORT MANAGEMENT (THEORY)

Course Objective: This Paper aims to provide an overview of concept of airport operations and airlines management.

UNIT I

Airport planning: Operational area and Terminal planning, design, and operation-Airport Operations-Airport Functions-Organization structure of Airports Sectors. Global and Indian scenario of Airport management - Airports in India – DGCA –AAI, Effective management and leadership skills in the Airport business, Threat assessment and risk management.

Activity: List out the all the international and domestic airports in India and briefly mention about the ownership status of such airports.

UNIT II

Passenger Handling:Flight Information Counter/Reservation and Ticketing Counter,Travel Documentations; Check-in Counter,Issue of Boarding pass, Handling of Unaccompanied minors, Disabled Passengers, Stretcher Passengers, Human Remains-Handling of CIP, VIP & VVIP.

Activity: Consult a domestic air traveller and list out the check-points of his/her onward and return travel during such visit.

UNIT III

Customs and Immigration formalities- Baggage handling-Hand Luggage,Interline and On-Line Transfer Baggage, Security Clearance, Dangerous Goods in Passenger Baggage. Immigration Process.

Activity: Consult an international traveler and list out the check-points of his/her onward and return travel during such visit.

Unit IV

Cargo Management:Cargo Facilities at Airport,Air Cargo Concept, Type of Air Cargo, Packaging, marking and labelling of consignment, Acceptance Tariff, ratios and Charges-Airway Bill. Cargo Handling-Booking of Perishable Cargo and Live Animals.

Activity: List out the steps you need to follow if you do a business of exporting handicraft of your region.

Unit V

Cases of select Airlines& Airports: Indigo, Air Deccan, Air India, American Airlines Group, Delta Air Lines, Lufthansa, Qatar Airways, Heathrow, IGI Airport - Delhi, Rajiv Gandhi International Airport - Hyderabad, CSMI Airport Mumbai, Hamad International Airport Qatar.

Activity: compare between the air fare and services offered by a fully fledged airline and a low cost carrier.

SUGGESTED BOOKS:

- Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
- Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
- Cook , G. N., &Billig, B. G. (2017). Airline Operations and Management. London: Routledge.

TTM-VOP-206

AIRLINES AND AIRPORTS MANAGEMENT (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of civil airport operations in a practical context.

Unit I

Airport planning

- 1) Prepare and Present assignment on the Evolution of Aviation industry in India.
- 2) Prepare a list of new airports under UDDAN scheme.

Unit II

Passenger Handling

- 1) Prepare and Organise a skit to show the Check in process.
- 2) Prepare an Information Booklet for the check in process of Unaccompanied minors and Disabled Passengers, Stretcher Passengers and Human Remains.

Unit III

Customs and Immigration formalities

- 1) Prepare and Organise a skit to show the Immigration process.
- 2) Download the videos of Security Clearance at airport and discuss it with your Classmates.

Unit IV

Facilities at Airport

- 1) Prepare a Brochure of facilities at Airport.
- 2) Prepare a PPT on procedure of opening Coffee Shop at Airport.

Unit V

Cargo Management

- 1) Prepare a PPT on procedure of starting Air Cargo Business.
- 2) Discuss the process of Cargo Handling with your classmates.

SUGGESTED BOOKS:

- Rigas Doganis, (2010) *Flying Off Course* Routledge (4th Ed.)
- Speakman & Isabella (2000), *Alliance Competence*, Wiley
- Stephan Holloway (2003), *Straight and Level: Practical Airline Economics*, Ashgate (2nd Ed.)
- Diana M. Stancu, *AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International*, October 2010, Vol. 16, Issue 5 (pp. 11-13)
- Robert W. Poole (2008), *Risk-Based Aviation Security*, Joint Transport Research Center.
- K. Jack Riley (2011), *Air Travel Security Since 9/11*, Rand Corporate Publication.

TTM-DMP-207

TOURISM RESOURCES AND PRODUCTS (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of different types of tourism Products of India and how they are important for the tourism industry and to provide the understanding of basic concepts of tourism Products.

Unit I

- 1) Group discussions and presentations on how to transform the resources of your region into tourism products.
- 2) Brain Storming on planning a tourism activity in your region.

Unit II

- 1) Prepare Tourist Destination Brochure/Flyer, Reels and Wall Posters.
- 2) Present Performing Arts, Paintings and Traditional Attires in the class room.

Unit III

- 1) Prepare a handicraft/structure/tableau/watch tower based on locally available material and make a report and presentation about its ethnicity.
- 2) Prepare a report and present on the destinations of your region.

UNIT IV

- 1) Propose New Tourist Circuits in your state.
- 2) Brainstorming and Extempore on best practices at any tourism destination.

UNIT V

- 1) Group discussions on the status of sustainable and responsible tourism practices at a destination of your choice.
- 2) Organizing a sensitization session for other department students regarding sustainable and responsible tourism.

SUGGESTED BOOKS:

- Dixit, M and Yadav, C S (2006): *Tourism in India*, New Royal Publisher, Lucknow
- Gupta, SP, Lal, K, Bhattacharya, M. (2002): *Cultural Tourism in India*, DK Print, New Delhi.
- Husain, M (2013) - *Geography of India*, Tata McGraw Hill, New Delhi
- Punja, S, *Great Monuments of India*, Hong Kong: Odyssey Guides
- Singhanian, N (2015), *Indian Art and Culture*, Mc Graw Hill Education
- Bisht, R S (2002), *National Parks of India*, Publication Division
- Gupta, S.P. (2002). *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
- Jacob, R. (2007). *Indian Tourism Products*. New Delhi: Abhijeet Publications.
- Dixit, M. (2002). *Tourism Products*. Lucknow: New Royal Book Co.
- Douglas, N. (Ed.). (2001). *Special Interest Tourism*. Australia: John Wiley & Sons.
- Government of India. (2018). *India Year Book 2018*. New Delhi: Publication Division.

TTM-IDMP-208

TOURISM RESOURCES AND PRODUCTS (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of different types of tourism Products of India and how they are important for the tourism industry and to provide the understanding of basic concepts of tourism Products.

Unit I

- 1) Group discussions and presentations on how to transform the resources of your region into tourism products.
- 2) Brain Storming on planning a tourism activity in your region.

Unit II

- 1) Prepare Tourist Destination Brochure/Flyer, Reels and Wall Posters.
- 2) Present Performing Arts, Paintings and Traditional Attires in the class room.

Unit III

- 1) Prepare a handicraft/structure/tableau/watch tower based on locally available material and make a report and presentation about its ethnicity.
- 2) Prepare a report and present on the destinations of your region.

UNIT IV

- 1) Propose New Tourist Circuits in your state.
- 2) Brainstorming and Extempore on best practices at any tourism destination.

UNIT V

- 1) Group discussions on the status of sustainable and responsible tourism practices at a destination of your choice.
- 2) Organizing a sensitization session for other department students regarding sustainable and responsible tourism.

SUGGESTED BOOKS:

- Dixit, M and Yadav, C S (2006): *Tourism in India*,: New Royal Publisher, Lucknow
- Gupta, SP, Lal, K, Bhattacharya, M. (2002): *Cultural Tourism in India* , DK Print, New Delhi.
- Husain, M (2013) - *Geography of India*, Tata McGraw Hill, New Delhi
- Punja, S ,*Great Monuments of India*, Hong Kong: Odyssey Guides
- Singhanian, N (2015), *Indian Art and Culture* , McGraw Hill Education
- Bisht, R S (2002), National Parks of India, Publication Division
- Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Print world.
- Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
- Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
- Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
- Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.

SEMESTER - III

TTM-DMT-301

TOURISM BUSINESS (THEORY)

Course Objective: This Paper aims to provide an overview of concept of principles and practices in Tourism business and help the students make a career in the modern travel trade.

UNIT I

Introduction to Travel Trade: Historical Background of Travel Trade, Thomas Cook – Cox & Kings – American Express, Significance of Travel intermediaries, Travel Agency Business, Types of Travel Agency, Tour Operator Business, Types of Tour Operator, Suppliers / Vendors of Tourism Product, Distribution Networks of Tourism Business.

Activity: Presentations on major travel agencies of the world and their operational mechanism

UNIT II

Travel Agency Business Network: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business - Wholesale and Retail Agents, Functions of Travel Agency, Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, OTAs, Characteristics of a Professional Travel Agent.

Activity: Role Play on travel agency operations

UNIT III

Anatomy of Tour and Roles of Travel Trade Organizations: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentive Tour, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI

Activity: Presentation on types of tours

UNIT IV

Travel Documentation: Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card.

Activity: Mock Interview for USAVISA.

UNIT V

Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition / approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI, GST- Need and Eligibility.

Activity: Presentation on 'My Business Plan'

SUGGESTED BOOKS:

- Chand, M. (2009), *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi. Swain, S.K. & Mishra, J.M. (2012).
- *Tourism: Principles & Practices*. Oxford University Press, New Delhi.

TTM-DMI-302

ACCOUNTING FOR TOURISM

Course Objective: This Paper aims to provide an overview of concept of principles of accounting and help the students familiarize with analysis and interpretation of financial statements along with techniques to understand accounting strategies.

UNIT I

Introduction: Accounting, Accountancy, Account, Book Keeping, Accounting Principles - Concepts & Conventions, Double Entry System, Journal Entries, Ledger

Activity: Prepare a report on Journal Entries of a tourism organisation

UNIT II

Financial Accounting: Preparation of Trial Balance, Trading Account, Profit and Loss Account , Balance Sheet, Cash Book

Activity: PPT Presentation on Cash Book of a Bank/ Tourism Organization

UNIT III

Accounting Information: Income and Expenditure Account, Receipts and Payments Account, Travel Agency Accounting, IFRS, Basics of Ratio Analysis

Activity: Group Discussion on Income and Expenditure Account of a tourism organization

UNIT IV

Cost Accounting: Cost, Elements of Cost, Cost classification, Preparation of Cost Sheet, Difference between Financial Accounting and Cost Accounting

Activity: PPT Presentation on Cost Sheet and its business use

UNIT V

Management Accounting: Objectives, Functions, Budgetary Control, Break Even Analysis, Basics of Standard Costing, Basics of Marginal Costing.

Activity: Group Discussion on Budgetary Control and its business applicability.

SUGGESTED BOOKS

- Lal, J. (2009). *Accounting for Management*, Himalayan Publishing House, Mumbai.
- Prasanna, C. (2012). *Financial Management- Theory and Practice*, Tata McGraw-Hill, New Delhi

TTM-IDMT-303

TOURISM BUSINESS (THEORY)

Course Objective: This Paper aims to provide an overview of concept of principles and practices in Tourism business and help the students make a career in the modern travel trade.

UNIT I

Introduction to Travel Trade: Historical Background of Travel Trade, Thomas Cook – Cox & Kings – American Express, Significance of Travel intermediaries, Travel Agency Business, Types of Travel Agency, Tour Operator Business, Types of Tour Operator, Suppliers / Vendors of Tourism Product, Distribution Networks of Tourism Business.

Activity: Presentations on major travel agencies of the world and their operational mechanism

UNIT II

Travel Agency Business Network: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business - Wholesale and Retail Agents, Functions of Travel Agency, Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, OTAs, Characteristics of a Professional Travel Agent.

Activity: Role Play on travel agency operations

UNIT III

Anatomy of Tour and Roles of Travel Trade Organizations: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentive Tour, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, TAAI, IATO, ATAOT, ADTOI, IAAI, FIYTO, TAFI

Activity: Presentation on types of tours

UNIT IV

Travel Documentation: Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card.

Activity: Mock Interview for USA VISA.

UNIT V

Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition / approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI, GST- Need and Eligibility.

Activity: Presentation on 'My Business Plan'

SUGGESTED BOOKS

- Chand, M. (2009), *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.
- Swain, S.K. & Mishra, J.M. (2012). *Tourism: Principles & Practices*. Oxford University Press, New Delhi.

TTM-IDMI-304

ACCOUNTING FOR TOURISM

Course Objective: This Paper aims to provide an overview of concept of principles of accounting and help the students familiarize with analysis and interpretation of financial statements along with techniques to understand accounting strategies.

UNIT I

Introduction: Accounting, Accountancy, Account, Book Keeping, Accounting Principles - Concepts & Conventions, Double Entry System, Journal Entries, Ledger

Activity: Prepare a report on Journal Entries of a tourism organisation

UNIT II

Financial Accounting: Preparation of Trial Balance, Trading Account, Profit and Loss Account , Balance Sheet, Cash Book

Activity: PPT Presentation on Cash Book of a Bank/ Tourism Organization

UNIT III

Accounting Information: Income and Expenditure Account, Receipts and Payments Account, Travel Agency Accounting, IFRS, Basics of Ratio Analysis

Activity: Group Discussion on Income and Expenditure Account of a tourism organization

UNIT IV

Cost Accounting: Cost, Elements of Cost, Cost classification, Preparation of Cost Sheet, Difference between Financial Accounting and Cost Accounting

Activity: PPT Presentation on Cost Sheet and its business use

UNIT V

Management Accounting: Objectives, Functions, Budgetary Control, Break Even Analysis, Basics of Standard Costing, Basics of Marginal Costing.

Activity: Group Discussion on Budgetary Control and its business applicability.

SUGGESTED BOOKS:

- Lal, J. (2009). *Accounting for Management*, Himalayan Publishing House, Mumbai.
- Prasanna, C. (2012). *Financial Management- Theory and Practice*, Tata McGraw-Hill, New Delhi
- Grewal T.S. &Shukla M.C. (2010). *Advanced Accounts* Vol. I. Sultan Chand & Sons, Delhi.
- R. L. Gupta &Radhaswamy M. (2014). *Advanced Accountancy-* Vol. I. Sultan Chand & Sons, Delhi
- Gosh T.P (2006). *Fundamentals of Accounting*. Sultan Chand & Sons, Delhi
- Maheshwari S.N. & Maheshwari. S.K. (2006). *Fundamentals of Accounting*. Vikas Publishing House, New Delhi.

TTM-VOT-305

CUSTOMER SERVICE & FRONT DESK MANAGEMENT (THEORY)

Course Objective: This Paper aims to provide an overview of concept of Front Desk Management, Different types of Reception counters, Communication Skills and Soft Skills understanding of Different types of complaints.

UNIT I

Roland Responsibilities, Types of Front Desks; Airport, Travel, Hotel & Hospitality, Event Management Company. Managing special types of customers and their needs. Receiving complaints and reporting. Developing Check-list & SOP for complaint redressal.

Activity: Role play on Front Desk Management

UNIT II

Meet & Greet – Preparing for meeting customers, establishing rapport with customers, assisting customers to check-in and check-out. Procedure of Meet & Greet services; Airport, Railway Station, Bus Terminal, Travel Agency, Hotels.

Activity: Visit front desk of a travel agency and submit your report

UNIT III

Front Office and Guest Handling – Pre-Arrival Formalities – Receiving Guests – Greeting the guest – Registration Procedure – Rooming of a Guest – Handling Groups and Group arrivals.

Activity: Visit a hotel and observe the Front Desk operations

UNIT IV

Soft Skills: Classification, Time Management, Attitude, Responsibility, Ethics, Integrity, Values, Trust, Self Confidence and Courage, and Consistency, Team Work and Interpersonal Skills, Networking and Empathy.

Activity: Group Discussion on Team Work and Interpersonal Skills

UNIT V

Handling Guest Complaints: Introduction to guest complaints; Different types of complaints: mechanical, attitudinal, service-related, unusual; guest complaints in hotels, travel organizations, airlines, events; Reason for dissatisfaction; resolving guest complaints.

Activity: Role play on Handling Guest Complaints

SUGGESTED BOOKS:

- Front Office management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
- Front Office, Operations and Management, Ahmad Ismail, Thomson, Delmar.
- Hotel Front Office Management – James A. Badri, John Wiley & Sons.
- Barun. K. Mitra (2016), Personality Development and Soft Skills, Oxford University Press
- R. K. Madhukar (2016), Business Communication, Vikas Publishing House Pvt Ltd.
- Kaul, Asha (2015), Effective Business Communication, PHI, New Delhi.

TTM-VOP-306

CUSTOMER SERVICE & FRONT DESK MANAGEMENT (PRACTICAL)

Course Objective: This Paper aims to provide an overview of practical concepts of Front Desk Management, Different types of Reception counters, Communication Skills and Soft Skills understanding of Different types of complaints.

UNIT I

- 1) Visit a front desk of a travel agency and submit a two-page report.
- 2) Visit one Event Management Company/ courier agency/post office and report your observations.

UNIT II

- 1) Receive a guest at a railway station/airport/bus terminal and transfer them to their place of accommodation.
- 2) Prepare a check-list for the onward travel of a guest.

UNIT III

- 1) Interact with Front desk of a hotel/guest house and know the duties of the receptionist.
- 2) Visit the front desk of a hotel/guest house and collect the forms.

UNIT IV

- 1) Make a check-list of required arrangements and organize a classroom presentation.
- 2) One-act mime play on receiving a guest at your hotel.

UNIT V

- 1) Develop a feed-back form for guest grievances.
- 2) Develop an SOP for grievance redressal.

SUGGESTED BOOKS:

- Front Office management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
- Front Office, Operations and Management, Ahmad Ismail, Thomson, Delmar.
- Hotel Front Office Management – James A. Badri, John Wiley & Sons.
- Barun. K. Mitra (2016), Personality Development and Soft Skills, Oxford University Press
- R. K. Madhukar (2016), Business Communication, Vikas Publishing House Pvt Ltd.
- Kaul, Asha (2015), Effective Business Communication, PHI, New Delhi.
- Munter Mary (2013), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi
- Meenakshi Raman & Prakash Singh (2012), Business Communication, 2/e, Oxford University Press.
- Mary Ellen Guffey, Dana Loewy (7th Ed), Business communication: process and product, South-Western Cengage Learning.

TTM-DMP-307

TOURISM BUSINESS (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of principles and practices in Tourism business and help the students make a career in the modern travel trade.

UNIT I

Introduction to Travel Trade:

Practical No. 1: Prepare and Organise a skit to show the role of Travel intermediaries.

Practical No. 2: Organize a Debate on Distribution Networks of Tourism Business.

UNIT II

Travel Agency Business Network:

Practical No. 3: Show your Sales skill during a Walk-In Customer at travel agency office.

Practical No. 4: Organize a Debate on future of Travel Agency Business.

UNIT III

Anatomy of Tour and Roles of Travel Trade Organizations:

Practical No. 5: Prepare and Organise a skit to show the importance of FAM Tour.

Practical No. 6: Organize a Debate on Independent Tour.

Practical 7: Visit an educational institution and promote a packaged study tour.

UNIT IV

Travel Documentation:

Practical No. 8: Filling online Demo Passport Form and Take Appointment.

Practical No. 9: Filling online Demo Visa Form for VISA ON ARRIVAL.

UNIT V

Practical No. 9: Take approval from Local Authorities for Starting Travel Agency & Tour Operation Business.

Practical No. 10: Fill the necessary forms for Obtaining Recognition / approval from Ministry of Tourism, Govt. of India.

SUGGESTED BOOKS:

- Chand, M. (2009), *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.
- Swain, S.K. & Mishra, J.M. (2012). *Tourism: Principles & Practices*. Oxford University Press, New Delhi.

TTM-IDMP-308

TOURISM BUSINESS (PRACTICAL)

Course Objective: This Paper aims to provide an overview of practical concepts of principles and practices in Tourism business and help the students make a career in the modern travel trade.

UNIT I

Introduction to Travel Trade:

- 1) Prepare and Organise a skit to show the role of Travel intermediaries.
- 2) Organize a Debate on Distribution Networks of Tourism Business.

UNIT II

Travel Agency Business Network:

- 1) Show your Sales skill during a Walk-In Customer at travel agency office.
- 2) Organize a Debate on future of Travel Agency Business.

UNIT III

Anatomy of Tour and Roles of Travel Trade Organizations:

- 1) Prepare and Organise a skit to show the importance of FAM Tour.
- 2) Visit an educational institution and promote a packaged study tour.

UNIT IV

Travel Documentation:

- 1) Filling online Demo Passport Form and Take Appointment.
- 2) Filling online Demo Visa Form for VISA ON ARRIVAL.

UNIT V

- 1) Take approval from Local Authorities for Starting Travel Agency & Tour Operation Business.
- 2) Fill the necessary forms for Obtaining Recognition / approval from Ministry of Tourism, Govt. of India.

SUGGESTED BOOKS

- Chand, M. (2009), *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.
- Swain, S.K. & Mishra, J.M. (2012). *Tourism: Principles & Practices*. Oxford University Press, New Delhi.

SEMESTER - IV

TTM-DMT-401

HOTEL MANAGEMENT (THEORY)

Course Objective: This Paper aims to provide an overview of concept of Hospitality. After doing this course, the students would be able to appreciate the significance of the hospitality industry in economy in general and in tourism industry in particular.

UNIT I

Hotel industry: Development of Hotel Industry in India, Origin and Development over the ages, recent trends. Role of Hospitality in the development of the tourism industry. Types of accommodation: intermediary accommodation, grouping of accommodation. Classification of accommodation units; Size, Location, Length of Stay, Facilities offered, Star categorisation. Home stay, Motels, Rotels, Floatels, Houseboats, Apartel, YHAI, Time Share establishments, other supplementary accommodations.

Activity: Prepare and present assignment on different types of hotels

UNIT II

Departments and their functions: Accommodation management, front office, housekeeping, F&B Service, Food Production, Bar and restaurants, supporting service; engineering, HR, Accounts.

Activity: Visit an organization and report about its housekeeping department.

UNIT III

Types of rooms: Single, Double, Twin, Suite, Penthouse, Cabana, Studio, Duplex, Cottage, Interconnecting, Adjacent rooms. Types of room plans: European plan, American plan, Modified American plan, Continental plan & Bermuda plan.

Activity: Collection of five packaged tour brochures of different companies and highlight its business use

UNIT IV

Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests. Ownership and affiliation: Independent hotels, Chain hotels, Franchise and referral groups. Licenses & Permits necessary for opening & operating a hotel. Permission - Labour Department - City corporations - police - Excise - Department of Tourism – ESI - FSSAI (FDA). Problems and prospectus of Hotel Industry.

Activity: Prepare an assignment on rules and regulation about alcohol policy in India.

UNIT V

Attribute of a good hotelier. Hospitality and its related sectors; Global gaming, Cruise Industry, Casino operations. Study of OYO, Trivago, Air BnB, Zostel.

Activity: Role play of handling difficult customers at hotel.

SUGGESTED BOOKS:

- Andrews S. (2012), Hotel Front Office Training Manual, Tata McGraw Hill Publication, New Delhi.
- Negi. J (2008). *Professional Hotel Management*. Sultan Chand & Company, New Delhi.
- Raghubalan, G. & Raghubalan S. (2009). *Hotel Housekeeping Operations and Management*, OUP, New Delhi.

CULTURAL HERITAGE OF INDIA

Course Objective: This Paper aims to provide an overview of concept of values of Indian Culture, the need to preserve it and the importance of Indian Art and its contribution to the world.

Unit I

Indian culture- The pre-historic age. Indus valley civilization sites; Mohenjodaro, Harappa, Lothal, Dholavira, Kalibangan, Rupar, Rakhigarhi. Vedic period. Sites related to Ramayana and Mahabharata.

Activity: Presentation on management lessons in Indian Epics.

Unit II

Religions and tenets: Hinduism - Shaivism, Vaishnavism, Shaakt, Nirakaar. Jainism – Shwetambar, Digambar, Buddhism – Hinayaan, Mahayaan, Vajrayaan, Tantra. Sikhism. Christian, Islam

Activity: Play on important teachings of Hinduism/Jainism/Buddhism/Sikhism/Christian/Islam.

Unit III

Religious Destinations: Hinduism - Char Dham, Varanasi, Mathura, Rishikesh, Tirupati, Puri, Kamakhya, Vaishno Devi, AksharDham and other Important Hindu temples.

Buddhism - Buddhist Circuit (Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgir, Sankisa, Sravasti), Sanchi, Amaravati.

Christianity - Churches & Cathedrals of Goa, Kerala, Tamil Nadu and other states

Islam – Jama masjid, Ajmer Sharif, Fatehpur Sikri, Hazratbal, Haji Ali and other important Masjids.

Jainism - Rajgir, Pavapuri, Dilwara temples, Gomateshwara Temple.

Sikhism – Panj Takht, Golden Temple and other Gurdwaras.

Other Religious places: Lotus Temple, Auroville.

Activity: Quiz on religious tourism destinations of India.

Unit IV

Built Heritage – Significance & Places of Importance, Rock-cut Architecture - Buddhist Architecture – Gandhara & Mathura Schools of Art - Temple Architecture- Indo-Aryan, Dravida, Vesara, Indo-Islamic Architecture, Indo- Saracenic – Important Forts – types of forts, Palaces, Temples and other important monuments.

Activity: Prepare a YouTube video on any Monument and present the 2-page report on its statistics (views/likes, share, subscriptions).

Unit V

Major Fairs and Festivals of various regions and religions, Classical Dances, Indian Music - Different Schools, Indian Museums, Indian Cuisines, Handicrafts of India.

Activity: Presentation on various destinations in India which are famous for Festivals, Cuisines and Handicrafts.

SUGGESTED BOOK/S

- Gupta, S.P. (2002). *Cultural Tourism in India*. Indraprastha Museum of Art and Archaeology, New Delhi.
- Basham, A.L. (2004), *The wonder that was India*, Picador; Indian ed edition.
- Singhanian, Nitin (2015), *Indian Art and Culture*, Tata McGraw Hill Education, First Edition.

TTM-IDMT-403

HOTEL MANAGEMENT (THEORY)

Course Objective: This Paper aims to provide an overview of concept of Hospitality. After doing this course, the students would be able to appreciate the significance of the hospitality industry in economy in general and in tourism industry in particular.

UNIT I

Hotel industry: Development of the hotel industry in India, origin and development over the ages, and recent trends. Role of Hospitality in the development of the tourism industry. Types of accommodation: intermediary accommodation, grouping of accommodation. Classification of accommodation units; Size, Location, Length of Stay, Facilities offered, Star categorisation. Homestay, Motels, Rotels, Floatels, Houseboats, Apartel, YHAI, Time Share establishments, other supplementary accommodations.

Activity: Prepare and present an assignment on different types of hotels

UNIT II

Departments and their functions: Accommodation management, front office, housekeeping, F&B Service, Food Production, Bar and restaurants, supporting service; engineering, HR, Accounts.

Activity: Visit an organization and report about its housekeeping department.

UNIT III

Types of rooms: Single, Double, Twin, Suite, Penthouse, Cabana, Studio, Duplex, Cottage, Interconnecting, Adjacent rooms. Types of room plans: European plan, American plan, Modified American plan, Continental plan & Bermuda plan.

Activity: Collection of five packaged tour brochures of different companies and highlight its business use

UNIT IV

Rules and Regulations applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation: Independent hotels, Chain hotels, Franchise and referral groups. Licenses & Permits necessary for opening & operating a hotel. Permission - Labour Department - City corporations - police -Excise - Department of Tourism – ESI - FSSAI(FDA). Problems and Prospectus of Hotel Industry.

Activity: Prepare an assignment on the rules and regulations regarding alcohol policy in India.

UNIT V

Attribute of a good hotelier. Hospitality and its related sectors; Global gaming, Cruise Industry, Casino operations. Study of OYO, Trivago, Air BnB, Zostel.

Activity: Role play of handling difficult customers at the hotel.

SUGGESTED TEXTBOOKS:

- Andrews S. (2012), Hotel Front Office Training Manual, Tata McGraw Hill Publication, New Delhi.
- Negi. J (2008). *Professional Hotel Management*. Sultan Chand & Company, New Delhi.
- Raghubalan, G. &Ragubalan S. (2009). *Hotel Housekeeping Operations and Management*, OUP, New Delhi.

TTM-IDMI-404

CULTURAL HERITAGE OF INDIA

Course Objective: This Paper aims to provide an overview of concept of values of Indian Culture, the need to preserve it and the importance of Indian Art and its contribution to the world.

Unit I

Indian culture & society in the pre-historic ages. Indus valley civilization sites; Mohenjodaro, Harappa, Lothal, Dholavira, Kalibangan, Rupar, Rakhigarhi. The early and later Vedic period. Sites related to Ramayana and Mahabharata.

Activity: Presentation on management lessons in Indian Epics.

Unit II

Religions and tenets: Hinduism - Shaivism, Vaishnavism, Shaakt, Nirakaar. Jainism – Shwetambar, Digambar, Buddhism – Hinayaan, Mahayaan, Vajrayaan, Tantra. Sikhism. Christianity, Islam

Activity: Play on important teachings of Hinduism/Jainism/Buddhism/Sikhism/Christian/Islam.

Unit III

Religious Destinations: Hinduism -Char Dham, Varanasi, Mathura, Rishikesh, Tirupati, Puri, Kamakhya, Vaishno Devi, AksharDham and other Important Hindu temples.

Buddhism - Buddhist Circuit (Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgir, Sankisa, Sravasti), Sanchi, Amaravati.

Christianity - Churches & Cathedrals of Goa, Kerala, Tamil Nadu and other states

Islam – Jama masjid, Ajmer Sharif, Fatehpur Sikri, Hazratbal, Haji Ali and other important Masjids.

Jainism -Rajgir, Pavapuri, Dilwara temples, Gomateshwara Temple.

Sikhism – PanjTakht, Golden Temple and other Gurdwaras.

Other Religious places: Lotus Temple, Auroville.

Activity: Quiz on religious tourism destinations of India.

Unit IV

Built Heritage – Significance & Places of Importance, Rock-cut Architecture - Buddhist Architecture – Gandhara& Mathura Schools of Art - Temple Architecture- Indo-Aryan, Dravida, Vesera, Indo-Islamic Architecture, Indo-Saracenic – Important Forts – types of forts, Palaces, Temples and other important monuments.

Activity: Prepare a YouTube video on any Monument and present the 2-page report on its statistics (views/likes, shares, subscriptions).

Unit V

Major Fairs and Festivals of various regions and religions, Classical Dances, Indian Music - Different Schools, Indian Museums, Indian Cuisines, Handicrafts of India.

Activity: Presentation on various destinations in India that are famous for festivals, cuisines, and handicrafts.

SUGGESTED BOOKS

- Gupta, S.P. (2002). *Cultural Tourism in India*. Indraprastha Museum of Art and Archaeology, New Delhi.
- Basham. A.L. (2004), *The wonder that was India*, Picador; Indian ed edition.
- Singhanian. Nitin (2015), *Indian Art and Culture*, Tata McGraw Hill Education, First Edition.

TTM-VOT-405

TOUR GUIDING AND ESCORTING (THEORY)

Course Objective: This Paper aims to provide an overview of the concept of tour guiding and tour escorting as a career option. It will also orient them to the nitty-gritty of this profession. This course also intends to deliver key skills.

UNIT I

Guided Tours and Escorted Tours –Concept, Differences and Importance. Tourist Interpretation. Preparing and Delivery of Tour Commentary.

Activity: Preparation of Tour Guiding Commentary

UNIT II

Tour Guiding: Duties and Responsibilities required Skills, Do's and Don'ts, necessary tools.

Activity: Presentation on duties and responsibilities of tour guide

UNIT III

Tour Guiding Techniques: Guiding at different types of sites, Handling critical situations and Risk Management, Handling difficult tourists, handling questions, Responsible guiding. Code of conduct.

Activity: Role Plays on various possible situations in Tour Guiding

UNIT IV

Tour Escorting: Duties and Responsibilities, required Skills, Pre-departure meetings, Post tour documentations. Dos and Don'ts for Tour Escorting

Activity: Role Play on various possible situations in Tour Escorting

UNIT V

Career opportunities, Advantages and Disadvantages of the profession.

Activity: Presentation on Tour Operation Organizations.

SUGGESTED BOOKS:

- Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)
- Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
- Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

TTM-VOP-406

TOUR GUIDING AND ESCORTING (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of tour guiding profession by practical experiences of how to practice guiding in real life situations.

UNIT I

- i) Preparing and Delivering Tour Guiding Commentary on a virtual tour of your region.
- ii) Prepare a YouTube video of a destination of your region with guiding commentary.

UNIT II

- i) Guided tour of various buildings of your campus.
- ii) Guided tour of various attractions of your campus.

UNIT III

- i) Organizing an Escorted Tour of your Campus.
- ii) Organizing an Escorted Tour of your central library.

UNIT IV

- i) Virtual Guided Tours of any destinations of India.
- ii) Virtual Guided Tours of various destinations of the world.

UNIT V

- i) Collect any five job advertisements for tour guiding and escorting.
- ii) Read any issue of any travel magazine and prepare a report on the destinations covered in it.

SUGGESTED BOOKS:

- Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)
- Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
- Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

TTM-DMP-407

HOTEL MANAGEMENT (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of hospitality industry. In this subject the student will visit star category/good hotel in the area and will perform the following task. After completion of this subject, the students would be able to understand how all departments of hotels do their function.

UNIT I

Visit Star Rating/Good Hotel

- 1) Visit a hotel and prepare a report on your observation and experience.
- 2) Prepare a check-list of one to five-star hotels.

UNIT II

Front Office Department

- 1) From the website of a hotel, outline various modes of room booking.
- 2) From the website of a five-star hotel, prepare a report on availability of various types of rooms.

UNIT III

Housekeeping Department

- 1) Prepare a bed and list-out the steps involved in it.
- 2) Prepare a check-list of cleaning tools and equipment used in lavatory.

UNIT IV

Food & Beverage Service Department

- 1) Prepare a table for multicuisine – multi-course dinner.
- 2) Dining etiquettes

UNIT V

Food & Beverage Production (Kitchen) Department

- 1) Visit a food & beverage production department and prepare a report.
- 2) Visit Mega Mess kitchen of the university and prepare a report on the cooking instruments

SUGGESTED BOOKS:

Holloway, J.C. (2002), *The Business of Tourism*, Prentice Hall, London.

Gee, Chuck and Y. Makens (1990). *Hotel Management*, New York: Prentice Hall.

TTM-IDMP-408

HOTEL MANAGEMENT (PRACTICAL)

Course Objective: This Paper aims to provide an overview of concept of hospitality industry. Student will visit star category/good hotel(s) in the area and will perform the following task. After completion of this subject, the students would be able to understand how all departments of hotels do their function.

UNIT I

Visit Star Rating/Good Hotel

- 1) Visit a hotel and prepare a report on your observation and experience.
- 2) Prepare a check-list of one to five-star hotels.

UNIT II

Front Office Department

- 1) From the website of a hotel, outline various modes of room booking.
- 2) From the website of a five-star hotel, prepare a report on availability of various types of rooms.

UNIT III

Housekeeping Department

- 1) Prepare a bed and list-out the steps involved in it.
- 2) Prepare a check-list of cleaning tools and equipment used in lavatory.

UNIT IV

Food & Beverage Service Department

- 1) Prepare a table for multicuisine – multi-course dinner.
- 2) Dining etiquettes

UNIT V

Food & Beverage Production (Kitchen) Department

- 1) Visit a food & beverage production department and prepare a report.
- 2) Visit Mega Mess kitchen of the university and prepare a report on the cooking instruments and equipment.

SUGGESTED BOOKS:

Holloway, J.C. (2002), *The Business of Tourism*, Prentice Hall, London.

Gee, Chuck and Y. Makens (1990). *Hotel Management*, New York: Prentice Hall.

SEMESTER - V

TTM-DMT-501

TOUR PACKAGING MANAGEMENT (THEORY)

Course Objective: This Paper aims to provide an overview of concept of preparation and designing of tour package management independently.

Unit I

Concept of Package Tour: Tour Packaging: Components, Importance, Pre-Tour - On tour - Post Tour Management.

Activity: Presentation on components of tour package

Unit II

Designing Package Tour: Tour Formulation and Designing Process: FIT and GIT, Special Interest Tours (SITs), Steps in Tour Package Formulation.

Activity: Preparation and presentation of an Itinerary as per direction of course instructor.

Unit III

Itinerary Planning & Development: Meaning, Importance and Types of Itineraries, Resources and Steps for Itinerary Planning, Do's and Don'ts of Itinerary Preparation

Activity: Presentation on Do's and Don'ts of Itinerary preparation.

Unit IV

Tour Costing and Pricing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies, Tour Brochure

Activity: Preparation and presentation of cost sheet of a tour package.

Unit V

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

Activity: Role play on customer interaction for sale of tour package

SUGGESTED BOOKS:

1. Chand, M. (2002), *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd., New Delhi.
2. Roday S., Biwal A. & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi.

TOURISM TRANSPORTATION

Course Objective: This Paper aims to provide an overview of concept of evolution, types and importance of transportation systems in tourism.

Unit I

Overview of the evolution of Transportation, Essentials of Transport, Ways and Modes of Transport, Importance of transport in tourism.

Activity: Presentations on different ways of transportation.

Unit II

Road transport: An overview of Road Transport, Government owned and Private Bus operators in India, Car rentals & bike rentals, current trends and future prospects. Study on KSRTC, VRL, Red Bus, Zoom Cars, Ola, Uber, Meru, Rapido, BlaBla Car, Google Maps.

Activity: Presentations on car rental/bike rental/bus ticket booking apps.

Unit III

Rail transport: Overview of Indian Railways and major railway networks of the world, IRCTC.

Types of Trains, Luxury tourist trains in India, Mountain Tourist Toy trains, INDRAIL pass. Innovations in Indian Railways – Vista Dome, Tejas (Train 20), Train 18.

Activity: Extempore about railway experiences.

Unit IV

Air Transportation: Types of Airlines, Aircrafts, Types of Airport & Its Facilities and Services, In-flight Services, ICAO and Its Freedom of Air, Airline Business in India and the World, Concept and importance of Low-cost Airlines - Study of Air Asia, Air Deccan, Indigo, Kingfisher Airlines, Jet Airways.

Activity: Class Discussions about present scenario of Indian aviation industry.

Unit V

Water transport: Water Transport Network, Cruise Line Business, Major Ports in India, Inland Water Transport System in India, water taxi, ro-ro services, Overview of future of transportation.

Activity: Presentations on cruise tourism and cruise liners.

SUGGESTED TEXTBOOKS

- Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
- Jagmohan Negi (2005) *Air travel Ticketing and Fare construction*, Kanishka, New Delhi.
- Duval, D Timothy (2007) *Tourism and Transport: Modes, Networks and Flows*, Channel View Publications, New York.

TTM-IDMT-503

TOUR PACKAGING MANAGEMENT (THEORY)

Course Objective: This Paper aims to provide an overview of concept of preparation and designing of tour package management independently.

Unit I

Concept of Package Tour: Tour Packaging: Components, Importance, Pre-Tour - On tour - Post Tour Management.

Activity: Presentation on components of tour package

Unit II

Designing Package Tour: Tour Formulation and Designing Process: FIT and GIT, Special Interest Tours (SITs), Steps in Tour Package Formulation.

Activity: Preparation and presentation of an Itinerary as per direction of course instructor.

Unit III

Itinerary Planning & Development: Meaning, Importance and Types of Itineraries, Resources and Steps for Itinerary Planning, Do's and Don'ts of Itinerary Preparation

Activity: Presentation on Do's and Don'ts of Itinerary preparation.

Unit IV

Tour Costing and Pricing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies, Tour Brochure

Activity: Preparation and presentation of cost sheet of a tour package.

Unit V

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

Activity: Role play on customer interaction for sale of tour package

SUGGESTED BOOKS:

- Chand, M. (2002), *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd., New Delhi.
- Roday S., Biwal A. & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi.
- Negi. J (2005), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.

TOURISM TRANSPORTATION

Course Objective: This Paper aims to provide an overview of concept of evolution, types and importance of transportation systems in tourism.

Unit I

Overview of the evolution of Transportation, Essentials of Transport, Ways and Modes of Transport, Importance of transport in tourism.

Activity: Presentations on different ways of transportation.

Unit II

Road transport: An overview of Road Transport, Government owned and Private Bus operators in India, Car rentals & bike rentals, current trends and future prospects. Study on KSRTC, VRL, Red Bus, Zoom Cars, Ola, Uber, Meru, Rapido, BlaBla Car, Google Maps.

Activity: Presentations on car rental/bike rental/bus ticket booking apps.

Unit III

Rail transport: Overview of Indian Railways and major railway networks of the world, IRCTC.

Types of Trains, Luxury tourist trains in India, Mountain Tourist Toy trains, INDRAIL pass. Innovations in Indian Railways – Vista Dome, Tejas (Train 20), Train 18.

Activity: Extempore about railway experiences.

Unit IV

Air Transportation: Types of Airlines, Aircrafts, Types of Airport & Its Facilities and Services, In-flight Services, ICAO and Its Freedom of Air, Airline Business in India and the World, Concept and importance of Low-cost Airlines - Study of Air Asia, Air Deccan, Indigo, Kingfisher Airlines, Jet Airways.

Activity: Class Discussions about present scenario of Indian aviation industry.

Unit V

Water transport: Water Transport Network, Cruise Line Business, Major Ports in India, Inland Water Transport System in India, water taxi, ro-ro services, Overview of future of transportation.

Activity: Presentations on cruise tourism and cruise liners

SUGGESTED BOOKS:

- Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
- Jagmohan Negi (2005) *Air travel Ticketing and Fare construction*, Kanishka, New Delhi.
- Duval, D Timothy (2007) *Tourism and Transport: Modes, Networks and Flows*, Channel View Publications, New York.

TTM-I-505

INTERNSHIP

Course Objective: Learners would be expected to make a presentation of their work and learning during the internship. They would be partially evaluated on this.

Internship outline: Students are expected to earn a feel of real-life working in business enterprises so that they may appreciate classroom discourses. Each student shall undergo Six to Eight weeks long training in Tourism, Travel or Hospitality organisations under the guidance of a faculty advisor. Every course student will be required to submit a report based on work done in an industry of repute. Project work will be carried out under the joint supervision of two Guides. One of them will be from the workplace, and the other will be from among the faculty members of the department. The student, in consultation with the concerned guides, will finalize the subject matter of the Project work. A synopsis must be sent to the Programme Chairperson within 45 days of the commencement of the Project Work, failing which the Project Report will not be accepted. Guidance from the Institute regarding Project Work will be available from Internal Guides.

Evaluation: One printed copy and one soft copy of the project report should be submitted to the Department, and one printed copy should be submitted to the organization where the project work is undertaken. The printed copy of the project report must bear the guidance certificate duly signed by both the faculty advisor. The duly constituted examiners will evaluate the Report. The project report should reflect the candidate's own understanding, experience and analysis of the subject under study. Every student has to appear in the viva-voce examination on the project work.

TTM-I-506

FIELD VISIT/INTERNSHIP

Course Objective: Learners would be expected to make a presentation of their work and learning during the internship. They would be partially evaluated on this.

Internship outline: Students are expected to earn a feel of real-life working in business enterprises so that they may appreciate classroom discourses. Each student shall undergo Six to Eight weeks long training in Tourism, Travel or Hospitality organisations under the guidance of a faculty advisor. Every course student will be required to submit a report based on work done in an industry of repute. Project work will be carried out under the joint supervision of two Guides. One of them will be from the workplace, and the other will be from among the faculty members of the department. The student, in consultation with the concerned guides, will finalize the subject matter of the Project work. A synopsis must be sent to the Programme Chairperson within 45 days of the commencement of the Project Work, failing which the Project Report will not be accepted. Guidance from the Institute regarding Project Work will be available from Internal Guides.

Evaluation: One printed copy and one soft copy of the project report should be submitted to the Department, and one printed copy should be submitted to the organization where the project work is undertaken. The printed copy of the project report must bear the guidance certificate duly signed by both the faculty advisor. The duly constituted examiners will evaluate the Report. The project report should reflect the candidate's own understanding, experience and analysis of the subject under study. Every student has to appear in the viva-voce examination on the project work.

TTM-DMP-507

TOUR PACKAGING MANAGEMENT - PRACTICAL

Course Objective: This Paper aims to provide an overview of practical concepts of preparation and designing of tour package management independently.

Unit I

- 1) Prepare and Organize a play to show the importance of a Tour Package.
- 2) Create a package tour of the University campus.

Unit II

- 1) Prepare and present a Tour Package of Europe.
- 2) Prepare and present a Tour Package of Special Interest.

Unit III

- 1) Prepare and present Itinerary for a Group visiting Far East.
- 2) Prepare and present Itinerary for a Family on a Domestic Tour.

Unit IV

Tour Costing and Pricing

- 1) Prepare a Cost Sheet for a Group visiting the Middle East.
- 2) Prepare a Cost Sheet for a Family on a Domestic Tour.

Unit V

Operation of Package Tour:

- 1) Complete the Documentation process for the Outbound Tour Package.
- 2) Prepare and Organise a play to exhibit the Crises management in an Outbound Tour Package.

SUGGESTED BOOKS:

1. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
2. Jagmohan Negi (2005) *Air travel Ticketing and Fare construction*, Kanishka, New Delhi.
3. Duval, D Timothy (2007) *Tourism and Transport: Modes, Networks and Flows*, Channel View Publications, New York.

TTM-IDMP-508

TOUR PACKAGING MANAGEMENT - PRACTICAL

Course Objective: This paper aims to provide an overview of practical concepts of independent preparation and design of tour package management.

Unit I

- 1) Prepare and Organize a play to show the importance of a Tour Package.
- 2) Create a package tour of University campus.

Unit II

- 1) Prepare and present a Tour Package of Europe.
- 2) Prepare and present Tour Package of Special Interest.

Unit III

- 1) Prepare and present Itinerary for a Group visiting Far East.
- 2) Prepare and present Itinerary for a Family on a Domestic Tour.

Unit IV

Tour Costing and Pricing

- 1) Prepare a Cost Sheet for a Group visiting Middle East.
- 2) Prepare a Cost Sheet for a Family on a Domestic Tour.

Unit V

Operation of Package Tour:

- 1) Complete the Documentation process for Outbound Tour Package.
- 2) Prepare and Organize a play to exhibit the Crises management in an Outbound Tour Package.

SUGGESTED BOOKS:

1. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
2. Jagmohan Negi (2005) *Air travel Ticketing and Fare construction*, Kanishka, New Delhi.
3. Duval, D Timothy (2007) *Tourism and Transport: Modes, Networks and Flows*, Channel View Publications, New York.

SEMESTER - VI

TTM-DMT-601

GLOBAL TOURISM DESTINATIONS

Course Objective: This Paper aims to provide an overview of concept of major tourist destinations across the continents and to plan tour itineraries of various countries across time zones.

UNIT I

World Geography: Physiography – Continents – Ocean bodies – Islands - Climate & Vegetation - Asia: physiography – countries- tourism demand - supply - attractions – Study of China, Malaysia & Thailand

Activity: Fill up the names of countries and their capital in a blank outline of the Asian continent.

UNIT II

Europe: physiography – countries- tourism demand - supply - attractions - Study of France, Spain & Italy.

Activity: Fill up the names of countries and their capital in a blank outline of the European continent.

UNIT III

Americas: physiography – countries- tourism demand - supply – attractions – Study of USA, Mexico&Canada.

Activity: Fill up the names of countries and their capital in a blank outline of the North and South American continents

UNIT IV

Africa & Australia: physiography – countries- tourism demand - supply – attractions- Study of - South Africa, Morocco, Australia, and Oceania.

Activity: Fill up the names of countries and their capital in a blank outline of the African and Australasia continent

UNIT V

Contemporary world updates: Geo-political arena -UNO - SAARC – ASEAN – EU - NAFTA - NATO – G8 – Russia&Ukraine–Israel&Palestine–Azerbaijan & Georgia – India &China.

Activity: Identify the names of the countries who are and who are not members of European Union.

SUGGESTED BOOKS:

- Boniface, C., Cooper, R. & Cooper, C. (2016). Worldwide Destinations: The geography of travel and tourism. Routledge.
- Nelson, V. (2014). Introduction to the Geography of Tourism. Rowman & Littlefield Publishers, Inc.
- Oxford School Atlas: India's Most Trusted Atlas 35th edition (Areal app) Paperback –2019

TTM-DMI-602

ADVENTURE TOURISM

Course Objective: This Paper aims to provide an overview of concept of Adventure tourism, its types, destinations, tours etc.

UNIT I

Basic concepts of adventure and adventure tourism: Element and classifications-land based, air based and water based. Adventure training institutes in India.

Activity: Assignments on different types of Adventure as per the instructions of the course instructor

UNIT II

Adventure tourism resources and destinations in India. Equipment and clothing requirements for adventure activities.

Activity: Tent Pitching

UNIT III

Planning and Management of Adventure tour, Safety & Security, Required Permissions, Risk Management.

Activity: Presentations on packaged adventure tours.

UNIT IV

Business Plan for operating Adventure activities and adventure tours. Necessary Permissions and Licenses.

Activity: Fill the form for the Adventure activity approval(s) from Government.

UNIT V

Adventure tourism operators in India and World. Career opportunities.

Activity: Mock Interview or First Aid, CPR and Simulation exercise for Medical Emergencies

SUGGESTED TEXTBOOKS

- Buckley, Ralf, CAB International 2006, Adventure Tourism.
- Malik, S.S., 1997, *Adventure Tourism*, New Delhi: Rahul Publishing.
- Negi, J. 2001, *Adventure Tourism and Sports – Part- I & II*, New Delhi: Kanishka Publisers.

TTM-IDMT-603

GLOBAL TOURISM DESTINATIONS

Course Objective: This Paper aims to provide an overview of concept of major tourist destinations across the continents and to plan tour itineraries of various countries across time zones.

UNIT I

World Geography: Physiography – Continents – Ocean bodies – Islands - Climate & Vegetation - Asia: physiography – countries- tourism demand - supply - attractions – Study of China, Malaysia & Thailand

Activity: Fill up the names of countries and their capital in a blank outline of the Asian continent.

UNIT II

Europe: physiography – countries- tourism demand - supply - attractions - Study of France, Spain & Italy.

Activity: Fill up the names of countries and their capital in a blank outline of the European continent.

UNIT III

Americas: physiography – countries- tourism demand - supply – attractions – Study of USA, Mexico&Canada.

Activity: Fill up the names of countries and their capital in a blank outline of the North and South American continents

UNIT IV

Africa & Australia: physiography – countries- tourism demand - supply – attractions- Study of - South Africa, Morocco, Australia, and Oceania.

Activity: Fill up the names of countries and their capital in a blank outline of the African and Australasia continent

UNIT V

Contemporary world updates: Geo-political arena -UNO - SAARC – ASEAN – EU - NAFTA - NATO – G8 – Russia&Ukraine–Israel&Palestine–Azerbaijan & Georgia – India &China.

Activity: Identify the names of the countries who are and who are not members of European Union.

SUGGESTED BOOKS:

- Boniface, C., Cooper, R. & Cooper, C. (2016). Worldwide Destinations: The geography of travel and tourism. Routledge.
- Nelson, V. (2014). Introduction to the Geography of Tourism. Rowman& Littlefield Publishers, Inc.
- Oxford School Atlas: India's Most Trusted Atlas 35th edition (Areal app) Paperback –2019
- Horner S. &Swarbrooke, J. (2016). International Cases in Tourism Management. Routledge.
- Wall, G. & Mathieson, A. (2006). Tourism: Change, Impacts and Opportunities. Prentice Hall.

TTM-IDMI-604

ADVENTURE TOURISM

Course Objective: This Paper aims to provide an overview of concept of Adventure tourism, its types, destinations, tours etc.

UNIT I

Basic concepts of adventure and adventure tourism: Element and classifications-land based, air based and water based. Adventure training institutes in India.

Activity: Assignments on different types of Adventure as per the instructions of course instructor

UNIT II

Adventure tourism resources and destinations in India. Equipment and clothing requirements for adventure activities.

Activity: Tent Pitching

UNIT III

Planning and Management of Adventure tour, Safety & Security, Required Permissions, Risk Management.

Activity: Presentations on packaged adventure tours.

UNIT IV

Business Plan for operating Adventure activities and adventure tours. Necessary Permissions and Licenses.

Activity: Fill the form for the Adventure activity approval(s) from Government.

UNIT V

Adventure tourism operators in India and World. Career opportunities.

Activity: Mock Interview or First Aid, CPR and Simulation exercise for Medical Emergencies

SUGGESTED BOOKS:

- Buckley, Ralf, CAB International 2006, Adventure Tourism.
- Malik, S.S., 1997, *Adventure Tourism*, New Delhi: Rahul Publishing.
- Negi, J. 2001, *Adventure Tourism and Sports – Part- I & II*, New Delhi: KanishkaPublisers.

TTM-DMT-605

EVENT MANAGEMENT

Course Objective: This Paper aims to provide an overview of concept of event management, its strategies for successful planning, promotion, implementation and evaluation of special events.

Unit I: Conceptual foundations of events: Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Contract negotiations – principles; negotiation with hotels, vendors and customers. Event manager.

Activity: Group Discussion on various Event Management Activities

Unit II: Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

Activity: PPT Presentation on Professional Meetings

Unit III: Meetings: Meeting planner/convention manager; organizing and planning meetings; major attributes of meeting planners; types of meeting planners;

Incentive tours: Characteristics, its organising and special requirements.

Activity: Role play on organizing and planning business meetings

Unit IV: Conference Market: The nature of conference markets; the demand for conference facilities; Introduction to conference facilities in India. Conference venues- facilities, check-in and check-out procedures, requirements; conference room layouts; Convention manager. Role and functions of ICPB and ICCA.

Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process.

Activity: Group Discussion on exhibitions/expositions

Unit V: Events: Concept of Events, characteristics, classification of events, reason and need for events. Advantages of events - to the organiser, event planner, participants, economy and society. Event Venues, inter-related venues; Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business.

Activity: PPT Presentation on latest meeting technologies

SUGGESTED BOOKS:

- Fenich, G.G. (2005). *Meetings, Expositions, Events and Conventions- An Introduction to the Industry*. New Delhi: Pearson/Prentice Hall. (L)
- Montgomery, R.J. and Strick, S.K. (1995). *Meetings Conventions and Expositions- An Introduction to the Industry*. New York: Van Nostrand Reinhold. (L)
- Weirich, M.L. (1992). *Meetings and Conventions Management*. New York: Delmar Publishers Inc. (L)

TTM-DMP-606

PROFESSIONAL SKILLS

Course Objective: This Paper aims to provide an overview of concept of professional skills required for success in corporate life. The course will enable the students to efficiently manage their professional life along with the personal life.

UNIT I

Developing Self Awareness and Professional Personality: K-S-A Framework, Projecting a winning personality, How to match the industrial expectations as a professional, How to be a consistent Performer, Developing competitive coping mechanism, Enhancing necessary competencies.

Activity: Presentation on necessary skills for a professional.

UNIT II

Interview: Resume writing; Types, contents, formats. Interview handling; types, do's and don'ts, Filling Application form, company knowledge; Presenting yourself, gestures & postures, Follow up.

Activity: Multiple activities session for the interview preparation.

UNIT III

Office Etiquette: Understanding Business Etiquette & Mannerism, Peer to Peer communication, Work ethics, Hierarchy communication, Body Language, Handling complaints & grapevine, Developing & maintaining contacts

Activity: Role play on office etiquette.

UNIT IV

Ethics, Integrity, Values, Team Work and Interpersonal Skills, Designing and Delivering Presentations

Activity: Role play on team dynamics.

UNIT V

Key Life Skills: Punctuality, Meeting Deadlines, Self-grooming, Systematisation, Negotiation Skills, Stress Management, Work-Life Balance.

Activity: Group discussion on the effects of procrastination on career.

SUGGESTED BOOKS:

Communication in Tourism and Hospitality - Lynn Vander Wagen, Hospitality Press Pty Ltd.

Interpersonal Skills for Travel and Tourism - Jon & Lisa Burton - Longman Group Ltd.

FIELD VISIT AND VIVA VOCE

The field visit to tourism destinations is intended to bring the theory and principles of sustainable tourism, eco-tourism and responsible tourism into practice. The visit is also intended to familiarise the students with the destinations. The students are expected to design, plan, and execute the tour. It may include trekking, camping, and other related elements. The students would prepare a detailed report on the process of tour planning and execution along with their experiences, learning and observations of from the tour. A viva voce would be conducted with the end-semester examination. The evaluation will consider the individual performance of the student in planning and execution of the tour along with their submitted report and performance in the viva voce.