

Title of Programme: Master of Tourism and Travel Management (MTTM)
Department of Tourism Management
School of Tourism, Hospitality and Hotel Management
Uttarakhand Open University
Programme Project Report (PPR)

(a) Programme's Mission & Objectives: The mission of the MTTM programme is to provide a complete understanding and knowledge to the students about the Tourism and Travel industry. In this programme learners will study all courses directly or indirectly associated with the industry of travel and tourism. After completing this programme students will easily able to correlate and connect all the theoretical aspects with the practical in the industry.

The objectives of the programme are listed below:

- To provide theoretical knowledge to learners through different compulsory courses.
- To provide an opportunity to take industry experience through internship.
- Learners will understand research and its various methods through project report.
- It will make students able to find a suitable job in the industry.

(b) Relevance of the program with HEI's Mission and Goals:

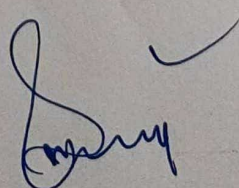
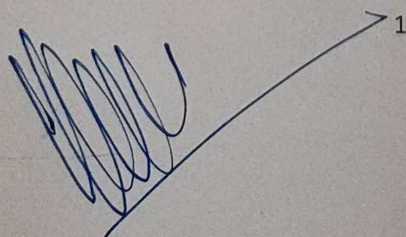
One of the important missions of higher education particularly through Open and Distance Learning Institutions is to provide greater opportunities and access to such section of society who are unable to reach at Higher Educational institutions. Uttarakhand is one of the remotest and hilly states of India due to which large no. of the youths of the state are not able to reach and attend the higher educational institutions. Thus this master's degree programme in Tourism will provide them overall information and understanding about tourism industry. After completing the MTTM Programme learners will capable to apply for the industry as well as higher teaching positions in various universities.

(c) Nature of prospective target group of learners:

Uttarakhand is one of the hilly and remotest states of India. Most of the youths of this state are not able to reach at higher educational institutions. Remote Villages located in high hills and unavailability of higher educational institutions in state are some major factors which continuously keeping away youths of Uttarakhand from the higher education. Professional programmes such as MTTM running under the umbrella of Uttarakhand Open University are providing greater opportunities of jobs travel and tourism companies located in different metropolitan cities of India.

(d) Appropriateness of programme to be conducted in Open and Distance learning mode to acquire specific skills and competence:

MTTM is a one of the professional programmes running in Uttarakhand Open University from past seven years. Students will study all important courses during their programme. Most part of



this programme is theoretical and students gets practical experience through the two months Internship from any reputed travel company.

(e) Instructional design:

Open and Distance learning (ODL) is an innovative approach of providing opportunity of learning through Self Instructional Learning Material (SILM) and certain other strategies in a flexible manner at the pace of learners. In this mode, the learner is also provided academic support in the form of counseling and audio/video material in addition to SILM. The University follows the Credit System for its programmes. The University follows strong students support services by way of providing them Contact classes and special counseling sessions shall take place in week-ends/holidays at regional as well as study centers of the university. The printed materials will comprise of printed course modules/blocks, and printed assignments. Course-specific essential audio and video programmes shall also be developed. These video programmes in DVD format shall be provided to the students along with printed material by postal dispatch/ by hand from the learning centers.

Programme Title: Master of Tourism and Travel Management

Programme Code: MTTM-21

Department/School offering the programme: Department of Tourism, School of Tourism, Hospitality and Hotel Management

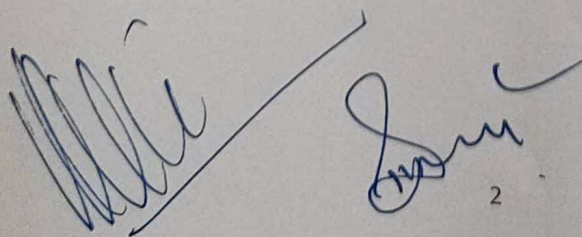
Duration of the Programme: Minimum-Two Years, Maximum 4 Years.

(f) Procedure for Admissions, Curriculum Transaction and Evaluation:

- **Admissions:** All the rules related to admission of the university shall be applicable for admission in Master of Hotel Management programme.

Eligibility: Minimum eligibility criteria for admissions in MTTM programme shall be graduation in any stream. There is no upper age limit to admit a candidate in Master of Tourism and Travel Management offered by Uttarakhand Open University.

Eligibility	Duration(Yrs)		SLM	Mode of Exam(Sem.)	Sem.	Programme Fees (inRs.)	Project/ Workshop	Exam Fees	Practical	Viva-Voce	Miscellaneous Fees (in Rs.)	Degree Fee (in Rs.)	Grand Total (in Rs.)
	Min	Max											
					I	3000	-	As per	-	-	150	-	3150 + Exam Fees



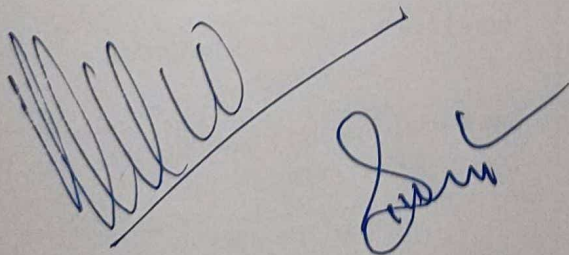
Graduation in any Stream	2	4	English	Semester	II	3000		University Norms					3000 + Exam Fees
					III	3000	1500		-				4500+ Exam Fees
					IV	3000	-		-	-	-	-	3000+ Exam Fees

Semester Pattern: A semester shall normally extend over a period of six months. The evaluation of the learner will be based on assignment submitted and end-semester examination. The assignment shall carry 30% of the total marks of the course. The marks of assignment shall be taken into account for computation of Grades. There shall be a written end-semester examination which will carry 70% of total marks assigned for the course.

Medium of Instruction: The medium of instruction will be English

Question Paper Pattern for Theory Papers: The pattern of question papers will be according to the standard pattern followed by Uttarakhand Open University.

Programme Fee and Examination Fee: The programme fee per semester will be Rs. 3000/-, and entire programme fee will be Rs. 12,000/-. All other charges fixed by the University shall be applicable. The examination fee will be in accordance with the decision of the examination Committee of the University. Presently the examination fee per course is Rs. 250/- and project fee is Rs. 1500/-



MTTM - 1 st Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-101	Tourism: Concepts and Linkages	04	15	35	50
MTTM-102	Principles of Management	04	15	35	50
MTTM-103	Introduction to Marketing	04	15	35	50
MTTM-104	Indian History, Society and Culture	04	15	35	50
Total Credits		16	Total Marks		200

• Curriculum Transaction:

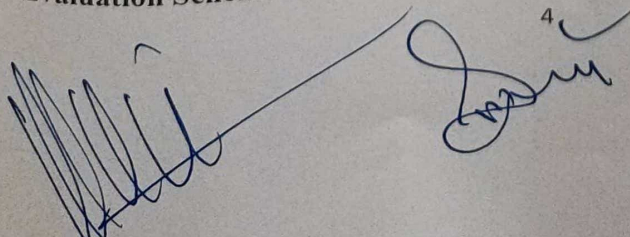
Evaluation Scheme of Master of Tourism and Travel Management Semester-1st

Evaluation Scheme of Master of Tourism and Travel Management Semester-2nd

MTTM – 2 nd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM 201	Tourism Resources of India	04	15	35	50
MTTM 202	Introduction to Travel and Hotel Operation	04	15	35	50
MTTM 203	International Tourism: Trends and Typologies	04	15	35	50
MTTM 204	MIS for Tourism	04	15	35	50
Total Credits		16	Total Marks		200

Evaluation Scheme of Master of Tourism and Travel Management Semester-3rd

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MTTM – 3 rd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM 301	Human Resource Management	04	15	35	50
MTTM 302	Itinerary Planning and Tour Packaging	04	15	35	50
MTTM 303	Research Methodology	04	15	35	50
MTTM 304	Financial Accounting	04	15	35	50
MTTM 305	'Industrial Training' or 'Project Report' (50 marks) and Viva Voce (50 marks)	08			100
Total Credits		24	Total Marks		300

Evaluation Scheme of Master of Tourism and Travel Management Semester-4th

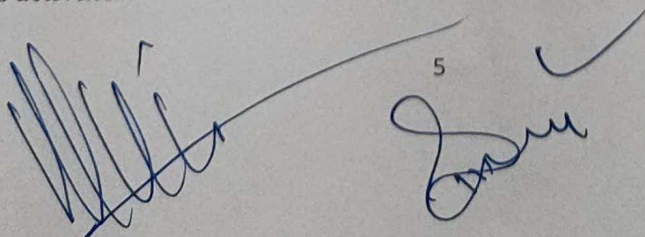
MTTM – 4 th Semester					
Course Code	Course Title	Credits	Assignment	ESE	Total
MTTM 401	Airlines Ticketing and Cargo Operations	04	15	35	50
MTTM 402	Tourism Policy and Planning	04	15	35	50
MTTM 403	Ecology of Tourism and Tourism Impacts	04	15	35	50
MTTM 404	Tourism Marketing Management and Entrepreneurship Development	04	15	35	50
Total Credits		16	Total Marks		200

ESE= End Semester Examination

- **Evaluation for each course covers following aspects:**

– Self assessment: Self-assessment shall take place in each unit with the help of self-assessment questions and activities.

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- Continuous evaluation through Assignment with a weightage of 30%.
- Term-end examination with a weightage of 70%.

(g) Requirement of the laboratory support and Library Resources:

Learners have the facility to use the computer and software packages relevant to the syllabus. Uttarakhand Open University has its own a library at Headquarters, Haldwani, and Dehradun campus which can be utilized by the learners. Further, library resources are also available at Study Centers which can also be utilized by the students. The SLM, supplementary text audio and video material of the various courses of the programme will also be available through the e-repository of the University. The University also has a subscription of National Digital Library to provide the learners' with the ability to enhance access to information and knowledge of various courses of the programme.

(h) Cost estimate of the programme and the provisions:

It is proposed to develop the course material with the help of subject experts and academicians across the country. Therefore, the cost of writing and editing the course is as follows:

Cost Estimation			
Sr. No.	Items	Details	Total Cost(Rs.)
1.	INSTRUCTIONAL SERVICES	Payment to Course Writers	7,00,000 (approx)
2.	Development of In-house SLM	Printing Charges	
Total			10,00,000 (approx)

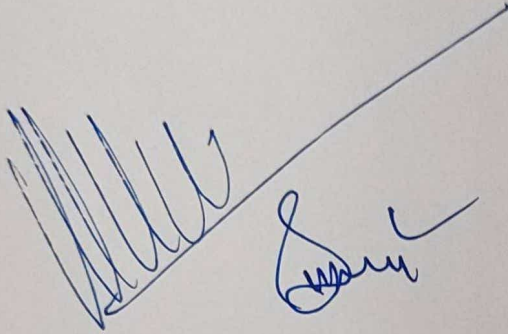
(i) Quality assurance mechanism and expected programme outcomes:

The program structure is developed under the guidance of the Expert Committee and Board of Studies of the School followed by Academic Council and Executive Council. The programme structure and syllabus is approved by the Academic Council of the University. The course structure and syllabus will be reviewed and revised according to the requirements of the target groups and also as per the needs of the state. The Programme and SILM developed will be continuously upgraded and necessarily be revised after a period of 5 years.

On the successful completion of the programme, learners should be able to:

1. Identify, analyze and solve problems in different decision contexts.

2. Understand the policy, planning and different organizations and laws related to the Tourism industry.
3. Develop disciplinary skills and perspectives relevant to global tourism.
4. Acquire specific knowledge and skills relevant to their major study areas.

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**PROPOSED
COURSE CURRICULUM FOR**

**TWO YEARS (Four Semesters)
MASTER OF TOURISM AND TRAVEL MANAGEMENT**



**DEPARTMENT OF TOURISM
UTTARAKHAND OPEN UNIVERSITY
HALDWANI**

**UTTARAKHAND OPEN UNIVERSITY
REGULATIONS AND SYLLABUS FOR
MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM-16)**

Programme Title: Master of Tourism and Travel Management

Programme Code: MTTM 16

Department/School offering the programme: Department of Tourism, School of Tourism, Hospitality and Hotel Management

Duration of the Programme: Minimum-Two Years, Maximum 4 Years.

Admission: All the rules related to admission of the university shall be applicable for admission in Master of Hotel Management programme.

Eligibility: Minimum eligibility criteria for admissions in MTTM programme shall be graduation in any stream. There is no upper age limit to admit a candidate in Master of Tourism and Travel Management offered by Uttarakhand Open University.

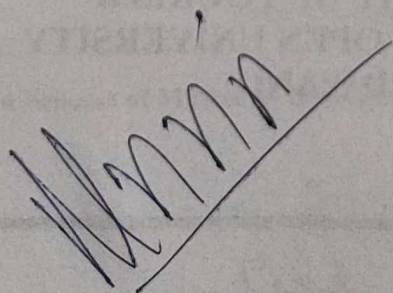
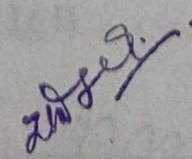
Semester Pattern: A semester shall normally extend over a period of six months. The evaluation of the learner will be based on assignment submitted and end-semester examination. The assignment shall carry 30% of the total marks of the course. The marks of assignment shall be taken into account for computation of Grades. There shall be a written end-semester examination which will carry 70% of total marks assigned for the course.

Medium of Instruction: the medium of instruction will be English

Question Paper Pattern for Theory Papers: The pattern of question papers will be according to the standard pattern followed by Uttarakhand Open University.

Programme Fee and Examination Fee: The programme fee per semester will be Rs. 2500/-, and entire programme fee will be Rs. 10,000/-. All other charges fixed by the University shall be applicable. The examination fee will be in accordance with the decision of the examination Committee of the University. Presently the examination fee per course is Rs. 150/- and project fee is Rs. 1000/-

Evaluation Scheme of Master of Tourism and Travel Management Semester-1

Evaluation Scheme of Master of Tourism and Travel Management Semester-II

MTTM - 1 st Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM 101	Tourism: Concepts and Linkages	04	15	35	50
MTTM 102	Principles of Management	04	15	35	50
MTTM103	Introduction to Marketing	04	15	35	50
MTTM104	Indian History, Society and Culture	04	15	35	50
Total Credits		16	Total Marks		200
MTTM – 2 nd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM 201	Tourism Resources of India	04	15	35	50
MTTM 202	Introduction to Travel and Hotel Operation	04	15	35	50
MTTM 203	International Tourism: Trends and Typologies	04	15	35	50
MTTM 204	MIS for Tourism	04	15	35	50
Total Credits		16	Total Marks		200

Evaluation Scheme of Master of Tourism and Travel Management Semester-III

MTTM – 3 rd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM 301	Human Resource Management	04	15	35	50
MTTM 302	Itinerary Planning and Tour Packaging	04	15	35	50
MTTM 303	Research Methodology	04	15	35	50
MTTM 304	Financial Accounting	04	15	35	50
MTTM 305	'Industrial Training' or 'Project Report' (50 marks) and Viva Voce (50 marks)	08			100
Total Credits		24	Total Marks		300

Evaluation Scheme of Master of Tourism and Travel Management Semester-IV

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MTTM – 4 th Semester					
Course Code	Course Title	Credits	Assignment	ESE	Total
MTTM 401	Airlines Ticketing and Cargo Operations	04	15	35	50
MTTM 402	Tourism Policy and Planning	04	15	35	50
MTTM 403	Ecology of Tourism and Tourism Impacts	04	15	35	50
MTTM 404	Tourism Marketing Management and Entrepreneurship Development	04	15	35	50
Total Credits		16	Total Marks		200

ESE= End Semester Examination

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MTTM - 1 st Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM 101	Tourism: Concepts and Linkages	04	15	35	50
MTTM 102	Principles of Management	04	15	35	50
MTTM103	Introduction to Marketing	04	15	35	50
MTTM104	Indian History, Society and Culture	04	15	35	50
Total Credits		16	Total Marks		200

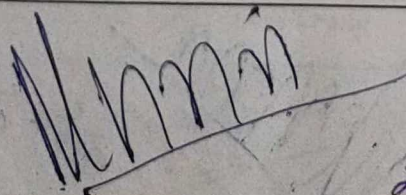
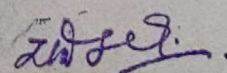
MTTM 101

Tourism: Concepts and Linkages

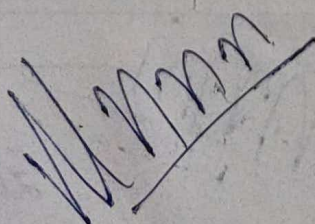
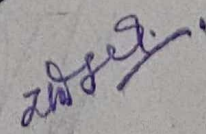
Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 1st Semester**Objectives**

- To impart the knowledge of basics of tourism.
- To understand the potential of tourism industry in India;
- To understand the various elements of Tourism Management; and

Block 1	
Tourism: Definition, Meaning, Nature and Scope	
Unit 1	Tourism – Meaning, Nature and Scope
Unit 2	Travel and Tourism Through The Ages; ‘Emergence of the Concept of Neo Tourism’
Unit 3	Key Components and Their Interdependence; Elements of Tourism
Unit 4	Different Approaches to Study Tourism and Their Application
Unit 5	Types and Typologies of Tourism and the Emerging Trends
Block 2	
Tourism – Growth Perspectives and Typologies	
Unit 6	Factors Responsible for the Dramatic Growth of Tourism <i>vis a vis</i> Inhibitory Forces
Unit 7	Recreation - Leisure - Tourism: Inter-relationship and Interdependence
Unit 8	Concept of Push and Pull Forces in Tourism
Unit 9	Travel and Tourism Motivators; Relevance of Motivation Studies; Travel de-motivators

Block 3	
Tourism Infrastructure and Industry Perspective	
Unit 10	Organizational and Functional Perspectives of Tourism Industry
Unit 11	Tourism Superstructures and Infra structure – Types and Typologies
Unit 12	Chain of Distribution in Tourism Industry and Significance of Forward and Backward Integration; Tourism Conglomerates and Common Interest Bodies
Block 4	
Tourism Product, Tourist Demand and The Supply-Mix	
Unit 13	Tourism Product and Its Components; Background Elements of Tourism Product;
Unit 14	Tourist Demand – ‘Concept’, ‘Types’ and ‘Unique Features’, Tourism Supply-mix
Unit 15	The Tourism System – Dimensions, Interplays and Applications
Unit 16	Tourism Linkages – Significance, Scope and Challenges

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MTTM 102

Principles of Management

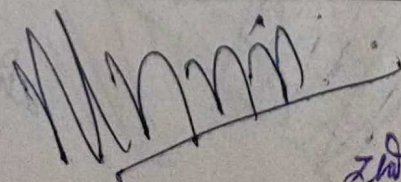
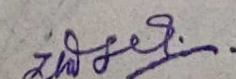
Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 1st Semester

Objectives

- Providing conceptual understanding of principles and practice of management;
- Familiarizing the students with the contemporary issues in management.

Block	Unit No.	Title
Block 1	Introduction to the Concept of Management	
	Unit 1	Evolution of the Process of Management and its present status
	Unit 2	Nature, Definition, Characteristics and Importance of Management
	Unit 3	Different Schools of Management: Administrative, Scientific, Behavioural, Open Systems, Contingency, Systems, Theory Z, Mc Kinsey's Seven S
	Unit 4	Skills and Roles of Management Professionals
Block 2	Key Functions of Management-I	
	Unit 5	Planning: Meaning, Concept and Importance; Process and Types of Planning
	Unit 6	Principles of Planning, Steps of Planning; Decision Making; Management By Objectives
	Unit 7	Organizing: Meaning and Importance; Organisational Structures and Departmentation
	Unit 8	Organizing: Delegation and Decentralization; Span of Control; Types of Organisation
Block 3	Key Functions of Management-II	
	Unit 9	Staffing: Nature and Purpose; Process of Staffing; Directing
	Unit 10	Leading; Motivation; Communication
	Unit 11	Controlling: Need and importance of Control; Methods of Control
	Unit 12	Characteristics of Effective Control; Controlling a Tourism organization: Challenges and Strategies
Block 4	Management of Tourism and Travel Trade	

	Unit 13	Tourism & Travel Trade: Characteristics and Unique Features
	Unit 14	The Art of Managing a Tourism Trade Organization
	Unit 15	Mega Events: Planning, Managing and Effective Implementation
	Unit 16	Case Study on Management of GMVN and KMVN

Unit 1	Introduction to the Course of Management
Unit 2	Management in the Context of Management
Unit 3	Management in the Context of Management
Unit 4	Management in the Context of Management
Unit 5	Management in the Context of Management
Unit 6	Management in the Context of Management
Unit 7	Management in the Context of Management
Unit 8	Management in the Context of Management
Unit 9	Management in the Context of Management
Unit 10	Management in the Context of Management
Unit 11	Management in the Context of Management
Unit 12	Management in the Context of Management
Unit 13	Management in the Context of Management
Unit 14	Management in the Context of Management
Unit 15	Management in the Context of Management
Unit 16	Management in the Context of Management

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MTTM 103

Introduction to Marketing

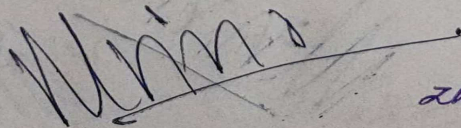
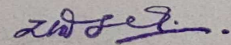
Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 1st Semester

Objectives

- To expose the students to concepts and components of marketing;
- To acquaint them with tourism specific marketing skills.
- To familiarize them with the contemporary marketing practices.

Block 1 Introduction to Marketing	
Unit 1	Nature importance and core concept of Marketing
Unit 2	Different Orientation towards market place and Marketing Philosophies (Product Oriented, Market Oriented and Societal)
Unit 3	Marketing management process
Unit 4	Service marketing - unique features & challenges, Applicability of Marketing principles with special reference to Travel and Hospitality industry
Block 2 Marketing Analysis and Research	
Unit 5	Marketing Information System and Market Research
Unit 6	Measuring / Fore casting Market Demand
Unit 7	Analysis of Consumer's Buying Behaviour
Unit 8	Concept of Market Segmentation and Market Targeting
Block 3 Designing Marketing Strategies	
Unit 9	Marketing Mix: Design and Development
Unit 10	Competitive Differentiation and Product Positioning
Unit 11	New and Innovative Product Development Strategies
Unit 12	Concept of PLC and related Strategies
Block 4 Planning and Controlling Marketing Programs	
Unit 13	Product Strategies - Product Levels, Product Issues, Brand Decisions
Unit 14	Pricing Strategies - Pricing Product, Considerations and Approaches

Unit 15	Distribution Channel Strategies - Nature and Importance of Distribution Systems; Channel design decisions, Channel Management Decisions
Unit 16	Sales Promotion - Selecting, Developing, Implementing and Monitoring Sales Promotion Strategies

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MTTM 104

Indian History, Society and Culture

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 1st Semester

Objectives

- To study the richness and diversity of Indian culture.
- To evaluate the contemporary trends of India culture.
- To acknowledge and appreciate the co-existence of different cultural and religious practices of India.

Block 1 Historical Perspective	
Unit 1	Chronological Account of the Pre, Proto and Ancient History of India
Unit 2	Landmarks of Medieval History
Unit 3	State of India Under British Rule
Unit 4	Independence Movement and Contribution of Mahatma Gandhi
Unit 5	Post-Independence Achievements of the Country
Block 2 Religion and Philosophy	
Unit 6	The Great Vedic Heritage of India: <i>Vedas, Brhmanas, Epics, Puranas, Smritis, Upnishadas</i> and, The Srimad Bhagwad Gita
Unit 7	Philosophy of Hinduism
Unit 8	Doctrine of Jainism and Buddhism
Unit 9	Essence of Sikhism, Islam and Christianity
Unit 10	The glorious institutions of pilgrimage and its present status
Block 3 Heritage of Art and Craft	
Unit 11	Architectural Marvels of India
Unit 12	Schools of Indian Sculpture and Painting
Unit 13	Unique Feature of Classical and Folk Dances
Unit 14	Glorious <i>Gharanas</i> of <i>Hindustani</i> Music
Unit 15	Popular Handicrafts of India
Block 4 Folk Traditions and Societal Perspectives	
Unit 16	Unique Folk Traditions, Dress, Life Style and Cuisine

Unit 17	Popular Fairs and Festivals
Unit 18	Social Life and Important Social Institutions
Unit 19	Impact of Globalization and Modernization on Indian Society
Unit 20	India – The Eminent Symbol of 'Unity in Diversity'.

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Semester - 2

MTTM – 2 nd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM 201	Tourism Resources of India	04	15	35	50
MTTM 202	Introduction to Travel and Hotel Operation	04	15	35	50
MTTM 203	International Tourism: Trends and Typologies	04	15	35	50
MTTM 204	MIS for Tourism	04	15	35	50
Total Credits		16	Total Marks		200

MTTM 201

Tourism Resources of India

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 2nd Semester

Objectives

- To study the vast Tourist resources of India.
- To conceptualize a tour itinerary based on variety of themes.
- To identify and manage emerging tourist destinations of India.

Block 1	
Resource Potential for Land Based Adventure Tourism Activities	
Unit 1	Trekking Tourism with special Reference to the Himalayas.
Unit 2	Mountaineering and Ice Skiing
Unit 3	River running, Water skiing and other water based tourist activities
Unit 4	Wildlife Tourism, National Parks and Wildlife Sanctuaries
Unit 5	Desert Safaris and Aero Sports
Block 2	
Museums and Monuments and Historical sites	
Unit 6	Museums and Art Galleries
Unit 7	Forts, Palaces and Historical Buildings in North India
Unit 8	Unique Monuments of South India

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Unit 9	Architectural Landmarks of Eastern India
Unit 10	Architectural Treasures in Western India
Block 3 Religious Tourism Resources	
Unit 11	The four Dhams and other important Hindu Religious centres
Unit 12	Key shrines Resorts of Jainisim and Buddhism
Unit 13	Leading Pilgrim Centers of Sikhism, Islam and Christianity
Unit 14	Religious fairs and festivals of Touristic importance
Block 4 Other Tourism Resources	
Unit 15	Handicrafts and opportunities for tourist shopping
Unit 16	Yoga, Naturopathy and Medical Tourism
Unit 17	Summer and Winter Retreats
Unit 18	Beaches, Backwaters and Islands

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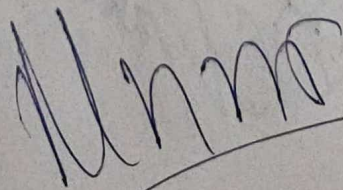
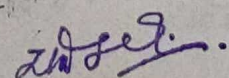
MTTM 202

Introduction to Travel and Hotel Operation

Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 2nd Semester**Objectives**

- To understand the essentials of hospitality industry.
- To familiarize with resort and event management.
- Understand the significance of travel agency and tour operation business.
- Know the current trends and practices in the tourism and travel trade sector.
- Develop adequate knowledge and skills applicable to travel industry.

Block – I Travel Trade Sector	
Unit – 1	Travel Trade Sector – Origin, Developmental History and Present Status in International Context
Unit – 2	Travel Agency and Tour Operations Sector – Intra and Inter-sectoral Linkages
Unit – 3	Types of Travel Agents and Tour Operators
Unit – 4	Travel Trade Business – Scope, Opportunities and Challenges
Block - II Functions, Organization and Management of Travel Agency and Tour Operations Enterprises	
Unit – 5	Travel Agency: Core Functions, Departmentation and Organizational Hierarchy
Unit – 6	Organization and Management of A Standard Tour Operations Enterprise
Unit – 7	Role of Travel Agents and Tour Operators in Tourism Chain of Distribution
Unit – 8	Fiscal and Non-Fiscal Incentives Available to Travel Agencies and Tour Operators in India
Block – III Hospitality and Hotel Sector	
Unit – 9	Hospitality : Meaning, Nature, Purpose and Typology
Unit – 10	Hotels & Hoteliering: Origin of the concept; growth & development of the Years.
Unit – 11	Core Areas of a Standard Hotel: Front Office, Food & Beverages (F&B), Housekeeping, Food production; Functions of the Back Office
Unit – 12	Hotel Classification : Need and Scope; Procedure and Criteria of Hotel Classification in Indian Context

Unit - 13	Multinational Hotel Chains Operation India; Advantages vis a vis Disadvantages of Multinational Chains with special Reference to India
Block – IV Some Key Issues Related to Travel Trade and Hospitality Sectors	
Unit – 14	Ethical, Legal and Regulatory Aspects of Travel Trade and Hotel Operations
Unit – 15	Challenges in Marketing of Travel Trade and Hospitality Services
Unit – 16	Procedure for Setting up Travel Agency and Tour Operations and Hotel Enterprise in India : A Brief Over view
Unit – 17	Role and Contribution of Leading International and national Association/Organization like TAAI, IATO, , IATA, IHA and HAI in Promotion of Tourism.
Unit - 18	Ethical, Legal and Regulatory Aspects of Travel Trade and Hotel Operations

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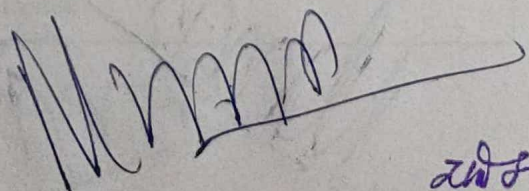
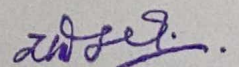
MTTM 203

International Tourism: Trends and Typologies

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 2nd Semester

Block 1 International Tourism: Past, Present and Future Perspective	
Unit 1	Growth and Development of Tourism through the Ages; Emergence of Modern Concept of Tourism
Unit 2	Contemporary Trends in International Tourism – Global Tourist Traffic and Tourism Receipt Patterns
Unit 3	Emerging Tourist Demand Patterns –Eco, Ethnic, Adventure, MICE, Medical and Well-being Tourism
Unit 4	Regional Gap in Tourism and the Dynamically Changing Market-Destination Trends
Block 2 International Tourism in SAAR Region with Special Reference to India	
Unit 5	Key Global Tourism Markets
Unit 6	Leading Destination Countries and Regions of the World
Unit 7	International Tourism in SARRC Region
Unit 8	Geographic, Demographic and Psychographic Segmentation of Effective and Potential Tourism Markets of India
Unit 9	India's Performance in International Tourism – A Critical Assessments
Block 3 Role and Contribution of Leading Organizations in Promotion of Tourism	
Unit 10	WTO
Unit 11	WTTC and TTRA
Unit 12	PATA and OECD
Unit 13	BTA and DOT (India)

<p align="center">Block 4 Some Key Perspectives of International Tourism</p>	
Unit 14	Tourism Measurement – Procedure, Need, Scope and Constraints
Unit 15	Dynamics of Tourist Demands and Tourist Traffic Trends in Future Perspective
Unit 16	Tourism and Globalization: Inter-relationship, Scope and Implications.
Unit 17	Factors Affecting International Tourism and Need for Effective Crisis Management

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MTTM 204

MIS for Tourism

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 2nd Semester

Course Objectives:

This course will provide an orientation about the increasing role of management information system in managerial decision making with the help of computers and how information is processed, stored and utilized.

Block 1	
Introduction to MIS	
Unit 1	Meaning, Concept and Scope of MIS,
Unit 2	Key Components and Elements of MIS,
Unit 3	Approaches to Information Systems.
Unit 4	Various types of Information Systems and their Implications
Block 2	
MIS & Computers	
Unit 5	Computer s and Components of a computer System
Unit 6	Operation of manual information system and Conversion of Manual to Computer based systems,
Unit 7	Data Processing, Data Bank Concept and Types of Computer based Applications,
Unit 8	Data Based Management Systems
Block 3	
Planning Designing and Implementation of MIS	
Unit 9	Planning MIS: Need, Dimensions and Techniques
Unit 10	Systematic Process involved in Designing MIS
Unit 11	Implementing MIS: Steps in Implementation
Unit 12	Decision Making and MIS
Block 4	
MIS and Tourism	
Unit 13	MIS and Tourism – Scope and Significance

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Unit 14	Application of CRS in Travel Trade and Hospitality Sectors of Tourism
Unit 15	Business Applications of Computers in Tourism Industry with Special Reference to - Financial Analysis and Marketing
Unit 16	Scope of Computer Applications in Destination Planning and Development

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Semester - 3

MTTM – 3 rd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM 301	Human Resource Management	04	15	35	50
MTTM 302	Itinerary Planning and Tour Packaging	04	15	35	50
MTTM 303	Research Methodology	04	15	35	50
MTTM 304	Financial Accounting	04	15	35	50
MTTM 305	'Industrial Training' or 'Project Report' (50 marks) and Viva Voce (50 marks)	08			100
Total Credits		24	Total Marks		300

MTTM 301

Human Resource Management

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 3rd Semester

Objectives: The objective of this course is to endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect. It will help the students to build up and refine decision making skills so that they can help organizations effectively conduct personnel management and employee relations.

Block 1	
Unit 1	HRM: Definition, Role, Significance and Challenges
Unit 2	HRD: Meaning and Importance; Differences between HRM and HRD,
Unit 3	HRM in Tourism Industry in India: Travel Agencies, Tour Operations and Hotels;
Unit 4	Organizational Structure of HR Department in Tourism Industry with the help of Case Studies
Block 2	
Unit 5	Human Resource Planning: Meaning, Nature and Needs of Human Resource Planning, Planning Process

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Unit 6	Recruitment and Selection
Unit 7	Training and Development
Unit 8	Job Evaluation: Concept, Scope, Limitation and Methods
Unit 9	Job Analysis and Job Description
Block 3	
Unit 10	Human Resource Motivation: Techniques and Importance, Theories of Motivation,
Unit 11	Employee Welfare and Compensation Management
Unit 12	Employee Discipline and Grievance Handling
Block 4	
Unit 13	Human Resource Accounting and Audit
Unit 14	Human Resource Policies
Unit 15	Human Resource Records and Information Systems
Unit 16	Emerging Issues and Trends in HRM

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MTTM 302

Itinerary Planning and Tour Packaging

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 3rd Semester

Course objectives: - The course aims to provide a comprehensive theoretical and practical knowledge of tour operation, types of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies

Block 1	
Itinerary Meaning, Nature and Scope	
Unit 1	Itinerary and Travel Plan: Definition, Differentiation, Scope and Significance
Unit 2	Components and Elements of an Effective Tour Itinerary
Unit 3	Information and Research Input Required in Preparation of Tour Itineraries
Unit 4	Systematic Approach for Itinerary Preparation; Constraints and Grey Areas involved in Preparation of Innovative Itineraries
Block 2 Types of Itineraries	
Unit 5	Pre-designed, 'Tailor Made' and 'flexible' Itineraries: Scope and Differentiation
Unit 6	Tour Manager's/Executive's and Tour Escort's Itinerary – Definitions and Case Examples
Unit 7	'Common Interest' and 'Special Interest' Itineraries – Salient Features and Case Models
Unit 8	Unique Features of MICE Centric Itineraries; Case Examples
Block 3	
Tour Packaging – Concept, Nature and Scope	
Unit 9	Tour Packaging: Concept, Significance, Scope and Limitations
Unit 10	Key Elements and Steps involved in Formulation Standard Tour Package
Unit 11	Costing and Pricing of Tour Packages - Competition Analysis and Strategic Costing Pricing
Unit 12	Marketing of Tour Packages; Need for Pre-active Approach
Block 4	
Tour Packaging in Indian Context – Case Examples	
Unit 13	Land Based Adventure Tourism Packages - Trekking, Mountaineering, Skiing and Wildlife Watching
Unit 14	'Aero-sports' and 'Water-sports' Based Packages
Unit 15	Cultural Tourism Packages – Pilgrimage, Festivities and, 'Monuments and Museum Visits'
Unit 16	Special Interest Tour Packages - Ethnic, Eco, Medical and Health and Holiday Packages

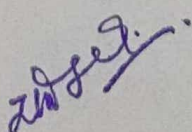
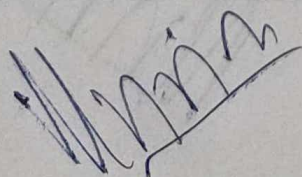
MTTM 303

Research Methodology

Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 3rd Semester

Course Objectives: The objective of this course is to develop the research skills of the students in investigating the business problems with a view to arrive at findings, conclusions and interpreting the results of their investigation in the form of systematic reports.

Block - 1 Introduction to Research	
Unit 1	Research: Meaning, Types, Scope and. Significance
Unit 2	Guiding Principles in Selection of Research Problem; Research Objectives and Approaches
Unit 3	Research Process and Criteria of Good Research; Research Method vis a vis Methodology
Unit 4	Research Design – Meaning, Need, Typologies and, Key Components
Block - 2 Data Collection, Survey and Sampling	
Unit 5	Data: Meaning, Nature, Types and Sources; Methods of Collecting Secondary Data
Unit 6	Surveys – Definition, Purpose and Scope; Survey Techniques and their Limitations.
Unit 7	Questionnaires and Schedules – Definition and Differentiation; Types of Questionnaires; Salient Features of an Effective Questionnaire
Unit 8	Sampling and Sample Designs: Concept, Purpose and Types; Criteria for Selecting appropriate sampling Procedure;
Block – 3 Data Analysis – Tools and Techniques	
Unit 9	Frequency Distribution: Meaning; Problems and Considerations in constructing numerical frequency distributions.
Unit 10	Measures of Central Tendency and variation Correction and Regression analysis
Unit 11	Probability and Probability Distributions; Probability: Meaning; Definition; Sample space and sample points
Unit 12	Conditional Probability; Bayes Theorem and probability on large samples space
Block – 4	



Hypothesis Testing	
Unit 13	Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance
Unit 14	Parametric and Non-Parametric Testing
Unit 15	F Test and Chi-Square Test.
Unit 16	Preparation of Research Report

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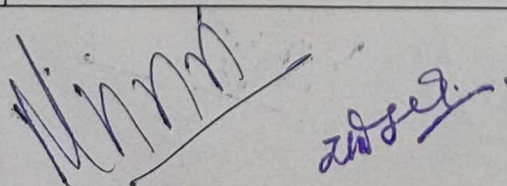
MTTM 304

Financial Accounting

Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 3rd Semester**COURSE OBJECTIVE:**

The main objective of this course is to acquaint the students with fundamental concepts and processes of accounting. Further, it aims at familiarizing the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements. These tools and techniques form an important part of management planning and control systems.

Block 1 Accounting : Introduction	
Unit 1	Accounting: Meaning, Definition, Objective & Scope.
Unit 2	Basic terms in Accounting, Accounting principles, branches of Accounting, Uses of accounting, Limitation of accounting.
Unit 3	Concept & Conventions: Accounting Vs Accountancy; Functions of accountant in modern times.
Unit 4	Practical system of book-keeping - Cash book, types of cash book, single column, double column. The Double Entry System
Block 2 Subsidiary Books of Accounts	
Unit 5	Journal-debit & credit, rules of debit & credit, method of Journalising,
Unit 6	Ledger-meaning of ledger, utility of ledger, posting of entries.
Unit 7	Petty Cash Book, Trial Balance: Meaning, Objective and Preparation of Trial Balance, Errors and Rectification of Errors
Unit 8	Profit and Loss Account, Preparation of Balance Sheet
Block 3 Financial Accounting	
Unit 9	Meaning, Need, Objective, Concept and Function of Finance and Finance Management
Unit 10	Statement of changes in Financial Position, Fund Flow Analysis
Unit 11	Financial Statement Analysis; Ratio Analysis
Unit 12	Analysis of Risk and Uncertainty
Block 4 Financial Planning	
Unit 13	Sources of Finance; Meaning and Steps of Financial Planning



Unit 14	Over and Under-capitalization theories, Theory and Planning of working capital management
Unit 15	Meaning and Importance of Capital Budgeting, Rationale for Capital Expenditure
Unit 16	Evaluation Techniques- PBP, BCR, NPV, IRR; Dividend

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MTTM 305

Industrial Training or Project Report

Programme: Master of Tourism & Travel Management 16

Year / Semester: 3rd Semester

Learners are free to undergo Industrial Training of 2 months in any tourism organization OR can either prepare a Project Report. Industrial Training or Project Report shall carry (50 marks) and Viva-Voce (50 marks) in totality 100 marks. This shall be evaluated by a panel of two experts (One Internal and One External). This panel will be formulated under the directions of examination controller. Viva-Viva will take place at model study centre of the Uttarakhand Open University.

Industrial Training:

The learner shall undergo two months industrial training in an approved travel trade, event companies, hotel and related tourism organization. The learner will write report the industrial training covering introduction of the tourism organization, each department and learning outcome from the training in two copies. The study centre will collect a copy of training certificate and industrial training report along with the remarks by the supervisor / manager under whose guidance the industrial training has been completed and send to the university through Regional Director.

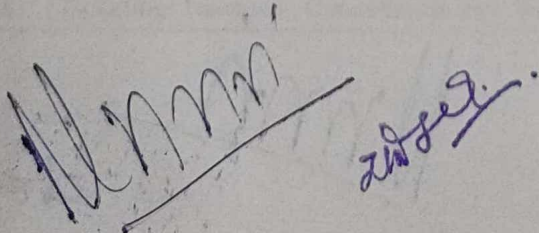
The cover page of the Industrial Training should contain your name, enrolment no., programme name, programme code, session, study centre name and code.

Or

Project Report

Project Report Topic will be chosen by the learner from the courses covered in programme. The learner will start the Project Report after it is approved by the study centre. The Project Report will be carried out in the guidance of the counsellor at concerned study centre. The Project Report may be made in about 100 pages (A4 Size) in double space, using Times New Roman font size 12 and one inch margin at all side of paper. One copy of the Project Report will be send to the university through study centre for evaluation before the commencement of examination or on the dates as stipulated by the university. Learners are advised to keep a copy of the same for their future reference.

Project Report should contain pictures, charts, brochures etc. The cover page of the project report should contain your name, enrolment no., programme name, programme code, session, study center name and code.



Semester – 4

MTTM – 4 th Semester					
Course Code	Course Title	Credits	Assignment	ESE	Total
MTTM 401	Airlines Ticketing and Cargo Operations	04	15	35	50
MTTM 402	Tourism Policy and Planning	04	15	35	50
MTTM 403	Ecology of Tourism and Tourism Impacts	04	15	35	50
MTTM 404	Tourism Marketing Management and Entrepreneurship Development	04	15	35	50
Total Credits		16	Total Marks		200

MTTM 401

Airlines Ticketing and Cargo Operations

Programme: Master of Tourism & Travel Management (MTTM 16)

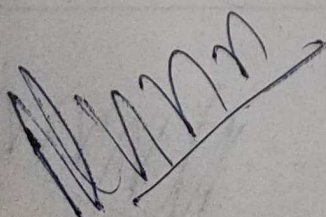
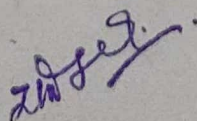
Year / Semester: 4th Semester

Course Objectives: The course aims to provide a systematic & extensive knowledge of aviation industry with basic knowledge of airlines ticketing and cargo handling it includes an introduction of air transport industry. It explains various codes, time calculation, types of journey and fare calculation. cargo handling and formalities at airports

Block 1	
Background for Airlines Ticketing	
Unit 1	Air Transport Concept and Geography of Airlines
Unit 2	Time Zones and Calculation of Time; GMT variations
Unit 3	IATA 3-letter City / Apt. Codes, Airlines, Country and Currency codes; Significance of ABC
Unit 4	Travel Documentation, Baggage Regulations, and Airport and Aircraft procedures
Unit 5	Type of Airlines and Aircrafts; Passenger Capacity and Aircraft Seating Plans; Aircraft Configuration and Features
Block 2 Airlines Ticketing – Key Issues and Procedures	
Unit 6	Flight Schedules, Flight Connections and Itinerary Planning
Unit 7	Fares: Tariff Terminology, Types of Fares, Fare calculation, Currency Conversion Table and Modes of Payment
Unit 8	Ticketing: Issuance ; Cancellation and Re-issuance; Airline Reservations

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Unit 9	Factors Affecting the Tour Cost and Procedures for Cost Determination, Pricing Strategies and Calculation of Tour Price
Unit 10	Impact of Automation on Ticketing Business; Prevailing Scenario and Future Perspective
Block 3 Basics of Cargo Operations	
Unit 11	Cargo Industry – Evolution and Growth; Impact of Globalisation and Automation
Unit 12	DGR and Live Animals Regulations; Cargo insurance Clauses
Unit 13	Aircraft Configuration, Capacity Familiarization and limitations
Unit 14	IATA Cargo Agents, Consolidators, Freight Forwarders, CHA's and Break-Bulk agents
Block – 4 Cargo Operations – Procedural Perspective	
Unit 15	Rules for Cargo acceptance: Rounding off Weights/ Dimensions/Currencies; Volume - Weight Concept; Chargeable Weight; Valuation charges
Unit 16	Cargo Rating and Documentation; GCR, CCR& SCR
Unit 17	Procedures related to Packing, Marking, Labelling, Export - Import Documentation, Shipping bill, Landing Bill.
Unit 18	Import – Export Flow chart and Airway bill completion

MTTM 402

Tourism Policy and Planning

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 4th Semester

Course objectives: To understand the importance of planning in tourism destinations. To create an awareness about the planning process and phases of development in tourism destinations and to understand the plans and policies adopted in tourism destinations.

Block 1	
Tourism Planning – Basic Concept, Scope and Significance	
Unit 1	Tourism Policy vis a vis Tourism Planning – Definition, Differentiation, Linkages and Scope
Unit 2	Brief Overview on ‘Tourism Planning Scenario in Global Context’
Unit 3	Environmental, Economic and Socio-cultural Advantages of Tourism Planning
Unit 4	Consequences of Unplanned Tourism Development
Unit 5	Barriers in Tourism Planning
Block 2	
Destination Planning	
Unit 6	Destination Mix - Concept and Components
Unit 7	Steps and Stages in Destination Planning
Unit 8	Significance and Application of Cost – Benefit Analysis in Destination Planning
Unit 9	Tourism Complex Planning – Concept, Significance and Case Model
Block 3	
Emerging Dimensions of Tourism Planning	
Unit 10	Concept of ‘Responsible’, ‘Appropriate’, ‘Alternate’ and ‘Just Tourism’;
Unit 11	Sustainable Tourism Planning – Key Issues, Relevance and Systematic Approach
Unit 12	‘Community Based’ and ‘Community Approach’ of Tourism Planning
Unit 13	‘Eco-tourism’ Planning; Place of Tourism in India’s Five Year Plans
Block 4	
Tourism Policy and Planning: Case Studies	
Unit 14	Salient Features of ‘Tourism Planning Strategies’ Adopted by Leading Destination Countries like France, U.K. and China
Unit 15	Brief Overview on ‘Tourism Policy and Planning Perspectives of SAARC Countries, especially Bhutan and Sri Lanka
Unit 16	Tourism Policy of India – A Critical Review
Unit 17	Role and Contribution of DOT in Development Tourism in India.

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MTTM 403

Ecology of Tourism and Tourism Impacts

Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 4th Semester**Objectives:** This course explores the basic knowledge of environment and ecology, concept of carrying capacity, environmental problems such as changing climate, various types of pollution and global warming.

Block 1 Ecology and Environment	
Unit 1	Ecology and Environment - Definition and Differentiation; Abiotic and Biotic Components of Environment
Unit 2	Growing Ecological and Environmental Threats – Green House Effect, Depletion of Ozone Layer, Acid Rain, Radio-active Radiations, Pollution and Loss of Bio-diversity etc
Unit 3	Role of 'Eco-Systems, Ecological Interrelationships', 'Food Chains' and 'Tropic Levels' etc, in maintaining Environmental Quality
Unit 4	Environmental Conservation and Sustainable Resource Use : Relevance vis a vis Compulsion
Block 2 Positive and Negative Impacts of Tourism on Destination Environment	
Unit 5	Impacts of Tourism on Ecology and Environment
Unit 6	Social Cost-benefit of Tourism
Unit 7	Cultural Environment and Tourism
Unit 8	Direct, Indirect and Induced Impacts of Tourism on Destination Economy
Block 3 Tourism - Ecology Interdependence	
Unit 9	Significance of Destination Ecology and Environment in Sustained Development of Tourism
Unit 10	Role of Tourism in Sustaining Mountain Environment – Case of Himalayas
Unit 11	Tourism, National Parks and Wildlife Conservation – Case Examples
Unit 12	Tourism in Coastal and Island Environments
Block 4 Applied Perspectives of Tourism-Ecology	
Unit 13	Environmental Impact Assessment – Need and Scope
Unit 14	Tourism Carrying Capacity

Unit 15	Role and Contribution of Voluntary Organizations in Promotion of Environment Friendly Tourism
Unit 16	Place of Ecology and Environment in Tourism Policy of India – A Critical Review

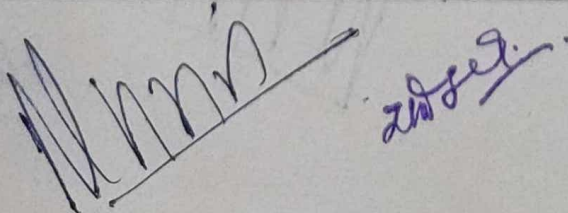
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MTTM 404

Tourism Marketing Management and Entrepreneurship Development

Programme: Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 4th Semester**Objectives:** The general objective of this course is to introduce students about entrepreneurship and marketing and their role in tourism sector.

Block – 1	
Marketing Management Process and Market Research	
Unit 1	Marketing Management Process and Different Orientation towards Market Place; Concept of Market Place in Tourism
Unit 2	Service Marketing - Unique Features and challenges with special Reference to Tourism Industry
Unit 3	Basic Concept of Market Research , Market Segmentation and Market Targeting Demand Forecasting
Unit 4	Critical Assessment of Changing Tourism Market-Destination Dynamics and the various Influencing Factors to this Effect
Block – 2	
Marketing Strategies and Controlling Marketing Programs	
Unit 5	Product Positioning and New Product Development Strategies
Unit 6	Distribution Channel Strategies, Channel design decision and Channel Management Decisions
Unit 7	Designing Communication, Promotion and Advertising Strategies
Unit 8	Selection , Development and Implementation of Sales Promotion Strategies
Unit 9	Public Relation Process and Public Relations Opportunities in Travel and Tourism Sector
Block 3	
Basic Concepts of Entrepreneurship Development	
Unit 10	Entrepreneurship Development for Tourism Industry – Need, Significance and Scope
Unit 11	Entrepreneurial Attributes, Entrepreneurial Types and Entrepreneurship Functions
Unit 12	Theories of Entrepreneurship and Institutional Role in the Entrepreneurship Development
Unit 13	Entrepreneurial Behaviours and Entrepreneurial Motivation; Innovation and Entrepreneurship
Block – 4	
Development of Tourism Entrepreneurship	



Unit 14	Establishing Entrepreneur System: Search for Business Idea; Sources of Ideas, Idea Processing and Preparation of Business Plan
Unit 15	Input Requirements – Money, Men, Machine, Material, Space and Time Frame
Unit 16	Project Feasibility Research
Unit 17	Opportunities and Environment for Development of Tourism Entrepreneurship in India.

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