

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

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**(a) Programme's Mission & Objectives:** The mission of the MTTM programme is to provide students with a comprehensive understanding of the tourism and travel industry. Learners will study essential courses directly or indirectly related to the tourism sector. After completing the programme, students will be able to effectively correlate and connect theoretical knowledge with practical aspects of the industry.

**The objectives of the programme are listed below:**

- To provide theoretical knowledge to learners through various compulsory courses.
- To offer an opportunity to gain industry experience through an internship.
- To help learners to understand research and its methods through project reports.
- To assist learners in finding suitable jobs in the service industry.

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

One of the essential missions of higher education, especially through open and distance learning institutions, is to provide greater opportunities and access to those who cannot reach traditional higher education institutions. Uttarakhand, being one of the remotest and hilliest states in India, has many youths unable to attend higher educational institutions. Thus, this master's degree program in Tourism will offer comprehensive information and understanding about the tourism industry. Upon completing the MTTM program, learners can apply for various jobs in the service industry and higher teaching positions at private and government universities.

**(c) Nature of prospective target group of learners:**

Uttarakhand is one of the hilliest and remotest states in India. Many youths in this state cannot access higher educational institutions due to the remote location of villages and the unavailability of such institutions. Professional programs like MTTM, offered by Uttarakhand Open University, provide significant opportunities for jobs in travel and tourism companies in various metropolitan cities in India.

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

MTTM has been a professional program at Uttarakhand Open University for seven years. Students will study all the necessary courses during the program. Most of the program is theoretical, and students gain practical experience through a six-month internship with a reputed travel company.

**(e) Instructional design:**

Open and Distance Learning (ODL) is an innovative approach providing learning opportunities through Self Instructional Learning Material (SILM) and other flexible strategies at the learner's pace. Academic support is offered through counseling, audio/video materials, and SILM. The University follows a Credit System for its programs. Vital student support services include contact classes and special counseling sessions on weekends/holidays at regional and study centers. Printed materials, including course modules and assignments, are provided, along with essential audio and video programs on DVDs, dispatched by post or available by hand from learning centers.

**Programme Title:** Master of Tourism and Travel Management

**Programme Code:** MTTM-24

**Department/School offering the programme:** Department of Tourism, School of Tourism, Hospitality and Hotel Management (STHHM)

**Duration of the Programme:** Minimum-Two Years and Maximum Six Years.

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

• **Admissions:** The rules related to University admission shall apply to the admission process for the Master of Tourism and Travel Management (MTTM) programme.

**Eligibility:** The minimum eligibility criteria for admission to the MTTM program is graduation in any stream. There is no upper age limit for candidates seeking admission to the Master of Tourism and Travel Management (MTTM) program 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 (inRs.)	Grand Total (in Rs.)
	Min	Max											
Graduation in any Stream	2	6	English	Semester	I	3000	-	As per University Norms	-	-	150	-	3150 + Exam fees
					II	3000			-	-			3000 + Exam Fees
					III	3000			-	Yes Training Viva			4500+ Exam Fees
					IV	3000	1500		-	Yes Project Viva	-	500	3000+ Exam Fees

**Semester Pattern:** A semester shall generally extend over six months. The learner's evaluation will be based on Assignment submitted and the end-semester examination. The Assignment shall carry 30% of the total marks of the course. The marks of the Assignment shall be considered for the computation of Grades. A written end-of-semester examination shall carry 70% of the total marks assigned for the course.

**Medium of Instruction:** The medium of instruction will be English

**Question Paper Pattern for Theory Papers:** The question papers will follow the standard pattern set by Uttarakhand Open University.

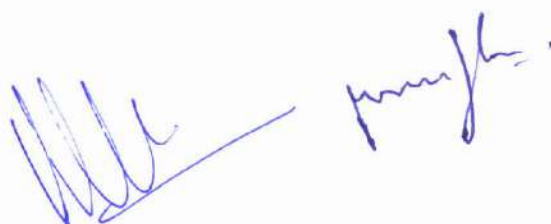
**Programme Fee and Examination Fee:** The programme fee per Semester will be Rs. 3000/-, and the entire programme fee will be Rs. 12,000/-. All other charges fixed by the University shall be applicable. The examination fee will be following the decision of the University Examination Committee. Presently,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




• Curriculum Transaction:

Evaluation Scheme of Master of Tourism and Travel Management Semester-1					
MTTM - 1 <sup>st</sup> Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-101	Principles of Management	04	30	70	100
MTTM-102	Tourism: Principles and Practices	04	30	70	100
MTTM-103	Introduction to Tourism Marketing	04	30	70	100
MTTM-104	Travel Agency Management and Tour Operations	04	30	70	100
MTTM-105	Tourism Communication	04	30	70	100
Total Credits		20	Total Marks		500

Evaluation Scheme of Master of Tourism and Travel Management Semester-II					
MTTM- 2 <sup>nd</sup> Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-201	Human Resource Management in Tourism	04	30	70	100
MTTM-202	Accounting and Financial Management	04	30	70	100
MTTM-203	Hospitality Management	04	30	70	100
MTTM-204	Organisational Behaviour and Tourism Entrepreneurship	04	30	70	100
MTTM-205	Transport Management	04	30	70	100
Total Credits		20	Total Marks		500





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

MTTM-301, MTTM-302 and MTTM-305 courses are compulsory and select each course from MTTM-303 (Elective-I) and MTTM-304 (Elective-II)

**MTTM 3<sup>rd</sup> Semester**

Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-301	Research Methodology	04	30	70	100
MTTM-302	Tourism Geography	04	30	70	100
MTTM-303	Elective-I (Choose any one course from the list)	04	30	70	100
MTTM-304	Elective-II (Choose any one course from the list)	04	30	70	100
MTTM-305 (Compulsory Course)	Training Report (150 marks) and Viva-Voce (50 marks)	08	200		
<b>Total Credits</b>		<b>24</b>	<b>Total Marks</b>		<b>600</b>

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

MTTM-401 and MTTM-404 courses are compulsory and select each course from MTTM-402 (Elective-III) and MTTM-403 (Elective-IV)

**MTTM - 4<sup>th</sup> Semester**

Course Code	Course Title	Credits	Assignment	ESE	Total
MTTM-401	Leading Tourism Organizations	04	30	70	100
MTTM-402	Elective-III (Choose any one course from the list)	04	30	70	100
MTTM-403	Elective-IV (Choose any one course from the list)	04	30	70	100
MTTM-404 (Compulsory Course)	Project Report/Dissertation (150 marks) and Viva-Voce (50 marks)	08	200		
<b>Total Credits</b>		<b>20</b>	<b>Total Marks</b>		<b>500</b>

**Total Credits: 84**

**ESE= End Semester Examination**

**Semester-3<sup>rd</sup>****Elective-1:**

1. GDS in Air Ticketing and Cargo Handling
2. Information Technology for the Tourism Industry
3. Itinerary Planning and Tour Packaging

**Elective-II:**

1. Indian History, Society and Culture
2. Tourism Products of India
3. International Tourism
4. World's Leading Tourism Destinations
5. Tourism Products of Uttarakhand

**Semester-4<sup>th</sup>****Elective-III**

1. Tourism Laws and Travel Documentations
2. Adventure Tourism
3. Tour Guiding and Escorting Skills
4. MICE Tourism

**Elective-IV**

1. Tourism Policy and Planning
2. Ecology of Tourism and Tourism Impacts



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• **Evaluation for each course covers the following aspects:**

- Self-assessment: Self-assessment shall take place in each unit with the help of self-assessment questions and activities.
- 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 access to computers and relevant software packages. Uttarakhand Open University offers library facilities at its Headquarters in Haldwani and the Dehradun campus, which learners can utilize. Additional library resources are available at study centres. The University's e-repository provides SLM, supplementary text, audio, and video materials for various courses. Furthermore, the University subscribes to the National Digital Library, enhancing learners' access to information and knowledge across the program's courses.

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

It is proposed that the course material be developed with the help of subject experts and academicians nationwide. 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	3,00,000 (approx.)
Total			10,00,000 (approx)

**(i) Quality assurance mechanism and expected programme outcomes:**

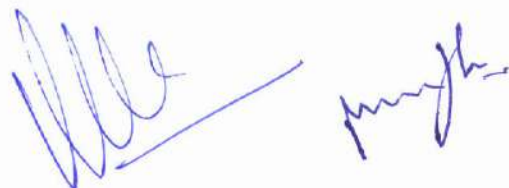
The programme structure is developed under the guidance of the Expert Committee and Board of Studies of the School, followed by the Academic Council and Executive Council. The Academic Council of the University approves the programme structure and syllabus. The course structure and syllabus will be reviewed and revised according to the



requirements of the target groups and the state's needs. The program and SILM will be continuously upgraded and revised every five years.

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

1. Identify, analyse and solve problems in different decision contexts.
2. Understand the policy, planning and different organisations 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 principal study areas.





**PROPOSED  
COURSE CURRICULUM FOR**

**For Summer Session 2024 onwards**

**Two Years (Four Semesters)  
Master of Tourism and Travel Management (MTTM)**



**Department of Tourism  
School of Tourism, Hospitality and Hotel Management  
Uttarakhand Open University  
Haldwani**

**Uttarakhand Open University**  
**Regulations and Syllabus**  
**for**  
**Master of Tourism and Travel Management (MTTM-24)**

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**Programme Title:** Master of Tourism and Travel Management

**Programme Code:** MTTM-24

**Department/School offering the programme:** Department of Tourism, School of Tourism, Hospitality and Hotel Management (STHHM)

**Duration of the Programme:** Minimum-Two Years and Maximum Six Years.

**Admission:** All the University's admission rules shall apply to the Master of Tourism and Travel Management (MTTM) programme.

**Eligibility:** The minimum eligibility criteria for admissions in the Master of Tourism and Travel Management programme shall be graduation in any stream. There is no upper age limit for admission to the Master of Tourism and Travel Management programme offered by Uttarakhand Open University.

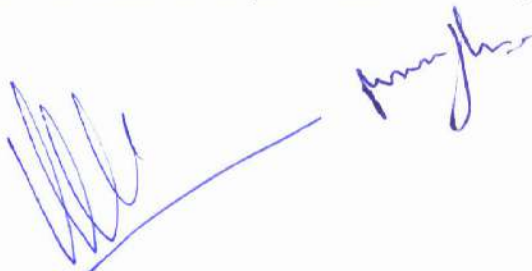
**Semester Pattern:** A semester shall generally extend over six months. The evaluation of the learner will be based on the assignment (Online/Written) submitted and the end-semester examination. Presently, the assignment (Online/Written) carries 30% of the total marks of the course. The marks of the assignment (Online/Written) shall be considered for the computation of Grades. At present, the written end-of-semester examination carries 70% of the total marks assigned for the course.

**Medium of Instruction:** The medium of instruction will be only in English

**Question Paper Pattern for Theory Papers:** For theory papers, the standard pattern of Uttarakhand Open University will be followed.

**Programme Fee:** The University will decide the programme fee per semester. All other charges fixed by the University shall be applicable on MTTM programme.

**Examination Fee:** The University's Examination Committee will decide the examination fee. Presently, the examination fee per course is Rs. 250/- and the project fee is Rs. 1500/-





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

MTTM - 1 <sup>st</sup> Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-101	Principles of Management	04	30	70	100
MTTM-102	Tourism: Principles and Practices	04	30	70	100
MTTM-103	Introduction to Tourism Marketing	04	30	70	100
MTTM-104	Travel Agency Management and Tour Operations	04	30	70	100
MTTM-105	Tourism Communication	04	30	70	100
Total Credits		20	Total Marks		500

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

MTTM- 2 <sup>nd</sup> Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-201	Human Resource Management in Tourism	04	30	70	100
MTTM-202	Accounting and Financial Management	04	30	70	100
MTTM-203	Hospitality Management	04	30	70	100
MTTM-204	Organisational Behaviour and Tourism Entrepreneurship	04	30	70	100
MTTM-205	Transport Management	04	30	70	100
Total Credits		20	Total Marks		500



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

MTTM-301, MTTM-302 and MTTM-305 courses are compulsory and select each course from MTTM-303 (Elective-I) and MTTM-304 (Elective-II)					
MTTM 3 <sup>rd</sup> Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-301	Research Methodology	04	30	70	100
MTTM-302	Tourism Geography	04	30	70	100
MTTM-303	Elective-I (Choose any one course from the list)	04	30	70	100
MTTM-304	Elective-II (Choose any one course from the list)	04	30	70	100
MTTM-305 (Compulsory Course)	Training Report (150 marks) and Viva-Voce (50 marks)	08	200		
Total Credits		24	Total Marks		600

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

MTTM-401 and MTTM-404 courses are compulsory and select each course from MTTM-402 (Elective-III) and MTTM-403 (Elective-IV)					
MTTM - 4 <sup>th</sup> Semester					
Course Code	Course Title	Credits	Assignment	ESE	Total
MTTM-401	Leading Tourism Organizations	04	30	70	100
MTTM-402	Elective-III (Choose any one course from the list)	04	30	70	100
MTTM-403	Elective-IV (Choose any one course from the list)	04	30	70	100
MTTM-404 (Compulsory Course)	Project Report/Dissertation (150 marks) and Viva-Voce (50 marks)	08	200		
Total Credits		20	Total Marks		500

Total Credits: 84

ESE= End Semester Examination



**Semester-3<sup>rd</sup>****Elective-1**

1. GDS in Air Ticketing and Cargo Handling
2. Information Technology For Tourism Industry
3. Itinerary Planning and Tour Packaging

**Elective-II**

1. Indian History, Society and Culture
2. Tourism Products of India
3. International Tourism
4. World's Leading Tourism Destinations
5. Tourism Products of Uttarakhand

**Semester-4<sup>th</sup>****Elective-III**

1. Tourism Laws and Travel Documentations
2. Adventure Tourism
3. Tour Guiding and Escorting Skills
4. MICE Tourism

**Elective-IV**

1. Tourism Policy and Planning
2. Ecology of Tourism and Tourism Impacts



MTTM- 1 <sup>st</sup> Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-101	Principles of Management	04	30	70	100
MTTM-102	Tourism: Principles and Practices	04	30	70	100
MTTM-103	Introduction to Tourism Marketing	04	30	70	100
MTTM-104	Travel Agency Management and Tour Operations	04	30	70	100
MTTM-105	Tourism Communication	04	30	70	100
Total Credits		20	Total Marks		500



**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Principles of Management (MTTM-101)

**Semester:** 1<sup>st</sup>

**Objectives:**

- To provide a conceptual understanding of principles and practice of management
- To Familiarize the learners with the contemporary issues in management.

Unit No.	Title
<b>Block-1</b>	
<b>Introduction to the Concept of Management</b>	
<b>Unit-1</b>	Evolution of the Process of Management and its present status
<b>Unit-2</b>	Nature, Definition, Characteristics and Importance of Management
<b>Unit-3</b>	Different Schools of Management: Administrative, Scientific, Behavioural, Open Systems, Contingency, Systems, Theory Z, Mc Kinsey's Seven S
<b>Unit-4</b>	Skills and Roles of Management Professionals
<b>Block-2</b>	
<b>Key Functions of Management-I</b>	
<b>Unit-5</b>	Planning: Meaning, Concept and Importance; Process and Types of Planning
<b>Unit-6</b>	Principles of Planning, Steps of Planning, Decision Making; Management By Objectives
<b>Unit-7</b>	Organising: Meaning and Importance; Organisational Structures and Departmentation
<b>Unit-8</b>	Organising: Delegation and Decentralisation; Span of Control; Types of Organisations
<b>Block-3</b>	
<b>Key Functions of Management-II</b>	
<b>Unit-9</b>	Staffing: Nature and Purpose; Process of Staffing; Directing
<b>Unit-10</b>	Leading; Motivation; Communication
<b>Unit-11</b>	Controlling: Need and importance of Control; Methods of Control
<b>Unit-12</b>	Characteristics of Effective Control; Controlling a Tourism Organisation: Challenges and Strategies
<b>Block-4</b>	
<b>Management of Tourism and Travel Trade</b>	
<b>Unit-13</b>	Tourism & Travel Trade: Characteristics and Unique Features
<b>Unit-14</b>	The Art of Managing a Tourism Trade Organization



<b>Unit-15</b>	Mega Events: Planning, Managing and Effective Implementation
<b>Unit-16</b>	Case Study on Management of GMVN and KMVN

### Suggested Readings:

- Weihrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global innovative and Entrepreneurial Perspective, Tata McGraw - Hill, New Delhi.
- Stoner, James A F, Freeman, R Edward & Gilbert Jr, Daniel R: Management, Pearson Education, New Delhi.
- Robbins, S P and Decenzo, D: Fundamentals of Management, Pearson Education, New Delhi.
- Terry, G.R. & Franklin, S G,: Principles of Management, McGraw Hill Higher Education.
- Peter F. Drucker, Management: Tasks, Responsibilities and Practices, Routledge, London and New York.
- Prasad, L.M; Principles and Practice of Management, Sultan Chand & Sons
- Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw-Hill, New Delhi.
- Kase, F.L. and Rasonu, J.E: Organization and Management - A System and Contingency Approach, McGraw Hill Book Company, New York.

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tourism: Principles and Practices (MTTM-102)

**Semester:** 1<sup>st</sup>

**Objectives:**

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

<b>Block 1</b>	
<b>Tourism: Definition, Meaning, Nature and Scope</b>	
<b>Unit-1</b>	Tourism - Meaning, Nature and Scope
<b>Unit-2</b>	Travel and Tourism Through The Ages; 'Emergence of the Concept of Neo Tourism'
<b>Unit-3</b>	Key Components and Their Interdependence: Elements of Tourism
<b>Unit-4</b>	Different Approaches to Study Tourism and Their Application
<b>Unit-5</b>	Types and Typologies of Tourism and the Emerging Trends
<b>Block 2</b>	
<b>Tourism - Growth Perspectives and Typologies</b>	
<b>Unit-6</b>	Factors Responsible for the Dramatic Growth of Tourism <i>vis a vis</i> Inhibitory Forces
<b>Unit-7</b>	Recreation - Leisure - Tourism: Inter-relationship and Interdependence
<b>Unit-8</b>	Concept of Push and Pull Forces in Tourism
<b>Unit-9</b>	Travel and Tourism Motivators; Relevance of Motivation Studies; Travel de-motivators
<b>Block 3</b>	
<b>Tourism Infrastructure and Industry Perspective</b>	
<b>Unit-10</b>	Organisational and Functional Perspectives of the Tourism Industry
<b>Unit-11</b>	Tourism Superstructures and Infra structure - Types and Typologies
<b>Unit-12</b>	Chain of Distribution in the Tourism Industry and Significance of Forward and Backward Integration; Tourism Conglomerates and Common Interest Bodies

<b>Block 4</b> <b>Tourism Product, Tourist Demand and The Supply-Mix</b>	
<b>Unit-13</b>	Tourism Product and Its Components; Background Elements of Tourism Product;
<b>Unit-14</b>	Tourist Demand - 'Concept', 'Types' and 'Unique Features', Tourism Supply-mix
<b>Unit-15</b>	The Tourism System - Dimensions, Interplays and Applications
<b>Unit-16</b>	Tourism Linkages - Significance, Scope and Challenges

**Suggested Readings:**

- Dar, Shahnawaz Ahmad, Tourism and Pilgrimage, Sarup Publishers, New Delhi
- Kamra, Krishan K. & Chand, Mohinder, Basics of Tourism, N. Delhi, Kanishka Publishers.
- Medlik, S., Understanding Tourism, Butterworth Hinemann, Oxford.
- Michael M. Coltman, Introduction to Travel and Tourism - An International Approach, Van Nostrand Reinhold, New York.
- Sunetra Roday et al, Tourism Operations and Management, Oxford University Press
- Swain, Sampad Kumar, Tourism: Principles and Practices, Oxford University Press.

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**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Introduction to Tourism Marketing (MTTM-103)

**Semester:** 1st

**Objectives:**

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

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

<b>Unit-14</b>	Pricing Strategies - Pricing Product, Considerations and Approaches
<b>Unit-15</b>	Distribution Channel Strategies - Nature and Importance of Distribution Systems; Channel design decisions, Channel Management Decisions
<b>Unit-16</b>	Sales Promotion - Selecting, Developing, Implementing and Monitoring Sales Promotion Strategies

**Suggested Readings:**

- Chaudhary Manjula, Tourism Marketing, Oxford University Press, New Delhi.
- Holloway J.C. and Plant R.V. Marketing for Tourism Pitman, London.
- Jha S.M. - Tourism Marketing, Himalaya Publications, India.
- Middleton, V. T. C., Marketing in Travel and Tourism, Heinemann, Oxford.
- Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism, Pearson Education, Delhi.





**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Travel Agency Management and Tour Operations (MTTM-104)

**Semester:** 1<sup>st</sup>

**Objective:** The objectives of this course are to acquire in-depth knowledge about the Tour Operation business and to become familiar with the Tour Operation Techniques and strategies required to handle the Tour Operation Business successfully.

Unit	Title
<b>Block-1</b>	
<b>Travel Agency and Tour Operations Sectors</b>	
<b>Unit-1</b>	Travel and Tour Operations Trade: Origin and Development and Changing Scenario especially due to CRS & ICT
<b>Unit-2</b>	Meaning and Definitions of Travel Agency and Tour Operators
<b>Unit-3</b>	Forms & Typologies of Tour Operators and Travel Agents and Differentiations Between Them
<b>Unit-4</b>	Role and Contributions of Travel Agents & Tour Operators in Development & Growth of Tourism Industry in India; Ethical, Legal and Regulatory Aspects of Travel Agency and Tour Operations Business
<b>Block-2</b>	
<b>Travel Agency Business</b>	
<b>Unit-5</b>	Core areas of Travel Agency Business and Functions (Ticketing, Travel Facilitation, Documentation, Marketing etc.)
<b>Unit-6</b>	Departmentalisation of a Travel Agency and Organizational Structure of a Standard Travel Agency
<b>Unit-7</b>	Setting up a Travel Agency, Fiscal & Non-Fiscal Incentives Provided by the Government and Sources of Income
<b>Unit-8</b>	Procedures for approval from the State Department, Central Government and IATA
<b>Block-3</b>	
<b>Tour Operations Management</b>	
<b>Unit-9</b>	Tour Operations: Considerations, Challenges and Organisation
<b>Unit-10</b>	Organisational Structure and Functions of a Tour Operator (Negotiating & Contracting with Suppliers, Tour Planning & Execution, Marketing etc.)
<b>Unit-11</b>	Factors Affecting Tour Planning and Sources of Income
<b>Unit-12</b>	Requirements and obligatory Conditions to set up a Tour Operation Unit
<b>Block-4</b>	
<b>Case Studies of Travel Trade Organizations and Associations</b>	
<b>Unit-13</b>	TAAI and IATO
<b>Unit-14</b>	IATA and WATA
<b>Unit-15</b>	Thomas Cook and Cox & Kings
<b>Unit-16</b>	Orbitz and SOTC



**Suggested Readings:**

- Foster, D.L., The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
- Frenmount P., How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.
- Gee, Chuck and y. Makens, Professional Travel Agency Management, Prentice hall, New York.
- Holloway, J.C., the Business of Tourism, Pitman.
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
- Syrratt G, Manual of Travel Agency Practice, Butterworth, Oxford.



**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tourism Communication (MTTM-105)

**Semester:** 1<sup>st</sup>

**Objective:** The fundamental objective is to help the students acquire and develop the written and oral communication skills necessary in the Travel Trade and understand the basic communication concepts in an organisation.

<b>Block-1</b> <b>Tourism Communication</b>	
<b>Unit-1</b>	Communication: Definition, Need, Purpose and Process, Importance of Communication in Tourism Industry
<b>Unit-2</b>	Communication Networks, Directions of Communication and Types of Communication
<b>Unit-3</b>	Differences between Oral and Written Communication, Directions of Communication, Barriers and Gateways to Communication
<b>Unit-4</b>	Cross Cultural Communications, Concepts of Culture, Functions and Impacts of Culture on Communication, Important Expression in Cross-Cultural Communication
<b>Block-2</b> <b>Written Communication</b>	
<b>Unit-5</b>	Principles of Business Communication, Process of Preparing Effective Business Messages,
<b>Unit-6</b>	Stages of Writing, Purpose of Written Communication in Professional Environment
<b>Unit-7</b>	Types of Written Communication, Reports, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting
<b>Unit-8</b>	Writing Letters, Business Letter Formats, Types of Letters, Telex Messages, E-mail Communication, Communication through the Internet
<b>Block-3</b> <b>Verbal Communication</b>	
<b>Unit-9</b>	Listening: Definition, Types and Levels of Listening; Keys to Effective Listening
<b>Unit-10</b>	Effective Speaking: Essential Qualities of a Good Speaker, Appearance and Bodily Actions, Use of Voice, Use of Visual Aids



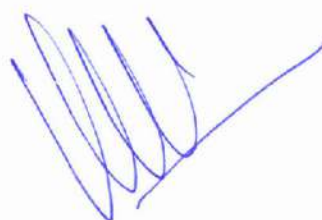
<b>Unit-11</b>	Telephone Handling: Need for favourable voice quality, Listening vs. Hearing, Handling Verbal Complaints,
<b>Unit-12</b>	Barriers to Effective Verbal Communications
<b>Block-4</b> <b>Non Verbal Communication</b>	
<b>Unit-13</b>	Classification of Non-Verbal Communication: Kinesics, Proxemics, Time Language, Paralanguage, Physical Context
<b>Unit-14</b>	Body Gestures and Messages that are communicated through Gestures
<b>Unit-15</b>	Grooming Standards, Impact of Body Language in Tourism Industry
<b>Unit-16</b>	Assertive, Aggressive and Passive Behaviors

### Suggested Readings:

- Murphy, H., Hildebrandt, H., & Thomas, J. (2017). Effective business communication. McGraw-Hill.
- Bovee, C. L. (2010). Business communication essentials. Pearson Education.
- Bovee, C. L., Thill, J., & Raina, R. L. (2017). Business communication today. Pearson Education.
- Raman, M., & Singh, P. (2012). Business communication. Oxford University Press.
- Geffner, A. B. (2016). Business English: The writing skills you need for today's workplace. Barron's Educational Series.
- Carnegie, D. (2019). The art of public speaking. Vayu Education of India.
- Reynolds, S., Valentine, D., & Munter, M. M. (2010). Guide to cross-cultural communications. Pearson.
- Pease, A., & Pease, B. (2017). The definitive book of body language: How to read others' attitudes by their gestures. Orion.
- Wilson, G. (2016). Body language. Icon Books.



MTTM - 2 <sup>nd</sup> Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-201	Human Resource Management in Tourism	04	30	70	100
MTTM-202	Accounting and Financial Management	04	30	70	100
MTTM-203	Hospitality Management	04	30	70	100
MTTM -204	Organisational Behaviour and Tourism Entrepreneurship	04	30	70	100
MTTM-205	Transport Management	04	30	70	100
Total Credits		20	Total Marks		500



**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Human Resource Management in Tourism (MTTM-201)

**Semester:** 2<sup>nd</sup>

**Objectives:** This course offers a broad view of HR management themes, emphasising decision-making skills for adequate personnel and employee relations in India

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	Organisational 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
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

**Suggested Readings:**

- Schuster, E. (2007). Human resource management: Concept, cases, and readings. PHI Learning.
- Garg, P., & Dessler, G. (2023). Human resource management. Pearson Education.
- Lata, G., & Nair, S. (2004). Personnel management & industrial relations. S. Chand.
- Saiyadain, M. S. (2009). Human resource management. Tata McGraw-Hill.

- Shell, S., & Bohlander, G. (2012). Human resource management. Cengage Learning.
- Pareek, U. (2008). Training instruments in HRD and OD. Tata McGraw-Hill.

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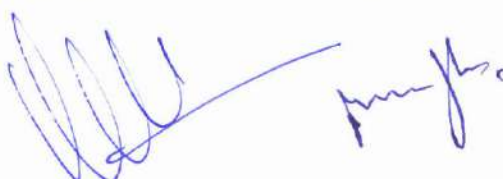
**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Accounting and Financial Management (MTTM-202)

**Semester:** 1<sup>st</sup>

**Objective:** In this course, learners will understand the basics of accounting and financial analysis tools essential for interpreting statements, which are crucial for effective management planning and control.

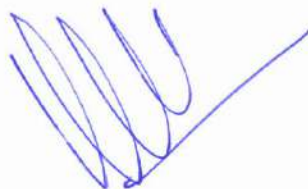
<b>Block-1</b> <b>Accounting: Introduction</b>	
<b>Unit-1</b>	Accounting: Meaning, Definition, Objective & Scope.
<b>Unit-2</b>	Basic terms in Accounting, Accounting principles, branches of Accounting, Uses of accounting and Limitations of accounting.
<b>Unit-3</b>	Concept & Conventions: Accounting Vs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



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

**Suggested Readings:**

- Copeland, T.E. "Financial theory and corporate policy", Pearson Education, New Delhi. James, Van Horne, "Financial management policy", Pearson Education, New Delhi
- Keown A.J. "Financial Management" Prentice Hall Of India
- Pandey I.M., "Financial Management" Vikas Publishing House Pvt. Ltd.
- Khan and Jain, "Financial Management" Tata Mcgraw Hill

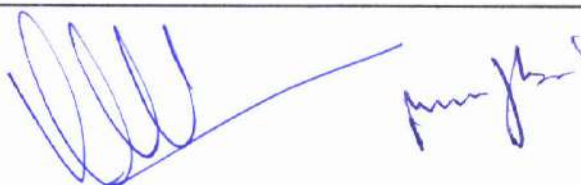
**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Hospitality Management (MTTM-203)

**Semester:** 2<sup>nd</sup>

**Objective:** The course is designed to provide an overview of essential perspectives within the hotel industry, enabling participants to understand and apply operational and managerial functions professionally.

<b>Block-1</b>	
<b>Hospitality: Meaning, Nature and Typologies</b>	
<b>Unit-1</b>	Hospitality: Origin and Evolution in International Context
<b>Unit-2</b>	Age-old Institution of Hospitality with the Spirit of 'Atithi Devo Bhav' in India and its Present Status
<b>Unit-3</b>	Typology of Commercial Accommodation
<b>Unit-4</b>	Origin and growth of Accommodation industry with Special Reference to India
<b>Block-2</b>	
<b>Divisions and Functions of Accredited and Approved Hotel Properties</b>	
<b>Unit-5</b>	Front Office
<b>Unit-6</b>	Food Production
<b>Unit-7</b>	F & B Service
<b>Unit-8</b>	House Keeping
<b>Unit-9</b>	Back Office and Other Ancillary Departments
<b>Block-3</b>	
<b>Type and Forms of Hotels</b>	
<b>Unit-10</b>	Classification of Hotel based on Location, Size, Clientele and Range of Service etc
<b>Unit-11</b>	Star Classification-Criteria and Procedure Adopted in India
<b>Unit-12</b>	Resort Properties, Heritage Hotels and Ecotels - Concept and Emerging Dimensions

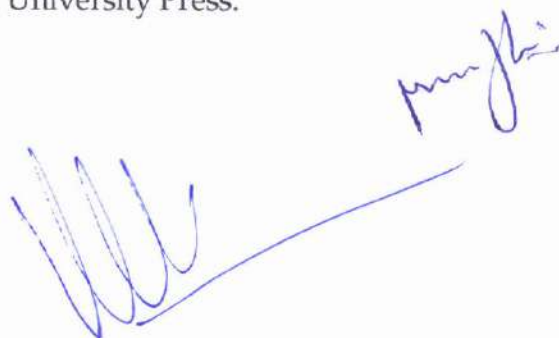




<b>Block-4</b> <b>Institutional, Promotional and Regulatory Aspects</b>	
<b>Unit-13</b>	Manpower Requirement in Hotel Sector vis a vis Existing HRD Structure in India
<b>Unit-14</b>	Role and Contribution of I.T.D.C. and State Tourism Corporations in Development of Hotel Sector in India
<b>Unit-15</b>	Multinational Hotel Chains and their Impact on Indian Hospitality Business.
<b>Unit-16</b>	Fiscal and Non-Fiscal Incentives Available for the Hospitality Sector in the Country
<b>Unit-17</b>	International Regulations and Prevailing Ethical, Legal and Regulatory Framework in India
<b>Block-5</b> <b>Case Studies of Hotels</b>	
<b>Unit-18</b>	The Taj, Mumbai
<b>Unit-19</b>	Leela Resort Beach, Goa
<b>Unit-20</b>	The Cecil, Shimla

#### Suggested Readings:

- Tewari, J. R. (2009). Hotel front office operations and management. Oxford University Press.
- Gray, W. S., & Ligouri, S. (2000). Hotel and motel management and operations. PHI Learning.
- Andrews, S. (1982). Hotel front office training manual. Tata McGraw-Hill.
- Cousins, J., Foskett, D., & Gillespie, C. (2011). Food and beverage management. Pearson Education.
- Negi, J. (2008). Professional hotel management. S. Chand Publishing.
- Raghubalan, G., & Raghubalan, S. (2009). Hotel housekeeping operations and management. Oxford University Press.



**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Organisational Behaviour and Tourism Entrepreneurship  
(MTTM-204)

**Semester:** 2<sup>nd</sup>

**Objectives:** To understand organisational dynamics, leadership styles, and team management. Develop entrepreneurial skills, innovate tourism solutions, and implement sustainable business practices.

<b>Block-1</b>	
<b>Exploring the Dynamics of Organizational Behavior</b>	
<b>Unit-1</b>	The Study of Organisational Behaviour
<b>Unit-2</b>	Personality And Perception
<b>Unit-3</b>	Learning and Attitude
<b>Unit-4</b>	Motivation
<b>Block-2</b>	
<b>Navigating the Dynamics of Leadership and Organizational Transformation</b>	
<b>Unit-5</b>	Leadership and Communication
<b>Unit-6</b>	Organisation structure - Formation - Groups in organisations - Influence - Group dynamics Interpersonal Communication
<b>Unit-7</b>	Team building - Interpersonal relations - Group decision-making techniques.
<b>Unit-8</b>	Meaning of conflict and its types, Conflict Redressal process
<b>Unit-9</b>	Organisational culture and climate - Factors affecting organisational climate - Importance. Organisational change - Importance - Stability Vs Change - Proactive Vs Reaction change - the change process - Resistance to change - Managing change. D
<b>Block-3</b>	
<b>Basic Concepts of Entrepreneurship Development</b>	
<b>Unit-10</b>	Entrepreneurship Development for Tourism Industry - Need, Significance and Scope
<b>Unit-11</b>	Entrepreneurial Attributes, Entrepreneurial Types and Entrepreneurship Functions
<b>Unit-12</b>	Theories of Entrepreneurship and Institutional Role in the Entrepreneurship Development
<b>Unit-13</b>	Entrepreneurial Behaviours and Entrepreneurial Motivation; Innovation and Entrepreneurship



<p style="text-align: center;"><b>Block-4</b> <b>Development of Tourism Entrepreneurship</b></p>	
<b>Unit-14</b>	Establishing Entrepreneur System: Search for Business Idea; Sources of Ideas, Idea Processing and Preparation of Business Plan
<b>Unit-15</b>	Input Requirements – Money, Men, Machine, Material, Space and Time Frame
<b>Unit-16</b>	Project Feasibility Research
<b>Unit-17</b>	Opportunities and Environment for Development of Tourism Entrepreneurship in India.

### **Suggested Readings:**

- Colquitt, J. A., LePine, J. A., & Wesson, M. J. (2021). Organisational Behavior: Improving Performance and Commitment in the Workplace (6th ed.). McGraw-Hill Education.
- Robbins, S. P., & Judge, T. A. (2018). Organisational Behavior (18th ed.). Pearson.
- McShane, S. L., & Von Glinow, M. A. (2018). Organisational Behavior: Emerging Knowledge, Global Reality (8th ed.). McGraw-Hill Education.
- Aswathappa, K. (2018). Organisational Behavior. Himalaya Publishing House.
- Gupta, C. B. (2019). A Textbook of Organisational Behaviour. S. Chand Publishing.
- Pardeshi, P. C. (2017). Organisational Behaviour and Principles & Practice of Management. Nirali Prakashan.
- Hall, C. M., & Williams, A. M. (2008). Tourism and Innovation. Routledge.
- Thomas, R., Shaw, G., & Page, S. J. (2011). Understanding Small Firms in Tourism: A Perspective on Research Trends and Challenges. Tourism Management.
- Ateljevic, J., & Page, S. J. (Eds.). (2009). Tourism and Entrepreneurship: International Perspectives. Butterworth-Heinemann.






**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Transport Management (MTTM-205)

**Semester:** 2<sup>nd</sup>


**Objective:** To disseminate knowledge regarding the concepts, characteristics, growth and management of transport management.

<b>Block-1</b>	
<b>Introduction to Transport System</b>	
<b>Unit-1</b>	Characteristics of Transport System
<b>Unit-2</b>	Types and Modes of Tourist Transport
<b>Unit-3</b>	Landmarks in the Development of Transport Sector
<b>Unit-4</b>	Tourist Transport System: Distribution and Operational Requirements
<b>Block-2</b>	
<b>Various Modes of Transport</b>	
<b>Unit-5</b>	Air Transport: Origin and Growth in International Context
<b>Unit-6</b>	Surface Transport: Growth and Development
<b>Unit-7</b>	Water Transport: Evolution, Growth and Prospects
<b>Unit-8</b>	Linkages and Inter-Relationship between different modes of Transport
<b>Block-3</b>	
<b>National and International Tourism Organizations</b>	
<b>Unit-9</b>	Role and Importance of IATA and ICAO in Development of Air Transport Industry
<b>Unit-10</b>	Role and Functions of DGCA
<b>Unit-11</b>	Contribution of IATO ( Indian Association of Tour Operators) in Growth of Indian Tourist Transport Industry
<b>Unit-12</b>	Indian Railways and Tourism
<b>Block-4</b>	
<b>Marketing of Tourist Transport Services</b>	
<b>Unit-13</b>	Demand and Supply Equation vis-à-vis of Tourist Transport
<b>Unit-14</b>	Promotion of Tourist Transport: Approaches and Techniques
<b>Unit-15</b>	Effective Sales and Advertising for Tourist Transport
<b>Unit-16</b>	Marketing of Tourist Transport: Challenges and Prospect

**Suggested Readings:**

- Agrawal, D. K. (2003). Textbook of Logistics and Supply Chain Management. Macmillan India.

- Jaiswal, N. K. (2017). Public Transport Planning and Management in Developing Countries. CRC Press.
- Sinha, P. K., & Sinha, P. (2011). Logistics and Supply Chain Management. Pearson Education India.
- Rangaraj, N., & Raghuram, G. (2008). Supply Chain Management for Competitive Advantage: Concepts and Cases. Tata McGraw-Hill Education.



**MTTM-301, MTTM-302 and MTTM-305 Courses are compulsory and select each course from MTTM-303 (Elective-I) and MTTM-304 (Elective-II)**  
**MTTM 3<sup>rd</sup> Semester**

Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-301	Research Methodology	04	30	70	100
MTTM 302	Geographical Aspects of Tourism	04	30	70	100
MTTM-303	Elective-I	04	30	70	100
MTTM-304	Elective-II	04	30	70	100
MTTM-305 (Compulsory)	Training Report (50 marks) and Viva-Voce (50 marks)	08	100		
<b>Total Credits</b>		<b>24</b>	<b>Total Marks</b>		<b>500</b>



**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Research Methodology (MTTM-301)

**Semester:** 3rd

**Objectives:** This course aims to equip the students with a basic understanding of research methodology and provide insight into the application of modern analytical tools and techniques for tourism management decision-making.

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

Block - 4 Hypothesis Testing	
<b>Unit-13</b>	Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance
<b>Unit-14</b>	Parametric and Non-Parametric Testing
<b>Unit-15</b>	F Test and Chi-Square Test.
<b>Unit-16</b>	Preparation of Research Report

**Suggested Readings:**

- C. R. Kothari, Research Methodology, WishwaPrakashan, New Delhi.
- Chandan, J.S. Statistics for business and economics, New Delhi: Vikas Publishing House Pvt. Ltd.
- Gaur, A.S. and Gaur, S.S. Statistical methods for practice and research, New Delhi: Response books.
- Krishnaswami, O.R. and Ranganatham, M. Methodology of research in social sciences, 2/e, Mumbai: Himalaya Publishing House.
- Punch, Keith, F. Survey research – the basics, New Delhi: Sage Publications.
- S.M. Moshin, Research Methods in Behavioural Sciences, orient Longman, Hyderabad.

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**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tourism Geography (MTTM-302)

**Programme:**

**Semester:** 3<sup>rd</sup>

**Objective:** This course shall help the students understand the significance of geographical and destination knowledge in designing itineraries for travellers, suggesting various destinations for their travel and giving them an extra edge in formulating strategies for effective tourism planning and development.

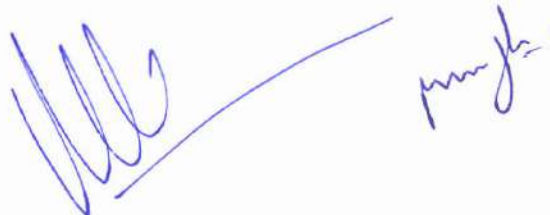
<b>Block-1</b>	
<b>Fundamentals of Geography</b>	
<b>Unit-1</b>	<b>Geography:</b> Meaning, features, branches and relationship with tourism.
<b>Unit-2</b>	Climatic regions of the world, latitude and longitude lines, time zones, international date lines and Indian standard time.
<b>Unit-3</b>	<b>Geography in Tourism:</b> Definition, concept, scope and importance of Geography in Tourism, impacts of Climate and Weather on the tourist destination.
<b>Unit-4</b>	Brief introduction to important oceans, seas, mountain ranges, lakes, water bodies, and deserts.
<b>Block-2</b>	
<b>World Geography-I</b>	
<b>Unit-5</b>	<b>Africa:</b> Political, physical and climatic features
<b>Unit-6</b>	<b>Asia:</b> General geographical features: physiography, climate, leading countries, capitals, and tourist attractions.
<b>Unit-7</b>	<b>Australia:</b> Political, physical and climatic features
<b>Unit-8</b>	<b>Important countries:</b> General geographical features of given countries with information about physiography, climate and tourist attractions of USA, Japan, France, United Kingdom and Spain.
<b>Block-3</b>	
<b>World Geography-II</b>	
<b>Unit-9</b>	<b>Europe:</b> General geographical features; physiography, climate, main countries, capitals & and their tourist attractions.
<b>Unit-10</b>	<b>North America:</b> Political, physical and climatic features.
<b>Unit-11</b>	<b>South America:</b> Political, physical and climatic features.
<b>Block-4</b>	
<b>Indian Geography</b>	
<b>Unit-12</b>	<b>Indian Geography:</b> Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India,
<b>Unit-13</b>	<b>Physiographic regions:</b> The Himalayan Mountains, the Peninsular Plateaus, the Indo-Gangetic Plain, the Thar Desert, Coastal Plains and Islands
<b>Unit-14</b>	<b>Water Bodies:</b> Ocean, Seas, Rivers, Lakes.



Unit-15	Climate of India: Introduction, features, types and Seasons of India
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**Suggested Readings:**

- Boniface & Cooper C., Worldwide Destinations: The Geography of Travel & Tourism, Oxford Butterworth Heinemann.
- Burton, R., Travel Geography, Pitman Publishing, Marlow Essex.
- Hall M., Geography of Travel and Tourism, Routledge, London.
- Hall, C. and Page, S., The Geography of Tourism and Recreation- Environment, Place and Space, 3rd edition, Routledge, London.
- International Atlas, Penguin Publication and DK Publications
- Robinson H. A., Geography of Tourism, Mac Donald & Evans, ltd. 7. Travel Information Manual, IATA, Netherlands.

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**Elective-I (Select any one course from the following)**

- MTTMA-303 GDS in Air Ticketing and Cargo Handling
- MTTMB-303 Information Technology For Tourism Industry
- MTTMC-303 Itinerary Planning and Tour Packaging

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** GDS in Air Ticketing and Cargo Handling (MTTMA-303)

**Semester:** 3<sup>rd</sup>

**Objectives:** The course aims to provide systematic and comprehensive knowledge of the aviation industry, including a basic understanding of airline ticketing and cargo handling and an introduction to the air transport industry. It covers various codes, time calculations, types of journeys, fare calculations, cargo handling procedures, and airport formalities.

<b>Block-1</b> <b>Background for Airlines Ticketing</b>	
<b>Unit-1</b>	Air Transport Concept and IATA Geography of Airlines
<b>Unit-2</b>	Time Zones and Calculation of Time; GMT variations
<b>Unit-3</b>	IATA 3-letter City/ Apt. Codes, Airlines, Country and Currency codes; Significance of ABC
<b>Unit-4</b>	Travel Documentation, Baggage Regulations, and Airport and Aircraft procedures
<b>Unit-5</b>	Type of Airlines and aircraft; Passenger Capacity and Aircraft Seating Plans; Aircraft Configuration and Features
<b>Block-2</b> <b>Airlines Ticketing – Key Issues and Procedures</b>	
<b>Unit-6</b>	Flight Schedules, Flight Connections and Itinerary Planning
<b>Unit-7</b>	Fares: Tariff Terminology, Types of Fares, Fare calculation, Currency Conversion Table and Modes of Payment
<b>Unit-8</b>	Ticketing: Issuance; Cancellation and Re-issuance; Airline Reservations
<b>Unit-9</b>	Factors Affecting the Tour Cost and Procedures for Cost Determination, Pricing Strategies and Calculation of Tour Price
<b>Unit-10</b>	Impact of Automation on Ticketing Business: Prevailing Scenario and Future Perspective

<b>Block-3</b> <b>Basics of Cargo Operations</b>	
<b>Unit-11</b>	Cargo Industry - Evolution and Growth; Impact of Globalisation and Automation
<b>Unit-12</b>	DGR and Live Animals Regulations; Cargo Insurance Clauses
<b>Unit-13</b>	Aircraft Configuration, Capacity Familiarization and Limitations
<b>Unit-14</b>	IATA Cargo Agents, Consolidators, Freight Forwarders, CHA's and Break-Bulk agents
<b>Block-4</b> <b>Cargo Operations - Procedural Perspective</b>	
<b>Unit-15</b>	Rules for Cargo acceptance: Rounding off Weights/ Dimensions/Currencies; Volume - Weight Concept; Chargeable Weight; Valuation charges
<b>Unit-16</b>	Cargo Rating and Documentation; GCR, CCR & SCR
<b>Unit-17</b>	Procedures related to Packing, Marking, Labelling, Export - Import Documentation, Shipping bill and Landing Bill.
<b>Unit-18</b>	Import-Export Flow chart and Airway bill completion

**Suggested Readings:**

- Air Cargo Tariff Manuals.
- IATA Live Animals Regulations Manuals.
- Negi, J. (2009). "Air Travel Ticketing and Fare Construction." Kanishka Publishers, New Delhi.
- Singh, R. (2009). "Handbook of Global Aviation Industry and Hospitality Services." Kanishka Publishers, New Delhi.
- Graham, A. (2023). "Managing Airport: An International Perspective." Butterworth Heinemann, Oxford.
- Doganis, R. (1992). "The Airport Business." Routledge, London.
- Senguttuvan, P. S. (2006). "Fundamentals of Airport Transport Management." McGraw Hill.



**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Information Technology For Tourism Industry (MTTMB-303)

**Semester:** 3<sup>rd</sup>

**Objective:** An introduction to microcomputing for the non-specialist and provides students with an understanding of the role of information systems in managing tourism and hotel facilities.

<b>Block-1</b> <b>Computer Technology and Tourism</b>	
<b>Unit-1</b>	History and Evolution of Computer Generation: Computer Hardware and Computer Software, CPU
<b>Unit-2</b>	Concepts of Computer Applications, Input / Output Devices, Numbering System and Data Representation, DOS Commands
<b>Unit-3</b>	Windows and MS Office, MS Word / MS Excel / MS Power Presentation;
<b>Unit-4</b>	Uses of Computer Technology in the Tourism Industry: Travel Agency, Hospitality and Airlines Operators
<b>Block-2</b> <b>Application of Computer Software in the Tourism Industry</b>	
<b>Unit-5</b>	Introduction of CRS, CRS for Rail Transport, CRS for Hotel Booking, CRS for Airlines
<b>Unit-6</b>	Global Distribution System- Concept and uses An introduction to Amadeus, Galileo, sabre and Worldspan
<b>Unit-7</b>	Use of MICROS-FIDELIO and other latest software in Tourism Operation Customised software of various organisation case studies TCI/Kuoni
<b>Unit-8</b>	Advantages and Disadvantages of using computer technology; Advantages and Disadvantages of using computer software
<b>Block-3</b> <b>Fundamentals of Internet</b>	
<b>Unit-9</b>	Introduction to Internet and Accessing Web Sites,
<b>Unit-10</b>	Computer Network & Microsoft Outlook Concept of LAN, WAN, E-mail: Concept, Components and Types
<b>Unit-11</b>	Search Engines, searching through various Search Engines, Chatting, and Various Online Messages.
<b>Unit-12</b>	Travel Agency Automation, E-Tourism Business and E-Tourism Marketing



Block-4 E-Business in Tourism	
<b>Unit-13</b>	Meaning and Applications of E-Commerce, E-Business and E-Marketing; Significance of E-Commerce in Tourism and Travel
<b>Unit-14</b>	E-Business Setup: B2B, B2C, C2C
<b>Unit-15</b>	Safety and Security in E-Business: Encryption, Firewall, Digital Signature
<b>Unit-16</b>	Online business and its setup, Study of any Three E-Business Organizations in Tourism and Travel

### Suggested Readings:

- Burch, J. and Grudnitski G. (1989). Information Systems: Theory and Practice. 5 th ed., John Wiley, New York.
- David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.
- Eliason, A. L. (1987). Online Business Computer Applications, 2 nd ed., Science Research Associates, Chicago.
- Estrada, S. (1993). Connecting to the Internet, O'Reilly, Sebastopol, CA.
- Dixit Saurabh (2012) Information Technology in Tourism, APH Publishing corporation
- ABC World Airways Guide
- Amadeus/Galileo/Sabre – Global Distribution System
- IATA Air Ticketing Handbook
- Passenger Air Tariff.
- Travel Information Manual

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**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Itinerary Planning and Tour Packaging (MTTMC-303)

**Semester:** 3rd

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

<b>Block-1</b> <b>Itinerary Meaning, Nature and Scope</b>	
<b>Unit-1</b>	Itinerary and Travel Plan: Definition, Differentiation, Scope and Significance
<b>Unit-2</b>	Components and Elements of an Effective Tour Itinerary
<b>Unit-3</b>	Information and Research Input Required in Preparation of Tour Itineraries
<b>Unit-4</b>	Systematic Approach for Itinerary Preparation; Constraints and Grey Areas Involved in Preparation of Innovative Itineraries
<b>Block 2 Types of Itineraries</b>	
<b>Unit-5</b>	Pre-designed, 'Tailor Made' and 'flexible' Itineraries: Scope and Differentiation
<b>Unit-6</b>	Tour Manager's/Executive's and Tour Escort's Itinerary - Definitions and Case Examples
<b>Unit-7</b>	'Common Interest' and 'Special Interest' Itineraries - Salient Features and Case Models
<b>Unit-8</b>	Unique Features of MICE-Centric Itineraries; Case Examples
<b>Block 3</b> <b>Tour Packaging - Concept, Nature and Scope</b>	
<b>Unit-9</b>	Tour Packaging: Concept, Significance, Scope and Limitations
<b>Unit-10</b>	Key Elements and Steps Involved in Formulation Standard Tour Package
<b>Unit-11</b>	Costing and Pricing of Tour Packages - Competition Analysis and Strategic Costing Pricing
<b>Unit-12</b>	Marketing of Tour Packages; Need for Pre-active Approach



<b>Block 4</b> <b>Tour Packaging in Indian Context – Case Examples</b>	
<b>Unit-13</b>	Land-Based Adventure Tourism Packages - Trekking, Mountaineering, Skiing and Wildlife Watching
<b>Unit-14</b>	'Aero-sports' and 'Water-sports' Based Packages
<b>Unit-15</b>	Cultural Tourism Packages – Pilgrimage, Festivities and 'Monuments and Museum Visits'
<b>Unit-16</b>	Special Interest Tour Packages - Ethnic, Eco, Medical and Health and Holiday Packages

### Suggested Readings:

- P. N. Seth, Successful Tourism Management.
- J. M. S. Negi , Travel Agency and Tour Operations.
- P. Yale, Business of Tour Operations.
- D.L. Foster: Sales and Marketing for Travel Professionals
- D.L. Foster: The Business of Travel Agency Operation and Administration
- Delmar Thomson: Conducting Tours, Marc Mancini • India - Lonely Planet Publication
- J.M.S. Negi: Travel Agency and Tour Operation : Concept and Principles –
- Chand, Mohinder, Travel Agency Management
- K.K. Kamra & Mohinder Chand: Basics of Tourism-Theory, Operation & Practice
- Laurence Stevens: Guiding to starting and operating successful travel agency



**Elective-II (Select any one course from the following)**

MTTMA-304 Indian History, Society and Culture

MTTMB-304 Tourism Products of India

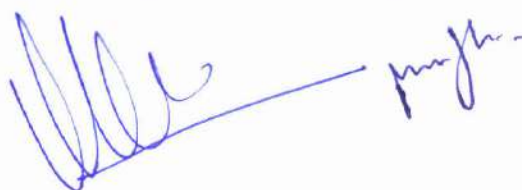
MTTMC-304 International Tourism

MTTMD-304 World's Leading Tourism Destinations

MTTME-304 Tourism Products of Uttarakhand

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)**Course Name and Code:** Indian History, Society and Culture (MTTMA-304)**Semester:** 3<sup>rd</sup>**Objectives:** To explore the Indian culture's depth, trends and diversity; appreciating co-existing religious and cultural practices; acknowledging contemporary dynamics.

<b>Block-1</b> <b>Historical Perspective</b>	
<b>Unit-1</b>	Chronological Account of the Pre, Proto and Ancient History of India
<b>Unit-2</b>	Landmarks of Medieval History
<b>Unit-3</b>	State of India Under British Rule
<b>Unit-4</b>	Independence Movement and Contribution of Mahatma Gandhi
<b>Unit-5</b>	Post-Independence Achievements of the Country
<b>Block-2</b> <b>Religion and Philosophy</b>	
<b>Unit-6</b>	The Great Vedic Heritage of India: <i>Vedas, Brhmanas, Epics, Puranas, Smirtis, Upnishadas</i> and The Srimad Bhagwad Gita
<b>Unit-7</b>	Philosophy of Hinduism
<b>Unit-8</b>	Doctrine of Jainism and Buddhism
<b>Unit-9</b>	Essence of Sikhism, Islam and Christianity
<b>Unit-10</b>	The glorious institutions of pilgrimage and its present status
<b>Block-3</b> <b>Heritage of Art and Craft</b>	
<b>Unit-11</b>	Architectural Marvels of India



Unit-12	Schools of Indian Sculpture and Painting
Unit-13	Unique Features of Classical and Folk Dances
Unit-14	Glorious <i>Gharanas</i> of <i>Hindustani</i> Music
Unit-15	Popular Handicrafts of India
<b>Block-4</b> <b>Folk Traditions and Societal Perspectives</b>	
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'.

#### Suggested Readings:

- Thapar, R. (2002). A History of India. Penguin Books.
- Guha, R. (2008). India After Gandhi: The History of the World's Largest Democracy. HarperCollins Publishers.
- Doniger, W. (2010). The Hindus: An Alternative History. Penguin Books.
- Dalrymple, W. (2015). The Anarchy: The Relentless Rise of the East India Company. Bloomsbury Publishing.
- Bose, S. (2004). A Hundred Horizons: The Indian Ocean in the Age of Global Empire. Harvard University Press.
- Ludden, D. (2002). An Agrarian History of South Asia. Cambridge University Press.
- Bayly, C. A. (2001). The Birth of the Modern World, 1780-1914: Global Connections and Comparisons. Blackwell Publishers.
- Thapar, R. (2013). The Past Before Us: Historical Traditions of Early North India. Harvard University Press.

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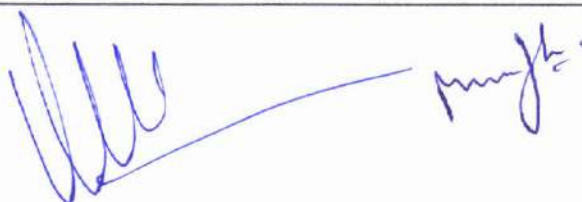
**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tourism Products of India (MTTMB-304)

**Semester:** 3<sup>rd</sup>

**Objectives:** To explore India's tourism, develop themed itineraries, and cultivate emerging destinations to enhance tourist experiences and promote sustainable growth.

<b>Block-1</b>	
<b>Resource Potential for Land-Based Adventure Tourism Activities</b>	
<b>Unit-1</b>	Trekking Tourism with Special Reference to the Himalayas.
<b>Unit-2</b>	Mountaineering and Ice Skiing
<b>Unit-3</b>	River running, Water skiing and other water-based tourist activities
<b>Unit-4</b>	Wildlife Tourism, National Parks and Wildlife Sanctuaries
<b>Unit-5</b>	Desert Safaris and Aero Sports
<b>Block-2</b>	
<b>Museums and Monuments and Historical sites</b>	
<b>Unit-6</b>	Museums and Art Galleries
<b>Unit-7</b>	Forts, Palaces and Historical Buildings in North India
<b>Unit-8</b>	Unique Monuments of South India
<b>Unit-9</b>	Architectural Landmarks of Eastern India
<b>Unit-10</b>	Architectural Treasures in Western India
<b>Block-3</b>	
<b>Religious Tourism Resources</b>	
<b>Unit-11</b>	The four Dhams and other important Hindu Religious centres
<b>Unit-12</b>	Key shrines Resorts of Jainism and Buddhism
<b>Unit-13</b>	Leading Pilgrim Centers of Sikhism, Islam and Christianity
<b>Unit-14</b>	Religious fairs and festivals of Tourist importance
<b>Block 4</b>	
<b>Other Tourism Resources</b>	
<b>Unit-15</b>	Handicrafts and opportunities for tourist shopping



<b>Unit-16</b>	Yoga, Naturopathy and Medical Tourism
<b>Unit-17</b>	Summer and Winter Retreats
<b>Unit-18</b>	Beaches, Backwaters and Islands

**Suggested Readings:**

- Agrawal V.S. The Heritage of Indian Art, Govt. of India Publication. Basham
- A. L. The Wonder that was India, Tapling Publishing Co., New York Basham
- A. L: The Cultural History of India, Tapling Publishing Co., New York
- Christopher Tadgell The History of Architecture in India, Penguin, New Delhi
- Daljeet and P.C. Jain: Indian Miniature Paintings, Brijwasi Art Press
- Dalmia Yashodhra: Contemporary Indian Art: Other Remedies, Marg Publisher, Mumbai.
- Dixit Manoj and Charu Sheela, Tourism Product of India, Lucknow: New Royal Publisher
- Jagannathan Shankutala : Hinduism – an Introduction
- Vakils, Feffer and Simon, Mumbai Keay John: India: A History, Harper Collins
- Luniya B.N.:Ancient Indian Culture, LaxmiNarain Educational Publisher, Agra
- Pattanaik Devdutt: A Handbook of Hindu Mythology , Penguin Global Brown Percy, Indian Architecture.
- Venkataraman Leela: Indian Classical Dance, Roli Books
- Thapar Romila and Percival Spear: History of India, Orient Longman, New Delhi
- Sarina Singh, India, Lonely Planet Publications, Australia



**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** International Tourism (MTTMC-304)

**Semester:** 3<sup>rd</sup>

**Objective:** To equip the students with the necessary knowledge of international tourism trends and related aspects to efficiently deal with the planning, marketing, or management of tourism

<b>Block-1</b>	
<b>Contemporary Trends in International Tourism</b>	
<b>Unit-1</b>	Global Tourist Traffic Trends and Receipt Patterns over the Years
<b>Unit-2</b>	Regional Distribution of International Tourist Traffic and Tourism Receipts, Regional Disparities and Tourism Development Gaps
<b>Unit-3</b>	Dynamics of Tourist Outflows from Leading Tourism Market Countries - U.S.A. Germany, U.K. France, Spain, Italy, Canada, Japan and Australia with Special Reference to the Target Destinations and Tourist Demand Patterns.
<b>Unit-4</b>	Tourist Inflow Patterns to Popular Tourism Destinations- USA, France, Spain, Italy, China, Austria, Switzerland and Australia
<b>Block-2</b>	
<b>International Tourism in the SAARC Region with Special Reference to India</b>	
<b>Unit-5</b>	State of International Tourism Patterns in Pakistan, Nepal and Bhutan
<b>Unit-6</b>	Performance of Bangla Desh, Sri Lanka and Maldives in International Tourism
<b>Unit-7</b>	India's Place in International Tourism in Inbound and Outbound Perspectives
<b>Unit-8</b>	Geographic, Demographic and Psychographic Segmentation of Effective and Potential International Tourism Markets in India
<b>Unit-9</b>	Emerging Trends of 'Ethnic', 'Rural', 'Eco', 'Medical', 'Adventure' and 'MICE' Tourism for inter-regional tourism promotion
<b>Block-3</b>	
<b>Role and Contribution of Leading International Organizations in the Promotion of Tourism</b>	
<b>Unit-10</b>	UNWTO
<b>Unit-11</b>	WTTC
<b>Unit-12</b>	PATA



<p style="text-align: center;"><b>Block-4</b>  <b>Some Key Perspectives of International Tourism</b></p>	
<b>Unit-13</b>	Impact of Major Political, Economic and Environmental Happenings on International Tourism
<b>Unit-14</b>	International Tourism in Future Perspective: Projections made by UNWTO and other Institutions
<b>Unit-15</b>	International Tourism, Global Understanding, World Peace and Communal Harmony
<b>Unit-16</b>	Measurement of Tourist Traffic and Receipt Patterns - Measurement Techniques and their Limitations

### **Suggested Readings:**

- Suresh Kumar, Mohinder Chand Dhiman and Ashish Dahiya (2015) International Tourism and Hospitality in the Digital Age, IGI, Global, USA
- Chris Ryan, Stephen Page, & Colin Michael Hall. (2019). Managing Tourism in a Changing World: Issues and Cases. Routledge.
- Jafar Jafari & Honggen Xiao. (Eds.). (2015). Encyclopedia of Tourism. Springer.
- Chris Cooper, C. Michael Hall, & Dallen J. Timothy. (Eds.). (2019). International Handbook on Tourism and Peace. Edward Elgar Publishing.
- Alan A. Lew, Lawrence Yu, & Marissa T. I. Yeoh. (Eds.). (2016). World Tourism Cities: Developing Tourism Off the Beaten Path. Springer.




**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** World's Leading Tourism Destinations (MTTMD-304)

**Semester:** 3<sup>rd</sup>

**Objectives:** To gain insights into key tourist attractions globally, enhancing understanding of diverse cultural and geographical landscapes

<b>Block-1</b> <b>Popular Tourism Destination Countries of North and South America and Their Touristic Appeal</b>	
<b>Unit-1</b>	The United States of America- Geography, Transportation, Culture, Important Tourist Cities, Monuments, Historical Attractions, Museums and Art Galleries
<b>Unit-2</b>	Canada-History, Important Tourist Destinations, Festivals and Events.
<b>Unit-3</b>	Mexico- History, Different Tourism Products, Biggest Cities, and Top Places in Mexico
<b>Unit-4</b>	Brazil and Argentina- History, Variety of Tourism Products, Ten Biggest Cities, Important Tourism Resources and Top Tourist places in Brazil and Argentina
<b>Block-2</b> <b>Touristic Heritage of Key Destinations of Prominent Tourism Countries of Europe</b>	
<b>Unit-5</b>	France- Geography, Cultural Heritage, Economy and Important Tourist Places
<b>Unit-6</b>	Italy- History, Different Tourism Products, Ten Biggest Cities and Top Tourist Places
<b>Unit-7</b>	Spain-History, Different Tourism Products, Big Cities and Top Tourist Places
<b>Unit-8</b>	The United Kingdom- History, Biggest Cities, Different Tourism Resources and Top Tourist Places
<b>Block-3</b> <b>Tourist Attractions of Emerging Destination Countries in Asia</b>	
<b>Unit-10</b>	The China Republic and Hong Kong- History, Variety of Tourism Products, Biggest Cities, Top Tourist Places
<b>Unit-11</b>	Thailand: History, Different Tourism Products, Biggest Cities and Top 10 Tourist Places.
<b>Unit-12</b>	Singapore- History, Different Tourism Products, ten things to do in Singapore, Important Tourism Products, Top tourist Places

<b>Unit-13</b>	Iran- History, Variety of Tourism Products, Ten Biggest Cities, Important Tourism Attractions, Top 10 Tourist Attractions
<b>Block-4</b>	
<b>Unique Tourist Resources of Selected Countries of Africa and Oceania</b>	
<b>Unit-14</b>	South Africa- History, Different Tourism Products, Biggest Cities,
<b>Unit-15</b>	Egypt and Kenya
<b>Unit-16</b>	Australia
<b>Unit-17</b>	New Zealand

### Suggested Readings:

- Suresh Kumar, Mohinder Chand Dhiman and Ashish Dahiya (2015) International Tourism and Hospitality in the Digital Age, IGI, Global, USA
- Chris Ryan, Stephen Page, & Colin Michael Hall. (2019). Managing Tourism in a Changing World: Issues and Cases. Routledge.
- Jafar Jafari & Honggen Xiao. (Eds.). (2015). Encyclopedia of Tourism. Springer.
- Chris Cooper, C. Michael Hall, & Dallen J. Timothy. (Eds.). (2019). International Handbook on Tourism and Peace. Edward Elgar Publishing.
- Alan A. Lew, Lawrence Yu, & Marissa T. I. Yeoh. (Eds.). (2016). World Tourism Cities: Developing Tourism Off the Beaten Path. Springer.

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**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tourism Products of Uttarakhand (MTTME-304)

**Semester:** 3<sup>rd</sup>

**Objective:** To illustrate Uttarakhand's rich heritage and its pivotal role in the development of state tourism.

<b>Block-1</b>	
<b>Introduction to Uttarakhand</b>	
<b>Unit-1</b>	Geographic Personality of Uttarakhand
<b>Unit-2</b>	Historical Perspective
<b>Unit-3</b>	Mountain meadows, Wildlife Parks and sanctuaries
<b>Unit-4</b>	Socio-cultural and Economic Perspective
<b>Block-2</b>	
<b>Nature-Based Tourism Activities - Existing Resource-use Patterns and Further Prospects</b>	
<b>Unit-5</b>	Effective and Potential Destinations for Mountaineering and Rock Climbing
<b>Unit-6</b>	Trekking - Trends and Opportunities
<b>Unit-7</b>	Auli Ski Resort and Other Prospective Skiing Sites
<b>Unit-8</b>	River Running - Status and Scope
<b>Unit-9</b>	Parks, Sanctuaries and Wildlife Tourism
<b>Unit-10</b>	Popular Hill Resorts of the State
<b>Block-3</b>	
<b>Religious and Spiritual Heritage</b>	
<b>Unit-11</b>	The Panch Kedar and The Panch Badris
<b>Unit-12</b>	The Gangotri, The Yamunotri and Popular Shakti Peets
<b>Unit-13</b>	Religious and Spiritual Significance of Haridwar, Rishikesh, Joshimath and Uttarkashi
<b>Block-4</b>	
<b>Other Cultural Legacies</b>	
<b>Unit-14</b>	Important Monuments, Museums and Historical Sites
<b>Unit-15</b>	Fairs, Festivals and Religious Processions
<b>Unit-16</b>	Folk Traditions, art and Craftsmanship
<b>Block-5</b>	
<b>Organisational and Planning Perspectives</b>	

<b>Unit-17</b>	State Department of Tourism - Organization, Policies and Performance
<b>Unit-18</b>	'Garhwal' and 'Kumaon' Mandal Vikas Nigam - Role and Contribution in Promotion of Tourism in Uttarakhand
<b>Unit-19</b>	Prevailing International and Domestic Tourist Traffic Trends and Growth Prospects.

### Suggested Readings:

- Singh, S. P. (2015). Uttarakhand: A Complete Guide. Rupa Publications India Pvt. Ltd.
- Nautiyal, D. (2018). Culture and Custom in Uttarakhand. Notion Press.
- Rawat, A. S. (2017). Uttarakhand: Past, Present, and Future. Ravi Dayal Publisher.
- Bisht, D. S. (2016). History of Uttarakhand: Prehistoric to Modern Times. Indus Publishing Company.
- Dangwal, D. (2019). Uttarakhand: The Land of Gods. Notion Press.
- Joshi, D. (2014). Tourism in Uttarakhand: Challenges and Opportunities. International Journal of Research in Social Sciences.
- Negi, J. M. S. (2011). Tourism in Uttarakhand: Problems and Prospects. Shree Publishers.
- Bhatt, S. (2013). Cultural Heritage and Tourism in Uttarakhand. Journal of Rural and Industrial Development.

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**Programme Name:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Training Report and Viva Voce (MTTM-305) (Compulsory Course)

**Semester:** 3<sup>rd</sup>

**Objective:** The following are the primary objectives of the present course:

- To gain in-depth knowledge about the tourism industry from a practical point of view.
- To gain in-depth knowledge of the various tourism-related sectors and first-hand work experience.
- To evaluate the role of the tourism industry in the country's socio-economic development.

**Course Learning Outcomes:**

- Students will have pragmatic exposure to the tourism industry to acquire new competencies and skills needed for a job in a real, or close to natural, working environment.
- Students will learn how to handle queries, ensure guest satisfaction, and work professionally.
- Students will learn how to prepare project reports and corporate presentations.

**Guidelines of the course:**

- To gain in-depth knowledge of the various tourism-related sectors and get first-hand work experience, the students are placed/opted for in any one of the tourism sectors for 5 to 6 months at the start of the 3<sup>rd</sup> semester in any tourism-related organisation/consultancy/agency, etc. On completion of the training, a training report will be prepared, which will be evaluated by internal faculty through viva voce at the end of the 3<sup>rd</sup> semester.
- Students need to submit monthly progress reports to their respective counsellors duly signed by their industry mentors and maintain a weekly dossier of the complete work done in detail during the training, which needs to be submitted to the respective mentors after the internship.
- Learners already employed in the tourism or allied industries will undergo training within their respective companies. Upon completion, they are required to submit their experience certificates and prepare a training report based on their acquired skills.

**Teaching and Learning Process:**

**Learning by doing:** Students have to understand the workings of the industry in any of the tourism sectors for 5- 6 months at the start of the 3<sup>rd</sup> semester in any tourism-related organisation/consultancy/agency, etc., under the industry guide. Students are expected to hone their practical and professional skills.





**Assessment Methods:**

- On completion of the 'Training', a Training Report will be prepared, which will be evaluated by the internal faculty of the University after tat the learners will go through the viva-voce examination at the end of the 3<sup>rd</sup> semester.
- Evaluation will be based on the learning and understanding related to the industry  
**(Training Report- 150 Marks and Viva Voce- 50 Marks)**



MTTM-401 and MTTM-404 courses are compulsory and select each course from MTTM-402 (Elective-III) and MTTM-403 (Elective-IV)

MTTM - 4<sup>th</sup> Semester

Course Code	Course Title	Credits	Assignment	ESE	Total
MTTM 401	Leading Tourism Organizations	04	30	70	100
MTTM-402	Elective-III	04	30	70	100
MTTM-403	Elective-IV	04	30	70	100
MTTM-404 (Compulsory Course)	Project Report/Dissertation (50 marks) and Viva-Voce (50 marks)	08	100		
Total Credits		24	Total Marks		400




**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-401)

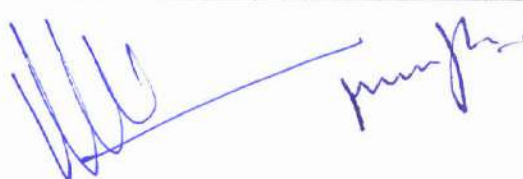
**Course Name and Code:** Leading Tourism Organizations (MTTM-401)

**Semester:** 4<sup>th</sup>

**Objective:** Following are the major objectives of this course:

- To understand the needs of tourism organisations
- To know the different levels of tourism organisations, national and international.
- To learn about various functions performed by these organisations.
- To understand the role played by organisations for the benefit of travellers.
- To know the role of international, national, regional and local organisations for their members.

<b>Block-1</b>	
<b>International Organizations-I</b>	
<b>Unit-1</b>	Tourism Organisations: Introduction, features, objectives, Need, Role and significance in the growth of the Tourism Industry Worldwide
<b>Unit-2</b>	World Travel & Tourism Council (WTTC): History, organisation, membership & functions.
<b>Unit-3</b>	International Air Transport Association (IATA): History, Aims, Services, Activities, Membership.
<b>Unit-4</b>	International Civil Aviation Organization (ICAO): History, Objectives, Functions, Organisational Structure.
<b>Block-2</b>	
<b>International Organizations-II</b>	
<b>Unit-5</b>	United Nations World Tourism Organization (UNWTO): History, aim, membership, functions, role etc.
<b>Unit-6</b>	United Federation of Travel Agents Association (UFTTA): History, introduction, mission, functions and membership.
<b>Unit-7</b>	Pacific Asia Travel Association (PATA): History, Chapters, Members and Events and Adventure Tour Operators Association of India (ATOAI)
<b>Unit-8</b>	American Society of Travel Agents (ASTA): History, Introduction Objectives, Membership, Functions etc.
<b>Block-3</b>	
<b>Indian Tourism Organizations-I</b>	
<b>Unit-9</b>	Indian Association of Tour Operators (IATO): Purpose, Objectives, Membership and Functions.





<b>Unit-10</b>	India Tourism Development Corporation Limited (ITDC): History, objectives, functions and role.
<b>Unit-11</b>	Tourism Finance Corporation of India (TFCI): Introduction, objectives, function's role in the growth of the tourism industry in India.
<b>Unit-12</b>	Federation of Hotel and Restaurant Association of India (FHRAI): History, Objectives, Activities, Membership and International Hotel & Restaurant Association
<b>Block-4</b> <b>Indian Tourism Organizations-II</b>	
<b>Unit-13</b>	Travel Agents Association of India (TAAI): History, Purpose, Objectives, Activities and Membership.
<b>Unit-14</b>	India Tourism, Ministry of Tourism: Functions/ Activities of India Tourism Offices in India. State Tourism Development Corporation (Uttarakhand, U.P., M.P.)
<b>Unit-15</b>	Indian Railway Catering and Tourism Corporation (IRCTC)
<b>Unit-16</b>	The Archaeological Survey of India

### Suggested Readings:

- Mohinder Chand,,(2007), Travel Agency Management: An Introductory Text, Anmol publication Pvt. Ltd. New Delhi.
- Foster, D.L.(2010) The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
- Burkart A.J., Medlik S., Tourism - Past, Present and Future, Heinemann, London. Chuck Y. Gee, James C. Makens & Dexter
- J. L. Choy, The Travel Industry, Van Nostrand Reinhold, New York.
- Holloway, J. C., The Business of tourism, Pitman Publishing, London.
- Medlik, S., Understanding tourism, Butterworth Hinemann, Oxford.
- Michael M. Coltman, Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
- Page J. Stephen & Brunt Paul, Tourism- A Modern Synthesis, Thomson Publishers, London.
- Ray Youell, Tourism-an introduction, Addison Wesley Longman, Essex.
- Sunetra Roday, Tourism Operations and Management, Oxford University Press.

**Elective-III (Select any one course from the following courses)**

- MTTMA-402 Tourism Laws and Travel Documentations
- MTTMB-402 Adventure Tourism
- MTTMC-402 Tour Guiding and Escorting Skills
- MTTMD-402 MICE Tourism

**Program Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tourism Laws and Travel Documentations (MTTMA-402)

**Semester:** 4<sup>th</sup>

**Objective:** The course aims to familiarize students with international tourism requirements, including documentation and travel formalities for effective planning and management.

<b>Block-1</b> <b>Tourism Laws</b>	
<b>Unit-1</b>	Wildlife Protection Act 1972
<b>Unit-2</b>	Foreigners act 1946
<b>Unit-3</b>	Archaeological Site and Remains Act 1958
<b>Unit-4</b>	Environment Protection Act 1986
<b>Block-2</b> <b>Indian Passport</b>	
<b>Unit-5</b>	<b>Passport:</b> History, definition, meaning, issuance, physical appearance, how to get the passport form.
<b>Unit-6</b>	The essential documents required while applying for a passport: Photographs, fees and other documents. Checklists, Procedure to Change the name.
<b>Unit-7</b>	Types of passports. Passport Act 1967. Loss/Damaged Passport.
<b>Unit-8</b>	Limitations on use and international travel without a Passport
<b>Block-3</b> <b>Visa</b>	
<b>Unit-9</b>	<b>VISA:</b> History, definition, meaning, features, significance in the tourism industry.
<b>Unit-10</b>	Types of Visa issued by India, Visa Fees, Visa Refusal or Pending, how to obtain Visa, Necessary documents to get Visa. Visa free-entry.
<b>Unit-11</b>	Visa on Arrival for Indian travellers, Online Visa Registration, Schengen Visa
<b>Unit-12</b>	Tourist Visa for Spain, Australia, USA, Canada, & France.
<b>Block-4</b>	

Other Important Documents Required for International Travel	
<b>Unit-13</b>	Health regulations for international travel: compulsory vaccinations.
<b>Unit-14</b>	Special permits for restricted areas in India.
<b>Unit-15</b>	Travel Insurance: Meaning, features, types and clauses included in most policies.
<b>Unit-16</b>	Foreign exchange/currency: Indian currency, RBI Regulations, Foreign Exchange Management Act, Process for Encashment of Foreign Currency.

### Suggested Readings:

- Sunetra Roday, Tourism Operations and Management, Oxford University Press.
- Gupta S.K, Foreign Exchange Laws and Practice, Taxman Publications Delhi.
- Glen Cohen, Patients with Passports: Medical Tourism, Law and Ethics. OUP USA.
- Garg, S. (2017) Tourism Law In India - A Comprehensive Manual Of Concepts, Regulations & Guidelines, Universal Law Publishing - An Imprint of LexisNexis; Second edition

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**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Adventure Tourism (MTTMB-402)

**Semester:** 4<sup>th</sup>

**Objective:** This course will focus on the concept & types of Adventure tourism, institute running courses, the potential for adventure tourism in India and existing popular destinations and activities. Institutions

<b>Block-1</b>	
<b>Basic Concepts of Adventure Tourism</b>	
<b>Unit-1</b>	Adventure tourism: Concept, features, nature, scope and different types.
<b>Unit-2</b>	List of recognised organisations and institutions associated with adventure tourism in India.
<b>Unit-3</b>	Popular Adventure Sports of Uttarakhand, Govt. recognised institutes offering different Adventure sports Courses in Uttarakhand, West Bengal, Himachal Pradesh and Jammu and Kashmir.
<b>Unit-4</b>	Existing trends and places of importance for Land-based, Water based and Aero based adventure sports in India
<b>Block-2</b>	
<b>Adventure Tourism (Air Based)</b>	
<b>Unit-5</b>	<b>Air-Based Activities:</b> Concept, features, nature, scope and & different types.
<b>Unit-6</b>	Popular Air-based Adventure Sports in India: parasailing, paragliding, ballooning, hand-gliding, bungee jumping and micro lighting etc.
<b>Unit-7</b>	Air Based adventure tourism: Marketing and promotional strategies. Job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk Management.
<b>Unit-8</b>	<b>Adventure tourism impacts</b> air-based adventure tourism's social, cultural, economic, and environmental impacts – issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
<b>Block-3</b>	
<b>Adventure Tourism (Water-Based)</b>	
<b>Unit-9</b>	<b>Water-Based Activities:</b> Concept, features, scope, nature and types.
<b>Unit-10</b>	Popular water-based adventure sports in India: white water rafting, kayaking, canoeing, surfing, water skiing, snorkelling & scuba diving.

<b>Unit-11</b>	Water Based Adventure tourism. Marketing and promotional strategies, job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk management.
<b>Unit-12</b>	Water-based Adventure tourism impacts: social, cultural, economic, and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
<b>Block-4</b> <b>Adventure Tourism (Land Based)</b>	
<b>Unit-13</b>	Land-based adventure sports: Concept, features, scope, nature and types.
<b>Unit-14</b>	Popular water-based adventure sports in India: trekking, rock climbing, skiing, mountaineering, desert safaris, car rallies etc.).
<b>Unit-15</b>	Marketing and promotional strategies, risk management and job opportunities.
<b>Unit-16</b>	Land-based adventure tourism impacts the social, cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (Government, local people, tourists, and tourism businesses) include risk management and job opportunities. Training: Role of Water Sports Training centre Goa and its ongoing training programmes and evaluation

### Suggested Readings:

- Adventure Travel Trade Association. (2019). *Adventure Travel Trends Report 2019*. Adventure Travel Trade Association.
- Buckley, R. (2012). *Adventure Tourism*. CABI.
- Page, S. J., & Connell, J. (2014). *The Routledge Handbook of Tourism and Hospitality Education*. Routledge.
- Swarbrooke, J. (2010). *Adventure Tourism Development*. Routledge.
- Beames, S., Mackenzie, S., & Han, L. (Eds.). (2017). *Understanding Adventure Education: Theory and Application*. Routledge.
- Douglas, N., & Douglas, N. (2009). *Outdoor Recreation Management*. Routledge.

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**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tour Guiding and Escorting Skills (MTTMC-402)

**Semester:** 4<sup>th</sup>

**Objectives:** To explore India's tourism, develop themed itineraries, cultivate emerging destinations, and gain expertise in tour guiding and escorting.


<b>Block-1</b>	
<b>Tourist Guiding Essentials</b>	
<b>Unit-1</b>	Tourist Guide: Meaning, Duties and Responsibilities, Training, Sources of Earnings.
<b>Unit-2</b>	Different Types of Guides
<b>Unit 3</b>	Registration Procedure of Tour Guides
<b>Unit-4</b>	Understanding Traveller's Needs and Wants: Customer Care; Feedback Assessment and Analysis
<b>Block-2</b>	
<b>Site Knowledge; Visitor Care; Guiding Skills; Rules Compliance</b>	
<b>Unit-5</b>	Seeking Site Knowledge; Sources of Information
<b>Unit-6</b>	Visitor Facilitations: Caring for Customers and Meeting assistance and transfers
<b>Unit-7</b>	Guiding Skills: Personality and Knowledge Role of Body Language, Skills of Different Guides
<b>Unit-8</b>	Understanding Rules & Regulations: Forest Guides, Govt. Rules, Challans and FIR etc.
<b>Block-3</b>	
<b>Crisis Management</b>	
<b>Unit-9</b>	Managing Special Situations: Dealing with Late Coming Passengers, Loss of Passport, Loss of Money, Missing Members, Difficult Questions, etc.
<b>Unit-10</b>	Handling Complaints, Sickness and Disabled Passengers; Working in Difficult Situations (Political Strikes, Road Blocks and Terrorism, etc.): Safety and Security: Basic First Aid.
<b>Unit-11</b>	Personality Development and Communication Skills: Relevance in Tourism
<b>Unit-12</b>	Understating the Cultural Gaps Between Tourists and Hosts in Linguistic Attitudes
<b>Unit-13</b>	Uses and Misuse of History in Guiding
<b>Block-4</b>	
<b>Tourist Escorting Essentials</b>	
<b>Unit-14</b>	Tour Escort: Meaning, Responsibilities, Educational Qualification, Sources of Earning



<b>Unit-15</b>	Problems and Challenges Faced by Tour Escorts, Differences between Tour Guides and Tour Escorts, Who Can Become Tour Escort
<b>Unit-16</b>	Tour Escorting Skills

**Suggested Readings:**

- Hatfield, L., & Fallon, K. (2016). The Tour Guide: Walking and Talking New York. Princeton Architectural Press.
- Tourtellotte, S. (2019). The Complete Guide to Becoming a Professional Tour Guide. Rowman & Littlefield.
- Richards, G. (2019). The Routledge Handbook of Cultural Tourism. Routledge.
- Ruitenberg, C. W. (2018). Teaching for Aesthetic Experience: The Art of Learning. Routledge.
- Gartner, W. C. (2016). Tourism Development: Principles, Processes, and Policies. Routledge.



**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** MICE Tourism (MTTMD-402)

**Semester:** 4<sup>th</sup>

**Objective:** To accustom learners to the inevitable sub-sector of business tourism, which claims to be the highest revenue generator form of tourism in the modern arena.

<b>Block-1</b> <b>MICE and Major Stakeholders</b>	
<b>Unit-1</b>	Concept of MICE, Types of Meetings, Incentive Tours, Conferences and Events; Emergence of MICE Business in India and World
<b>Unit-2</b>	Socio-Economic Importance of MICE Business in India and Competitiveness of India in MICE Business
<b>Unit-3</b>	Bidding for Events and Scheduling for Events, Role of the Event in Tourism Promotion
<b>Unit-4</b>	Major Stakeholders (Public and Private Sectors: Hotels, Airlines, Transport Companies, Travel Agencies, etc.) in MICE Business and their contribution
<b>Block-2</b> <b>Meeting Process</b>	
<b>Unit-5</b>	Arrangement and Facilitation of Meetings: Venue, Timing, Equipment and other arrangements during Meetings
<b>Unit-6</b>	Arrangement for Participants in Meetings: Accommodation and Catering, Pre and Post Tours etc.
<b>Unit-7</b>	MICE Market in India: Internal and External
<b>Unit-8</b>	Incentive Tours Business and its Management
<b>Block-3</b> <b>Management of Conferences</b>	
<b>Unit-9</b>	Process of Planning and Organizing Events
<b>Unit-10</b>	Organising International Conferences in India, Legal Formalities,
<b>Unit-11</b>	Managing Sports Events

<b>Unit-12</b>	ICCA International Congress & Convention Association, UIA Union Association Internationale in French-speaking regions, ICPB, (Indian Convention Promotion Bureau in India), AACVB (Asian Association of Convention and Visitor Bureau)- Development and role
<b>Block-4</b> <b>Case Studies in MICE</b>	
<b>Unit-13</b>	Major Types of Events: Cultural Events, Festivals, Sports Events and Theme Events
<b>Unit-14</b>	Case Study of VIRASAT (Cultural Festival of Uttarakhand), Case Study of Yoga Festival of Rishikesh,
<b>Unit-15</b>	Case Study of Trade Fair Authority of India and its Activities. Comparative case studies of Suntec Park in Singapore and New Delhi
<b>Unit-16</b>	The role of marketing for event organisation, Tools for marketing and promotion and Marketing Process

**Suggested Readings:**

- Tyberek, M. (2018). MICE Tourism Management: A Comprehensive Guide. Springer.
- O'Connor, P. (2014). *The Routledge Handbook of Events*. Routledge.
- Watt, D.C.. Event Management in Leisure and Tourism. Pearson, UK.
- Blatt, J.G.. Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York.

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**Elective-IV (Select any one course from the following courses)**

- MTTMA-403 Tourism Policy and Planning
- MTTMB-403 Ecology of Tourism and Tourism Impacts

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tourism Policy and Planning (MTTMA-403)

**Semester:** 4<sup>th</sup>

**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.

<b>Block-1</b>	
<b>Tourism Planning: Basic Concept, Scope and Significance</b>	
<b>Unit-1</b>	Tourism Policy vis a vis Tourism Planning - Definition, Differentiation, Linkages and Scope
<b>Unit-2</b>	Brief Overview of 'Tourism Planning Scenario in Global Context'
<b>Unit-3</b>	Environmental, Economic and Socio-cultural Advantages of Tourism Planning
<b>Unit-4</b>	Consequences of Unplanned Tourism Development
<b>Unit-5</b>	Barriers to Tourism Planning
<b>Block-2</b>	
<b>Destination Planning</b>	
<b>Unit-6</b>	Destination Mix - Concept and Components
<b>Unit-7</b>	Steps and Stages in Destination Planning
<b>Unit-8</b>	Significance and Application of Cost-Benefit Analysis in Destination Planning
<b>Unit-9</b>	Tourism Complex Planning - Concept, Significance and Case Model
<b>Block-3</b>	
<b>Emerging Dimensions of Tourism Planning</b>	
<b>Unit-10</b>	Concept of 'Responsible', 'Appropriate', 'Alternate' and 'Just Tourism';
<b>Unit-11</b>	Sustainable Tourism Planning - Key Issues, Relevance and Systematic Approach
<b>Unit-12</b>	'Community-Based' and 'Community Approach' of Tourism Planning
<b>Unit-13</b>	'Eco-tourism' Planning; Place of Tourism in India's Five-Year Plans

<p style="text-align: center;"><b>Block-4</b>  <b>Tourism Policy and Planning: Case Studies</b></p>	
<b>Unit-14</b>	Salient Features of 'Tourism Planning Strategies' Adopted by Leading Destination Countries like France, U.K. and China
<b>Unit-15</b>	Brief Overview on 'Tourism Policy and Planning Perspectives of SAARC Countries, especially Bhutan and Sri Lanka
<b>Unit-16</b>	Tourism Policy of India - A Critical Review
<b>Unit-17</b>	Role and Contribution of DOT in Development Tourism in India.

**Suggested Readings:**

- Harris, R., Griffin, T., & Williams, P. (Year). Sustainable Tourism: A Global Perspective. Butterworth-Heinemann.
- Sing, S.P. (Year). Sustainable Tourism. Retrieved from <http://www.bagchee.com/>
- World Tourism Organization. (Year). Sustainable Development of Tourism: An Annotated Bibliography.
- Herremans, I. (Year). Cases in Sustainable Tourism: An Experiential Approach to Making Decisions.
- Weaver, D. (Year). Sustainable Tourism: Theory and Practice. Powell's City of Books.
- Hall, C. M. Tourism Planning: Policies, Processes and Relationships. Pearson Education Limited.
- Inskip, E. Tourism Planning: An Integrated and Sustainable Development Approach. CABI Publishing.
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. Tourism: Principles and Practice. Pearson Education Limited.
- Uysal, M., Perdue, R., & Sirgy, M. J. Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities. Springer.

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**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Course:** Ecology of Tourism and Tourism Impacts (MTTMB-403)

**Semester:** 4<sup>th</sup>

**Objectives:** This course explores the basic knowledge of environment and ecology, the concept of carrying capacity, and environmental problems such as changing climate, various types of pollution and global warming.

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



<b>Unit-15</b>	Role and Contribution of Voluntary Organisations in the Promotion of Environment-Friendly Tourism
<b>Unit-16</b>	Place of Ecology and Environment in Tourism Policy of India - A Critical Review

### Suggested Readings:

- Swain Sampad Kumar and Mishra Jitender Mohan (2011) Tourism: Principles and Practices Oxford University Press, New Delhi.
- Kamra Krishan K. and Mohinder Chand (2004) Basics of Tourism: Theory, Operation and Practice , Kanishka Publishers, Distributors , New Delhi.
- Harris, R., Griffin, T., & Williams, P. (Year). Sustainable Tourism: A Global Perspective. Butterworth-Heinemann.
- Sing, S.P. (Year). Sustainable Tourism. Retrieved from <http://www.bagchee.com/>
- World Tourism Organization. (Year). Sustainable Development of Tourism: An Annotated Bibliography.
- Herremans, I. (Year). Cases in Sustainable Tourism: An Experiential Approach to Making Decisions.
- Weaver, D. (Year). Sustainable Tourism: Theory and Practice. Powell's City of Books.
- Hall, C. M. Tourism Planning: Policies, Processes and Relationships. Pearson Education Limited.
- Inskeep, E. Tourism Planning: An Integrated and Sustainable Development Approach. CABI Publishing.
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. Tourism: Principles and Practice. Pearson Education Limited.
- Uysal, M., Perdue, R., & Sirgy, M. J. Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities. Springer.




**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Project Report/Dissertation and Viva-Voce (MTTM-404) (Compulsory Course)

**Semester:** 4<sup>th</sup>

**Objectives:** The project report aims to enhance tourism students' understanding of industry dynamics, cultural sensitivities, and sustainable practices. It focuses on the practical application of theoretical knowledge, fostering critical thinking, and honing communication skills. The objectives include preparing students for diverse roles within the evolving tourism landscape.

**Course Learning Outcomes:**

Upon completion of this course, the students will be able to:

- Develop an in-depth understanding and insight of a relevant topic of interest.
- Demonstrated critical engagement with existing literature relevant to their topic.
- Use appropriate methodologies and justify their use in the study context.
- Analyse and present their data and critically evaluate results to make logical conclusions.
- Report the research in a scholarly fashion appropriate to the disciplinary area.
- Take up live research projects.
- Make orientations towards a research career.

**Course Description:**

Students will identify a topic area of interest they wish to develop further through their dissertation. This must be relevant to their programme of study. Students will be in touch with their counsellors at the study centre, who will also play the role of guide. The course is primarily based on self-directed study and research, which takes place during the fourth semester.

**Teaching -Learning Process:**

- Project-based learning under the assigned mentor(s)
- Online mentoring support system
- Desk research

**Assessment Method:**

- The student is assessed based on a dissertation. All Dissertations are also checked for plagiarism using electronic plagiarism software as per the university.
- The internal expert will do the evaluation of the project report after that at the end of the semester, viva-voce examination will take place.
- Evaluation will be based on (Project Report-150 and Viva-Voce-50 marks)

