

**ORDINANCE AND COURSE CURRICULUM FOR**  
**MASTERS OF TOURISM & TRAVEL MANAGEMENT (MTTM)**  
**TWO YEAR PROGRAMME**



**DEPARTMENT OF TOURISM**  
**UNIVERSITY OF PATANJALI, HARIDWAR**  
**UTTARAKHAND-249405**

**[www.universityofpatanjali.com](http://www.universityofpatanjali.com)**

**UNIVERSITY OF PATANJALI, HARIDWAR**

**Scheme of Examinations  
MASTERS OF TOURISM & TRAVEL MANAGEMENT (MTTM)  
SEMESTER LAYOUT**

<b>Semester-I</b>				
<b>Paper Code</b>	<b>Paper Name</b>	<b>Examination Marks</b>		
		<b>External</b>	<b>Internal</b>	<b>Total</b>
<b>MTTM-101</b>	<b>Tourism Concepts and Principles</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM -102</b>	<b>Tourism in Uttarakhand</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM -103</b>	<b>Yoga Health &amp; Tourism</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM-104</b>	<b>Adventure Tourism</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM-105</b>	<b>General Viva-Voce</b>	<b>100</b>	<b>-</b>	<b>100</b>

<b>Semester-II</b>				
<b>Paper Code</b>	<b>Paper Name</b>	<b>Examination Marks</b>		
		<b>External</b>	<b>Internal</b>	<b>Total</b>
<b>MTTM-201</b>	<b>Travel Agency &amp; Tour Operation</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM -202</b>	<b>Tourism Resource in India</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM -203</b>	<b>Transport Management</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM -204</b>	<b>Computer Applications in Tourism</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM-205</b>	<b>Practical (with tour report)</b>	<b>100</b>	<b>-</b>	<b>100</b>

<b>Semester-III</b>				
<b>Paper Code</b>	<b>Paper Name</b>	<b>Examination Marks</b>		
		<b>External</b>	<b>Internal</b>	<b>Total</b>
<b>MTTM-301</b>	<b>Culture Heritage and Tourism</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM -302</b>	<b>Airlines Ticketing</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM -303</b>	<b>Hotel &amp; Resort Management</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM-304</b>	<b>Research Methodology</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM-305</b>	<b>Project Report</b>	<b>100</b>	<b>-</b>	<b>100</b>

<b>Semester-IV</b>				
<b>Paper Code</b>	<b>Paper Name</b>	<b>Examination Marks</b>		
		<b>External</b>	<b>Internal</b>	<b>Total</b>
<b>MTTM -401</b>	<b>Major Destinations of world</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM --402</b>	<b>Tour Packaging Management</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM --403</b>	<b>Tourism Marketing</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM --404</b>	<b>Tourism Policy &amp; Planning</b>	<b>75</b>	<b>25</b>	<b>100</b>
<b>MTTM --405</b>	<b>On-The Job Training</b>	<b>100</b>	<b>-</b>	<b>100</b>

## Semester -I

### **TOURISM CONCEPTS & PRINCIPLES (MTTM-101)**

**Objective:** This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

#### **Unit – I Understanding Tourism:-**

1. Tours, tourists, visitors, excursionists, travelers, resources, attractive, Tourism product concept.
2. Tourism: Meaning, nature and scope
3. Tourism: Types, elements and components
4. Different approaches to the study of tourism.

#### **Unit – II An Historical Overview:-**

1. Historical development of tourism.
2. Travel motivators & deterrents.
3. Pull and push factors in motivation theory.

#### **Unit- III Tourism Impact:-**

1. Economic impacts of Tourism
2. Socio-cultural Impacts of Tourism
3. Environmental Impacts of Tourism

#### **Unit- IV Major Tourism Services:-**

1. Transportation: Types and relevance in tourism
2. Accommodation: Types and relevance in tourism
3. Travel Agencies and Tour-Operators: Overview and relevance in tourism

#### **Unit- V Tourism Organization:-**

Origin, location, and functions of WTO, IATA, PATA, TAAI, ITDC and DOT.

#### **Suggested Readings:**

- Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

## **Tourism in Uttarakhand (MTTM-102)**

### **Unit 1 Geographical and Historical Background**

Geographical features, divisions, mountain ranges, rivers, main symbol of Uttarakhand Reason , climate, General introduction of History Garhwal and Kumaon region.

### **Unit 2 Social and Cultural Heritage**

Important caste and tribes, Main dances , Fairs and Festival ,Handicrafts,Tradition,Main Cusin.

### **Unit 3 Spiritual Tourism in Uttarakhand**

Background of historical tourism, important places -Haridwar, Rishikesh, Jageshwar,Chardham in Uttarakhand, Panch Prayag, Hemkund,panch Badri ,panch kedar.

### **Unit 4 Natural Based Tourism**

Vedani and Dayara Bugyal, Roopkund, Nainital,Devtaryatal, Sahastra tal, Mussiore, Kosani, Ranikhet, Munasyari, ,Kotdwar,Valley of Flowers, Rajaji and Jim Corbett National Park.

### **Unit 5 Aventure Sports**

Trekking, Mountaineering, Skiing, River Rafting and Paragliding,Bungi Jumping - General Introduction.

### **Suggested Readings:**

- - Uttranchal ‘the abode of gods’
- - Uttrakand ka smagra darshan – Savita Mohan.
- - Uttrakhand year book – 2010 –Lokesh Navbani
- - Uttranchal- Aitihashik avem Sanskritic Ayam- Uma Prashad Thapaliya
- Uttranchal ke Devalaya – Triloke Chandra Bhatt.
- Uttranchal me Paryatan naye chitize – Dr. Harimohan.

## **Yoga Health and Tourism (MTTM-103)**

### **OBJECTIVE:**

The course intent to upgrade the knowledge of the latest trends in tourism particularly the health tourism in the country. Since health tourism constitute a niche market for the industry and the government as well, it becomes desirable for the students to get in touch with this new segment of tourism industry. After studying this course , the student shall be able to define the trends, issues and challenges in the field of health tourism in India.

### **Unit 1**

Meaning of word ‘Yoga’, its definition, Aims & objects, Brief history of yoga, Introduction of Patanjali Yoga Sutra, Relevance of Yoga in relation to Tourism.

### **Unit II**

Health aspects of Yoga: Meaning of Heath Yoga, its definition, Aims & objects, its brief history and significance of Hathyoga in Tourism, limbs of Hathyoga.

### **Unit III**

Role of Asanas, Pranayama & Mudra during Travelling. Importance of Yoga while in high Altitudes, Study of Depiction of Yogic love in the places of Pilgrimages.

### **UNIT – IV**

Health and Medical Tourism: Meaning, nature and scope Health and Medical tourism Product  
Health and Medical Tourism markets at global level Advantages and disadvantages for India in  
Global Medical Tourism Market

### **UNIT – V**

Health and Medical Tourism in India Role of Private sector in health and medical tourism  
Traditional Health Care system in India Government incentives for health and medical tourism in  
India

## **Reference**

1. Asana- Swami Kuvalyanada, Kaivalyadham, Lonavla (Pune, Maharashtra)
2. Pranayama- Swami Kuvalyanada, Kaivalyadham, Lonavla (Pune, Maharashtra)
3. Ghrand Samhita ----do----
4. Hath Pradipika ----do----
5. Ghrand Samhita-Swami Niranjananda Saraswati, Bihar School of Yoga, Mungher.  
Asana, Pranayama, Bandha and Mudra-: Swami Satyananda Paramhansa Bihar School of  
Yoga, Maugher
6. Smith, Melanie, & Puczko, Laszlo, Health and Wellness Tourism.
7. Conell, John, Medical Tourism.
8. Kumar, Medical Tourism in India (Management and Promotion)
9. Edlin, Gordon & Golanty, Eric, Health and Wellness.

## Adventure Tourism (MTTM-104)

### **Unit –I: Introduction:-**

Definition, Nature and scope of Adventure tourism: Adventure motives through the ages and their contribution to inventions, explorations and discoveries.

Adventure in the present context, contemporary trends in Adventure tourism Geographical diversities and opportunities for A.T.in India. Potential and existing adventure tourism in different states. Planning and development perspective, major thrust areas, promotional steps taken by states and centers. Organization and institutions promoting Adventure Tourism in India.

### **Unit –II: Land based Adventure activities:-**

Mountaineering, Trekking, Rock climbing, skiing, skating; their necessary equipments, techniques and problems. Wildlife tourism: status of wildlife tourism, popular National parks and Wildlife sanctuaries.

### **Unit –III: Water based activities:-**

Water resources of India; rivers, sea and lakes. River reading, nature of white water, silent water and sea water. Rafting, Kayaking canoeing, yachting, water scooter, Hover craft. Surfing, SCUBA diving, under water activities, coastal activities. Places, organizations, equipments associated with above activities.

### **Unit-IV: Air based activities:-**

Air based activities, Atmosphere, seasons, wind pressure and wind movement in India. Hang gliding, Ballooning, Para jumping , Sky diving, Para sailing. Places, organizations and equipments associated with above activities.

### **References:-**

1. Ahmad Aizaz : ‘General Geography of India, NCERT, New Delhi
2. Goh Cheong long : An Economic Atlas of India, Oxford University
3. National Atlas of India, Govt. of India Publication, Calcutta
4. Atlas of World Oxford
5. Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989)
6. Manorama Year Book
7. Indian Year book, Publication Division, Govt. of India, New Delhi
8. Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books ( Delhi, 1985)
9. Bedi, Ramesh and Rajesh : Indian Wildlife, Brijbasi Printers ( New Delhi, 1989)
10. Bose, S.C. Geography of the Himalayas, National Book trust, India ( New Delhi,1976)
11. Chand Gian and Manohar Puri ‘Trekking’ International publisher India ( new Delhi,1989)
12. Gamma, Karl ‘The Handbook of Skiing Pelham Books (London, 1985)
13. Lozawa, Tomoya : Trekking in the Himalayas, Allied published Pvt. Ltd., ( New Delhi, 1980)
14. Law, B.C. (ed) : Mountains and Rivers of India, Calcutta, 1968
15. Rowe, Ray ‘White in Water Kayaking’, Salamander Books (London, 1987)
16. Saharia, V.B. “Wildlife in India’ Natraj Publisher (Dehradun, 1982)

## **General Viva-Voce (MTTM-105)**

**The students will have to submit a Project Report for Via-Voce of several places of tourist interest in India.**



## **Travel Agency & Tour Operation (MTTM-201)**

**Objective:** The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

### **Unit - I : Travel Agency and Tour Operation business:**

Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency and tour operation The future role of Travel intermediaries

### **Unit - II: Organizational structure and functions**

Organizational structure of travel agency and tour operator-main operational and managerial staff.Travel agency HR planning and job analysis of major positions Major functions of Travel agency and tour operators

### **Unit - III: How to Set Up a Travel Agency**

Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India and IATA Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

### **Unit - IV: Understanding the role of Government and other organizations in Travel Trade**

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations- Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business.

### **Unit - V: Case Studies**

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ORBIT

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### **Suggested Readings:**

Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.

Syratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995

Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990

Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.

Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.

Foster D.L. The Business Of Travel Agency Operations and Administration

## **Tourism Resource in India (MTTM-202)**

**Objective:** The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

### **Unit – I Introduction:**

Concept of resource, attraction & product in tourism, meaning & characteristics, Typology & nature of tourism resources. Nature & Scope to tourist places in India.

### **Unit- II Natural Resources:**

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Raja Ji National Park, Jim Corbett, Bharatpur Bird Sanctuary, Valley of Flowers & Gir National Park, Kaziranga National Park.

### **Unit-III Pilgrimage Destinations:**

**Hindu-** Char Dham Yatra, Haridwar, Khajuraho, Mahabalipuram, Tirupati, Madurai, Konark.

**Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi, Ajanta.

**Jain:** Mount Abu, Sharavanbelgola.

**Islamic:** Delhi, Agra, Fatehpur Sikri.

**Sikh:** Patna, Nanded, Golden Temple (Amritsar) Hemkund Sahib (Uttarakhand).

### **Unit- IV Socio-Cultural Resource:**

Socio cultural resources - Important fairs and festivals with case studies of Kumbha Mela, Dussehra, Onam, Puri Rath Yatra- & Chhath.

### **Unit - V: Hill Station & Coastal Destination:**

**Hill Station:** Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Shimla, Manali and Ooty.

**Beaches:** Beaches and Islands: Beaches in Goa, Kerala, Andaman & Nicobar islands.

### **Suggested Readings:**

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiko, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Tourists Resource of India- Ram Acharya.
- Tourists Resources of India- Ratandeep Singh.
- Tourists Resources of India- Jagmohan Negi.
- Himachal Pradesh, The Land, the people by S.S. Negi

## Transport Management (MTTM-203)

### **Course Objectives:**

Transport is a vital component of the travel and tourism industry. Thereby it becomes imperative for the students of tourism to learn about different modes of transportation in modern world in general, and in India, in particular. The course attempts to provide an insight into different types of transportation, the on-going changes, growth, present status, government policies, problems and management. Thus the course emphasizes on the knowledge of the 'Key' which opens vast venues of world's largest service sector, that is tourism.

### **Unit-I: Transport and Tourism**

Transportation as dynamic & visual manifestation of tourism. History of different modes of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

### **Unit-II: Air Transport**

Airlines & tourism: history of airlines' in India. Role and contribution of air India, Indian Airlines, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.

### **Unit-III :Surface Transport**

Surface transport & tourism: Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport. Coaches & car rental system in India. Problems faced by surface transport sector. Role and contribution of NHAI.

### **Unit-IV: Railway Transport**

Railway & tourism: history & present status of Indian railway. Zonal distribution, infrastructural basis of Indian Railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway.

### **Unit-V: Water Transport**

Water transport: history & present status of water transport. Waterways of India. Types of water transport: Ocean liners, Cruise liners, ferries, hovercraft, river and canal boats and fly cruise.

### **References:**

1. Ahmad Aizaz: 'General Geography of India, NCERT, New Delhi.
2. National Atlas of India, Govt. of India, Publication Calcutta.
3. Atlas of World Oxford.
4. Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India (Varanasi 1989)
5. India year book, Publication Division, Govt. of India, New Delhi.
6. Aggarwal Surinder : 'Travel Agency Management', communication India, New Delhi.
7. Hannel Christine, Robert Harshman and Graham Draper- Travel and Tourism : A world regional geography , John Wiley and Sons, New York
8. Hurst, Elist, 'Transportation Geography' McGraw Hill, New York
9. OAG Airlines time table
10. OAG Cruise lines time table
11. Indian Railway Time table

## Computer Applications in Tourism (MTTM-204)

**Objectives:** The module is prescribed in the course to inform the students about the role of Computer Information systems in travel trade. The prescribed unit enhance the skills of students especially when they will be attached for practical.

### **UNIT-I: Computer System**

Introduction to Computers, Characteristics of computers, Applications of computers, Different units of computer, Component of computers, Input / Output and auxiliary storage Device . Computer application In Tourism.

### **UNIT-II : Windows & MS Office**

Introduction to windows MS –Office: MS Word, MS Excel, MS Power Point.

### **UNIT – III :Network and Communication**

Networking: Concept, User, Types, Devices Used.

Basic Communication Components: Terminals, Modems, Channels, Communication processors, Host Computers, Types of Transmission.

### **UNIT – IV: Internet**

Internet: Concept, uses, components, browsing, Search Engines, E-mail: Opening Account. Internet and Tourism. Information and Communication Technology (ICT) ICT: need definition, uses for tourism, and future role. ICT in tourism sector, Strategic and tactical role of ICTs for Tourism.

### **UNIT – V:Computer Networking:**

What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Amadeus,Galileo, Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS.

### **REFERENCES:**

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.
4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma: Computers for Every one, New Delhi, Academic India Publishers.
6. Simpson Alan: Your First Computers (2nd Edition) New Delhi-BPB Publications.
7. Saxena S: and Prabhpreet Chopra: Cumputer Applications in Management, Vikas Publishing house Pvt. Ltd. New Delhi.
8. Saxena S: MS Office2000 for Everyone Vikas Publishing house Pvt. Ltd. New Delhi.
9. Internet Sites and resources.

## **Practical (With Tour Report) MTTM-205**

### **A. Field Study Tour Report**

**Objectives:** This module is prescribed to give practical exposure to students at the places of tourist attractions. Each student is required to understand resource attractions of visited places and disseminate information to visitors.

## **Culture Heritage and Tourism (MTTM-301)**

### **Objective:**

This module is important to study because of India is rich in heritage properties and its maintenance is necessary. This will help to understand the nature of heritage properties and conservation.

### **Unit 1: Understanding Culture & Tourism**

Concept and Fundamentals of Indian Culture.

Culture – Tourism Relationship; Socio-Cultural Impacts of Tourism.

Spiritual basis of Indian culture

### **Unit-II: UNESCO Heritage Sites**

What is Heritage? Meaning and concept. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monument in India and abroad.

### **Unit - III: Living Culture and Performing Art of India**

Major Fairs and festivals of India

Classical dances and Music of India

Indian handicrafts

### **Unit – IV: Heritage Management in India**

Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Case study of one destination. Heritage Marketing, Destination development.

National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs),

### **Unit – V: Museums**

Museums, Concept and classification. (National Museum, New Delhi; Bharat Kala Bhawan, Varanasi; Archaeological Museum, Sarnath, etc.), Heritage Hotels and its classification.

### **Suggested Readings:**

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskeep, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.
- IATA Special Mail Manual.

## Airlines Ticketing (MTTM-302)

### **Objectives:**

This module is intended to prepare the students to enter a travel agency where he will be required to be well-versed with the modalities of air ticketing.

**Unit-I** Aviation Geography: IATA areas, sub areas, sub regions, Longitude, Latitude, time calculation: GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time, Global Indicators, Aviation Organisation: IATA & ICAO.

**Unit II** Air Transportation: Concept of Airlines, Domestic and international airlines in India, Private sector and government airlines, types of aircraft, the hub and spoke system, interline agreements, role of DGCA, critical remarks on air transport industry of India, policies, practices.

**Unit III** Understanding of various codes: ABC codes, looking up schedules, flight connections, transfer connections, looking TIM:- Passport, visa, special permits, customs formalities and currency regulations, health regulations and Airport tax, passenger needing special attention. Minimum connecting time, global indicator, NUC conversion factor, general rules (currency conversion table and rounding up of fare, different modes of payments e.g. cash, credit card etc.

**Unit IV** Introduction to fare construction:- Definition and understanding of published fares, various types, normal, child one way, return, circles, excursion etc; commissions, discounts, MCO, PTA, HIP, BHC, looking up MPM, calculating TPM, determining the fare breakup point, surcharges, excess mileage table. Ticketing-Insurance of tickets, Normal, one way, return, round the world, excursion, circle trip, child, etc. cancellation, reissue of tickets.

**Unit V** Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

### **Suggested Reading :**

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- Jagmohan Negi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC World wide Airways Guide (Red & Blue)
- Air Tariff Book 1, World wide Fares.
- Air Tariff Book 1, World wide Rules, IT Fares etc.
- Air Tariff Book 1, World Wide Maximum Permitted Mileage
- Travel Information Manual ( TIM )
- IATA Ticketing Hand Book

## **Hotel & Resort Management (MTTM-303)**

**Objectives:** This Module is prescribed to appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry.

**Unit – I Origin and Expansion:** Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation.

**Unit – II Departments of hotel:** Front Office, House Keeping, Food and Beverage, Personnel and Accounts. Role and functions of different departments.

**Unit – III Type and forms of Hotels:** Classification of hotel on basis of location, size, clientele and range of service, hotel plan, type of room etc.  
Star classification- Criteria and Procedure adopted in India.  
Resort Properties, Heritage Hotels- concept and emerging dimensions.

**Unit – IV Major Hotel Chain in India:**

Taj Group of Hotels  
Oberoi Hotels & Resorts  
Lalit Group of Hotels  
Ashok Group of Hotels

**Unit – V Resort Planning:** Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

### **Suggested Readings:**

- Selected case studies from sterling. Delmia, Toshali and R.C.I. International will be managed from concerned organisations.
- Andrews, Sudhir : 1985, Hotel Front Office, Tata M C Graw – Hill, New Delhi.
- Andrews, Sudhir : Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
- Andrews, Sudhir : (1991), Food and Beverage Service, Tata M C Graw–Hill, New Delhi.



## **Research Methodology (MTTM-304)**

**Unit-I: Research:** meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. **Research methodology:** meaning and procedural guidelines. **Literature review** – Meaning, Importance and sources of literature

**Unit-II: Research design-** Meaning of research design; need for research design; features of a good Research design; different research designs. **Sampling design:** the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

**Unit-III: Measurement and scaling techniques-** Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales.

**Unit-IV: Collection of Data-** nature, sources of data; methods of data collection. **Processing of data:** Classification and Tabulation, Interpretation of data.

**Unit-V: Report writing-** meaning functions; types of research report; significance of report writing report.

### **Suggested Reading:**

1. Research Methodology (Pearson Publication) by Ranjit Kumar
2. Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
3. Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
4. Research Methodology (New Age Publishers) by C.R. Kothari
5. Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

## **Project Report (MTTM-305)**

**The students will have to submit a Project Report for Via-Voce of several places of tourist interest in India.**

## **Major Destinations of World (MTTM-401)**

### **OBJECTIVES:**

Though there are so many tourist destinations in the world, there are few choicest among them. It is worthwhile to know the tourist products in the lights of their main attractions, existing infrastructure facilities, linkages etc. Now whole world is changing in to a global village and outbound tourism from India is growing at a vey fast pace. So the MTM students should know about them.

**Unit-I Main Destination of Asia and Pacific Region:-** Tokyo, Singapore, Dubai, Thailand, Malaysia.

**Unit-II Main Destination of Europe:** - London, Paris, Madrid, Athens.

**Unit-III Main Destinations of Africa:** - Cairo, Cape Town and Johannes berg, Mauritius, Nairobi.

**Unit-IV Main Destinations of Americas:-** New York, Los Angles, Montreal, Rio de Janeiro, San Fransico.

**Unit-V Other Destinations:-** Sydney, Fiji, Wellington, Buenos Aires.

### **References:**

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- World Atlas , Oxford press.
- Singh, R.L. (ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- □Manorama Year Book 2012
- □Indian Year Book 2012, Publication Division, Govt. of India, New Delhi
- Tourism Planner.
- Tour Brochures of related places.
- Lonely Planet-India and related destinations.
- Kumar Ravi Bhushan: Coastal Tourism and Environment, AOH Publishing Corporation, New Delhi.
- Websites of related destinations.

## **Tour Packaging Management (MTTM-402)**

**Objectives:** The students will set practical knowledge relating to travel and tour operation.

**Unit 1** Meaning, definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies, role and input of public and private sector tourism organizations in promotion of tour packaging business.

**Unit II** Tour Formulation – Influencing factors, stages involved in tour formulation initial research (destination and market), itinerary development, negotiations, confidential tariff, costing & pricing marketing strategies. Brochure designing ,Printing and distribution.

**Unit III** Itinerary preparation- meaning, types ,Do's and Don'ts of itinerary preparation. Limitations and constraints., Tour costing and pricing-cost concept, types of costs. Tour cost sheet. Procedure of costing; group tour, independent tours, and business tours pricing in tour operation industry-Tour pricing strategies n India. Pricing of deferent tour packages.

**Unit IV** Detailed study of passport-definition, how to get the passport form, essential documents, photographs & fee for passport, type of passport. Visa- meaning, type of visa issued by india,necessary documents to get visa. Health regulations. Customs and currency regulations, baggage rules and insurance.

**Unit V** Tourists activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aerosport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, Conference and conventions and special events, Case studies of Tour Packages offered by government & private sectors and Thomas Cook and SITA etc.

### **Suggested Readings**

1. Marketing of Travel & Tourism by Middletom.
2. International Encyclopaedia of Tourism Management by P.C. Sinha.
3. Dynamics of Tourism by R.N. Kaul.
4. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.

## **Tourism Marketing (MTTM-403)**

**Objectives:** The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.

**Unit – I Marketing:** Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

**Unit –II Analysis and selection of market:** Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

**Unit– III Marketing Strategies:** Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.

**Unit –IV Planning marketing programmes :** Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

**Unit –V Tourism Marketing :** Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies..

### **Suggested readings:**

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrisson Alison: Hospitality marketing.
- Crough, Marketing Research for Managers.
- Singh Raghbir, Marketing and Consumer Behaviour. Patel, S.G., Modern Market Research, Himalaya Publishing

## **Tourism Policy & Planning (MTTM-404)**

### **Objectives:**

The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

**Unit – I Tourism Policy & Planning Framework:** Tourism Policy- meaning ,relevance & salient feature. Tourism Planning- meaning, levels & types of tourism planning.

**Unit – II Tourism Policy:** Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

**Unit – III Destination Planning:** Destination Mix- concept and components. Step and stage in Destination Planning. Tourism Project Feasibility Study.

**Unit – IV Approaches to Tourism Planning:** Eco-centric or environment approach of tourism planning. Community approach of tourism planning. Concept of Tourism Complex Planning & its relevance in India contex.

**Unit – V Tourism Policy & Planning:** Case Studies: Place of Tourism in India's Five Year Plan. Tourism Policy of india and contribution of NCT to this effect. Organizational structure of tourism in India at Central and State Level.

### **Suggested Readings:**

- New Inskeep, Edward, Tourism Planning : An Integrated and Sustainable Development Approach ( 1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

## **On-Job Training & Report (MTTM-405)**

**Objectives:** Under this module each candidate will be placed in a recognised travel agency for understanding the travel trade business practice.

The Training is based upon the 45 days practical training with any recognised Travel Agency/Tour Operating Company/Hotel. The Department will circulate the placement brochure / letter to various organisations prior to the joining in the same. During the organisational work (training period), each student is required to prepare practical report of day to day activities to be submitted for evaluation.

The students will have to submit the Job Training Report after completion of their Job Training before Viva-voce examination.

### **Viva – Voce**

The Viva-Voce examination will be conducted on the basis of the Tour Package Prepared, Tour and Job Training Reports and other theory papers taught.