

Aviation and Cargo Management

Course Code: MTTM17305DCE

MTTM 3rd Semester

Credits: 3

Cont. Assessment I: 25

Term End Exam: 50

Min. Pass Marks: 40%

Objective: This course shall enable students to gain a thorough insights into various operations and management of airlines, airports and cargo handling business. Further, it shall prepare students for the dynamics of airlines, airports and air cargo industry.

Course Contents:

- Unit : I Airport Operations:** Operational functions of the Airport, Airport Services, Airport Ground Services, Check-in Procedures, Security Checks, Arrival Facilities, Baggage Handling, Working in Airports, Public Private Participation in Indian Airports, Regulatory issues, Co-ordination of Supporting Agencies or Departments, Handling different types of passengers, Airport taxes and charges.
- Unit : II Airline Operations:** Types of Airlines, Types of Aircrafts, Working with airlines- air hostess/flight steward, Travel documentation and formalities, Itinerary planning and types of Journeys, Fees and Charges by Airlines, Classes of Service, Airline fare -Special and Discounted fare of Airline, Present Policies, Practices and Laws pertaining to Airlines.
- Unit : III Cargo Handling & Documentation, Rates & Charges:** Evolution and Growth of Cargo Industry, Rules governing acceptance of Cargo, Familiarization of Cargo Tariffs, Chargeable weights - Specific commodity rates, class rates, general cargo rates, valuation charges, Cargo capacity of Air, Cargo needing special attention, Air way bill, cargo manifesto, Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan (BSP).

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. *Air Cargo Tariff Manuals*
2. *IATA Live Animals Regulations Manuals*
3. *JagmohanNagi, Air travel Ticketing and Fare construction, Kanishka, New Delhi.*
4. *Ratandeep Singh, Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi*
5. *Graham.A, Managing Airport an International Perspective, Butterworth Heinemann, Oxford*
6. *Doganis.R, The Airport Business, Routledge, London*
7. *P.S.Senguttuvan, Fundamentals of Airport Transport Management, McGraw Hill*

Strategic Tourism Management

Course Code: MTTM17306DCE
MTTM 3rd Semester
Credits: 3

Cont. Assessment I: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objective: The objectives of this course are to integrate the skills and knowledge, students have acquired in functional areas and develop in students a holistic perspective of the tourism enterprises and critical business skills needed to plan and manage strategic activities effectively.

Course Contents:

Unit : 1 **Introduction:** Nature, Scope, Significance and process of Strategic Management; Business Strategy; Different forms of strategy; strategy and tactics; Competitive advantages as focal point of strategy; strategic Intent; Dimensions of Strategic Decisions; Corporate level and business level Strategists and their role in Strategic Management.

Unit : II **External Environmental Analysis:** The general environment and the competitive environment; processes for analysing the external environment; Internal environmental analysis, Resource - Based view of the firm; developing the company profile-value chain framework; Methods for assessing internal strengths and weakness; SWOT Analysis.

Unit: III **Strategy Formulation & Implementation:** Corporate level Strategies; Expansion Strategies; Retrenchment Strategies; Generic Business level Strategies; Strategic analysis and choice; BCG Matrix; GE-Nine Cell Matrix; Grand Strategy Selection Matrix; Model of Grand Strategy Clusters. Strategy Implementation-7S Frame work for understanding implementation issues; Organizational Learning; Structures for Strategies, Organizational Leadership, and Corporate culture. Strategic Evaluation and Control.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Dess and Miller, "Strategic Management" Tata McGraw Hill, New Delhi;
2. Kazmi, A. "Business policy and strategic Management" Tata McGraw Hill, New Delhi
3. Budhiraja, S.B. and Athreya, M.B "Cases in Strategic Management," New Delhi Tata
4. Thomson and Strickland, "Strategic Management" McGraw Hill International Editions
5. Hax, A, C and Majlut, N.S. "Strategic Management". Englewood Cliffs, New Jersey, Prentice Hall.

Quantitative Methods in Tourism

Course Code: MTTM17307DCE
MTTM 3rd Semester
Credits: 3

Cont. Assessment I: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objectives: The objective of the course is to make the students familiar with some basic statistics and operations research techniques that have wide applications in Tourism business and economics. The main focus, however, is in their applications in decision making of tourism operations.

Course Contents:

Unit : I Mathematical basis of Managerial decisions - An overview; Nature and Scope and Scientific approach of Quantitative methods in management; Decision theory: criteria for decisions under uncertain and probabilistic kinds of decision making environments; EMV and EOL criterion and estimating EVPI; Game Theory: Zero sum games – Pure and mixed strategies (matrices reducible to 2×2), Dominance Rule.

Unit : II Linear Programming: Concept and formulation/ structuring of Linear programming problems; Graphical Method to Linear programming problems (Maximization and Minimization cases), Simplex method to linear programming problems involving slack variables only; Transportation problem: Initial basic feasible solution methods, Modified approximation method for finding optimal solutions to transportation problems; Assignment Problem: Introductory concepts, Hungarian assignment method for optimal assignment;

Unit : III Network analysis: Introductory concepts, Programme Evaluation and Review Technique (PERT)/ Critical Path Method (CPM) and their managerial applications; Computations in PERT networks- finding earliest times, latest times and floats; Probability considerations in PERT networks; Elementary PERT/ CPM – Cost Analysis, Time-cost tradeoff in network analysis; Queuing theory: Elementary characteristics and simple situation applications

Suggested Readings:

1. *Basic Statistics for Business & Economics* / Kazmier L.J & Pohl, McGraw-Hill, New York
2. *Statistics for Management/Levin Richard I & Rubin David*, Prentice Hall Inc.
3. *Linear Programming and Decision Making* / Narag, AS/1995 Sultan Chand, New Delhi
4. *Fundamentals of Operations Research/Sharma*, Macmillan, New Delhi
5. *Quantitative techniques in Management/Vohra, N.D.*, Tata McGraw-Hill, New Delhi

Entrepreneurship Development in Tourism

Course Code: MTTM17405DCE
MTM 4th Semester
Credits: 3

Cont. Assessment I: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objective: The objective of the course is to introduce students to entrepreneurship and its role in tourism sector besides enable the learners to start and manage small enterprises. The course aims to ensure that students acquire some basic understanding about the concept, its growth and its scope for tourism sector and to help students understand the importance of entrepreneurship for any economy.

Course Content:

Unit : I Entrepreneurship: concept, meaning, definition, importance, characteristics, Stages in Entrepreneurship Process. Types of Entrepreneurs, Entrepreneurial motivation, entrepreneurial climate. Role of entrepreneurship in economic development, entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade. Factors influencing the development of entrepreneurs.

Unit : II Entrepreneurship in Tourism: Identification of opportunities, alternative fields of self-employment in tourism, Business Plan, Feasibility Report, Funding options, Organizational Framework for Promotion and Development of Tourism and Travel Business, Venture Creation and Management in tourism.

Unit : III Conceptualising a Business: Business model; Business Strategy- understanding customers and analysing competition, Form of organization and legal considerations, networking and collaboration, good business practices. Setting up a tourism enterprise: steps, procedures, licenses, registration etc.; Institutional support for Ministry of Tourism GOI/ J&K, MSMEs.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Bedi, Kanishka: *Management & Entrepreneurship*, Oxford, New Delhi.
2. Chowdhary, N& Prakash, M. *Managing a Small Tourism Business*, Matrix Publication, New Delhi.
3. Desai, Vasant. *Small-Scale Industries and Entrepreneurship*. Himalaya Publishing House, Delhi.
4. Kaulgud, Aruna. *Entrepreneurship Management*. Vikas Publishing House, Delhi.
5. Mohanty, SangramKeshari. *Fundamentals of entrepreneurship*, New Delhi: Prentice Hall of India.

Financial Management in Tourism

Course Code: MTTM17406DCE

MTTM 4th Semester

Credits: 3

Cont. Assessment I: 25

Term End Exam: 50

Min. Pass Marks: 40%

Objectives: To acquaint tourism students to the fundamental concepts of finance in tourism sector.

Course Contents:

Unit : I Introduction to Finance in Tourism: concept, scope, nature and objectives of financial management in tourism; overview of key finance decisions and principles that form the basics in financial management in tourism, role of finance function in tourism organizations; Time value of money- conceptual frame work of time value of money and its significance in financial decisions in tourism organizations, computation of future value and present value, valuing perpetuities. Risk and Return: concept.

Unit: II Cost of Capital of Funds Acquired by Tourism Organizations- concept, significance, determining cost of specific sources of capital, weighted average cost of capital. Capital Structure Designing in Tourism Organization- concept, factors affecting capital structure; Relevance theories of capital structure –net income approach and traditional approach; Irrelevance theories of capital structure-net operating income approach and MM hypothesis; EBIT EPS analysis; Indifference point computation.

Unit: III Capital Investment Decisions in Tourism Organizations: Concept and types of capital expenditures, capital budgeting process, Estimation of Cash Flows for investment analysis in tourism sector, Capital budgeting decision criteria in tourism sector:- pay-back period and post pay-back method, accounting rate of return method, present value method, net present value method and internal rate of return.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

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

Tourist Transport Management

Course Code: MTTM17407DCE
MTTM 4th Semester
Credits: 3

Cont. Assessment I: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objectives: This subject is intended to prepare students to enter a transport company where he will be required to be well-versed with the modalities of tourist transport management.

Course Contents:

- Unit : I Surface Transport System:** Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Fare Calculation, Transport & Insurance documents, transportation cycle, calculation of rates for surface travel Regional Transport Authority, Road transport documentation and insurance, All India tourist transport permit, setting up of a tourist transport company. Scheduled and non-scheduled air services, LCC and its benefits, Factors likely to affect the future of air transport industry
- Unit : II Rail Transport System:** Major railway system of world (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express), Tibetan Rail. Indian Railways- Functioning and operations, Types of rail tours available in India, Indrail Pass, Major tourist trains- Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and Toy Trains. GSA's abroad.
- Unit : III Water Transport System:** An overview, Cruise ships, Ferries, Hovercraft and Boats, Terms used in water Transport, management strategies of Star cruise, Ocean Odyssey, Queens Mary -2, Major water based leisure practices and their features in India, Shikara; importance, types and Architecture.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. *Annual Reports of Ministry of Tourism/Railways/Civil Aviation*
2. *Motor Vehicles Act*
3. *Tourism System by Mill, R.C., and Morrison*
4. *Transport for Tourism by Stephen Page*

Tourism Geography

Course Code: MTTM17105DCE

MTTM 1st Semester

Credits: 3

Cont. Assessment I: 25

Term End Exam: 50

Min. Pass Marks: 40%

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

Course Contents:

Unit : I Tourism Geography & Resource Mapping in Tourism: Fundamentals of Geography, Importance of Geography in Tourism, Weather and Climate, Climatic Regions of World, Map and its types, Map Science and its role in tourism, Remote Sensing & Geographical Information System and their application in Tourism.

Unit : II Occidental Tourism Geography: Destination knowledge of North America: United States of America, Canada, Mexico; Central America: Costa Rica; South America; Europe: Spain, Austria, Greece, Switzerland.

Unit : III Oriental Tourism Geography: Destination knowledge of Africa: South Africa, Kenya; Middle East: Saudi Arabia, United Arab Emirates; North & East Asia/ Pacific: China, Malaysia, Australia, and South Asia: India, Bhutan.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

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

Hospitality Management

Course Code: MTTM17106DCE

MTTM 1st Semester

Credits: 3

Cont. Assessment I: 25

Term End Exam: 50

Min. Pass Marks: 40%

Objectives: This course is prescribed to appraise students about the essentials of the hospitality industry. To aware students about the important departments of a classified hotel and to teach them various aspects related to accommodation Industry.

Course Contents:

- Unit: I Hotel Organization:**Hotel; Meaning & Definitions, Classification of Hotels, Hotel Tariff Plans - Types of Guest Rooms. - Star Rating of Hotels, Regional, National, International Hotel Associations and their Operations. Organizational Structure.
- Unit: II Front Office Operations:** Main sections of Front Office- Front Desk, Reception, Information, Cashier desk, Guest Relations Desk, Porter's Desk, Concierge Desk, Back office, Reservation Desk, Business Centre, Front Office Techniques- Front office lay out and activities, guest activities in hotel reservation, role of reception- Role of Front Office Manager and Personnel, registration procedure, handling guests on arrival, Billing and departure activities.
- Unit: III Food and Beverage and Housekeeping Department:**Catering establishments and its types, Restaurant and its types. Menu- Meaning and types, Classification of beverages, Order taking procedures. F & B Department in a Hotel and its functional areas. House Keeping Department; Functional areas of Housekeeping department; Various Guest Services of this department.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings

1. *Jatashankar R Tewari, Hotel front office operations and Management, Oxford publication New Delhi.*
2. *Gray and Ligouri, Hotel and Motel Management and Operations, PHI, New Delhi.*
3. *Sudheer Andrews, Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.*
4. *John Cousins David Foskett&Cailein Gillespie, Food and Beverage Management, Pearson Education, England.*
5. *JagmohanNegi, Professional Hotel Management, S. Chand, New Delhi*
6. *G. Raghubalan&SmriteeRagubalan: Hotel Housekeeping operations and Management.*

Tourism Information System

Course Code: MTTM17401CR
MTTM 4th Semester
Credits: 4

Cont. Assessment I: 25
Cont. Assessment II: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objectives: The course shall inform the students about the role of Information Technology in travel, tourism and hospitality industry. It will enhance the knowledge of the student in emerging technological issues in management with special focus on travel, tourism and hospitality sectors.

Course Contents:

Unit-I Computer hardware and software Operating system, data storage, Characteristics of computers, Applications of Computers, Introduction to Windows- MS Office: MS Word, MS Power Point & MS Excel.

Unit –II Introduction to E-Tourism, Electronic Payment System ,Electronic Fund Transfer (EFT), Business Models of E-Tourism, Future of E-Tourism , Travel Blogs, E-Marketing and Promotions of Tourism Products, E-Commerce and M-Commerce..

Unit-III Time Difference, Decisions of World by IATA, Global Indicators of Airport and Airline, Fare Construction Terms.

Unit: IV Types of Journeys, Special Fares and Discounted Fares, Journey in different classes, Baggage rules, Neutral Units of Construction, Introduction to Face Contraction, Mileage Principles.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

- 1.ABC World wide Airways Guide
2. Air Tariff Book 1, World Wide Fares
3. Chand, Mohinder, Travel Agency Management
4. IATA Ticketing Hand Book
5. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
- 6.Basandra S.K., 'Computer Today', New Delhi: Galgotia Publications.
7. Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.
8. Buhalis D, E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India, 2004.
9. Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
10. Inkpen G, Information Technology for Travel and Tourism, Addison Wesley, 2000

MICE Tourism

Course Code: MTTM17205DCE
MTTM 2nd Semester
Credits: 3

Cont. Assessment I: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objectives: The purpose of this course is to familiarize the students with the essentials of Meetings, Incentive, Conference and Exposition (MICE) planning and to understand the managerial and operational aspects pertaining to MICE Tourism.

Course Contents:

Unit : I Introduction to MICE: Concept of MICE, Components of MICE, MICE as a supplement to Tourism, Economic and Social significance of MICE.

Unit : II Planning in MICE: Introduction to professional meeting planning-definition, types and roles; associate, corporate and independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus-functions, structure and funding sources. Trade shows; Principal purposes, Types of Shows, Benefits, Major Participants, Organisation and Membership,

Unit : III Budgeting and Marketing: Marketing equipment's and tools – Promotion, Media Relations and Publicity; Event Co-ordination - Visual and Electronic Communication; Event Presentation; Event Evaluation, Budget preparation, Estimating fixed and variable costs, Group Fares, Airline Negotiation, Extra Services.

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Anton Shone & Bryn Parry, *Successful Event Management*, Cengage Learning.
2. David C. Watt, *Event Management in Leisure and Tourism*, Pearson, UK..
3. Joe Gold Blatt, *Special Events- Best Practices in Modern Event Management*, John Wiley and Sons, New York.
4. Leonard H. Hoyle, *Event Marketing*, John Wiley and Sons, New York.
5. Montgomery, R.J. *“Meeting, Conventions and Expositions: VNR*, New York.

Accounting for Tourism Managers

Course Code: MTTM17203CR
MTTM 2nd Semester
Credits: 4

Cont. Assessment I: 25
Cont. Assessment II: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objectives: The objective of this course is to enable the tourism students to acquire knowledge of the financial accounting principles and practices, equip the students with skills for recording various kinds of tourism business transactions and familiarize the students with the techniques of preparing financial statements of tourism organisations.

Course Contents:

- Unit : I** **Introduction:** – Concept and objectives, Accounting as source of information for tourism managers. Generally Accepted Accounting principles - Accounting concepts and conventions. Journalizing and Ledger Posting, Subsidiary books
- Unit : II** Depreciation- Concepts & Objectives, Trail Balance- objectives & presentation, preparation of Trading Account, Profit & Loss Account, Profit & Loss Appropriation Account and Balance Sheet of tourism organisations.
- Unit : III** Management Accounting -- Concept, Financial Statement Analysis—Concept & objectives; Preparation of Comparative Financial Statements; Common size statements & trend analysis.
- Unit : IV** Ratio Analysis-- liquidity, solvency and profitability analysis; Funds Flow Analysis – concept and preparation of funds flow statement; Cash Flow Analysis – concept and preparation of cash flow statement.

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. S.Kr. Paul: *Fundamentals of Accounting*, New central Book Agency (P) Ltd.
2. P.C. Tulsan: *Fundamentals of Accounting*, Tata McGraw Hill Education Pvt. Ltd.
3. A.N. Agarwala, Kamlesh N. Agarwal: *Fundamentals of Accounting*, KitabMahal.
4. Juneja, Chawla, Seksana: *Fundamental of Accounting*, Kalyani Publishers.
5. Maheshwari: *Introduction to Accounting*, Vikas Publishing House.

Human Resource Management in Tourism

Course Code: MTTM17207DCE

MTTM 2nd Semester

Credits: 3

Cont. Assessment I: 25

Term End Exam: 50

Min. Pass Marks: 40%

Objective: The basic objective of this course is to help the students to acquire and develop decision making skills in relation to managing people in organizations and to create an understanding of the various policies and practices of human resource management.

Course Contents:

- Unit : I Human Resource Management:** Human Resource Management. - Nature, Philosophy, significance and core values of HRM, Evolution of HRM; Challenges facing HRM and Impact of technology on HRM practices. Role of HR managers. The qualities of good HR managers and determining personal effectiveness & sense of efficacy. Who am I exercises?
- Unit : II Human Resource Planning:** Concept and process. Job Analysis, methods and purpose of job analysis- job description, job specification and job evaluation. Recruitment Search-process, sources and methods of recruitment. Selection Process. Placement, induction, internal mobility and separations.
- Unit : III Performance Appraisal System (PAS):** Concept, objectives and uses of PAS. PAS Methods and sources. Appraisal errors. Discipline and grievance handling Mechanism. Manpower Training: Determination training needs, methods and evaluation for operatives training and management development programmes. HRD climate, OCTAPAC culture and HRD mechanism.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. E. Schuster Human Resource Management ,Concept ,Cases And Readings ,PHI
2. GargDessler , Human Resource Management, Pearson Education.
3. Lata& Nair Personnel Management & Industrial Relations ,S.Chand
4. M.S. Saiyadian , Human Resource Management, Tata Mac Graw Hill.
5. Shell/Bohlander , Human Resource Management, Cengage Learning.
6. UdaiPareek ,Training Instruments In Hrd And Od ,Tata Mac Graw Hill.



Community Based Tourism

Course Code: MTTM-15309-GE
MTTM 3rd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 30

Objective: The course has been directed towards building the conceptual and operational knowledge of the students in community building projects and tourism sector. The course aims to expose the community resources and their mobilization constraints to the professionals.

Course Contents:

Unit : I Communities and Community Development: Definition, Concept and Meaning. Community Development: Community Building and Organization; Community Services.

Unit : II Community Based Tourism (CBT): Definitions and concepts, Indigenous people and tourism, Models of community based tourism, concept of destination community and community resources, modes of community participation, barriers to community participation, Tourism communities and growth management, Tourism in border communities and their issues, capacity building dilemma in CBT, authenticity debates in CBT.

Unit : III Tourism Communities and Growth Management: Communities and Tourism Growth, Development of Growth Management Ideas, Growth Management Strategies, Community Visioning; Issues and Challenges of CBT Management.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Brandon, K. *Basic Steps Toward Encouraging Local Participation in Nature Tourism Project*,
2. *Ecotourism: A Guide for Planners and Managers*, Lindberg & Hawkins, The Ecotourism Society, North Bennington, Vermont.
3. Drumm, A. "New Approaches to Community-Based Ecotourism Management", in *Ecotourism: A Guide for Planners and Managers*, eds Lindberg, K., Wood, E. M. and Engeldrum, D. vol. 2. The Ecotourism Society, North Bennington, Vermont.
4. Fridgen, D. J. *Dimensions of Tourism*, East Lansing, Michigan, United States of America.
5. Pearce, D.G. and Butler, R.W. *Contemporary issues in tourism development*, Routledge.

Course Instructor: Dr Aijaz A. Khaki



Sustainable Development

Course Code: MTTM-15408-GE

MTTM 4th Semester

Credits: 3

Cont. Assessment: 15

Term End Exam: 60

Min. Pass Marks: 30

Objective: This course is designed to introduce the students to the core concepts, principles and practices of sustainable development (SD). It examines the environmental, economic, and social dimensions of Sustainable Development by focusing on changing patterns of consumption, production, and distribution of resources. This course also considers the evolving models of Sustainable Development initiatives and programs.

Course Contents:

Unit : I **Introduction:** Sustainable Development- Concept, Definitions, Objectives, Development: changes and Impacts, Characteristics, Major Dimensions of Sustainability: The Triple Bottom-line Approach, Principles of Sustainable Development, Justice and Equity, Green Economy.

Unit : II **Standards and Codes:** The Rio Declaration on Environment and Development, Agenda 21: An Overview, World Summit on Sustainable Development, ISO 14001, OHSAS – 18001, SA – 8000, OECD Guidelines for Multinational Companies, Guideline on CSR Management (ISO-26000).

Unit: III **Models of Sustainable Development:** Three Pillar Basic Model, The Egg of Sustainability, Atkisson's Pyramid Model, Prism of Sustainability, The Amoeba Model, Indicators of Sustainable Development, Principles of Sustainable Development: Bellagio Principles, Principles defining Sustainable Development, Earth Charter Principles, Key Issues and Priorities for Sustainable Development.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Agyeman, Julian, Robert D. Bullard and Bob Evans (Eds.) *Just Sustainabilities: Development in an Unequal World*. London: Earthscan. (Introduction and conclusion.).
2. Baker, Susan *Sustainable Development*. Milton Park, Abingdon, Oxon; New York, N.Y.: Routledge.
3. Elkington, John. *Cannibals with Forks: The Triple Bottom Line for 21st Century Business* Oxford: Capstone Publishing, October 1997.
4. Elliott, Jennifer A. "An Introduction to Sustainable Development". 3rd ed. Abingdon, Oxon; New York: Routledge.
5. *Report of the World Commission on Environment and Development*, Oxford University.

Course Instructor: Dr Aijaz A. Khaki



Tourism Products of Jammu and Kashmir

Course Code: MTTM-15108-GE

MTTM 1st Semester

Credits: 3

Cont. Assessment: 15

Term End Exam: 60

Min. Pass Marks: 30

Objective: The aim of the course is to familiarize the learners about the tourism resources of Jammu and Kashmir. The course will enable the learners about the historic and present scenario of tourism industry in the state of Jammu and Kashmir and will enhance their knowledge about the tourism resources of the state.

Course Contents:

Unit : I **Tourist resources of Jammu:** Pilgrimage & Religious attractions, Mata Vaishno Devi, Ragunath Mandir, Shiv Khori, Bawey Wali Mata Temple, Ranbireshwar temple, Baba Dhansar, Peer Baba, Peer Mitha, Shahdra Sharief. Hill Stations & lakes: Patnitop, Surinsar, Mansar lake, Amar Mahal Palace.

Historical & Archaeological: Dogra Art Museum, Mubarak Mandi Palace, Bahu Fort. Fairs and Festivals of Jammu region.

Unit : II **Tourism resources of Kashmir valley:** Natural Resources: Hill Stations: Gulmarg, Pahalgam, Sonamarg, Yusmarg, Veerinag, Kokernag, Aharbal, Doodpathri, Bungus, Gurez, Lolab Valley. Lakes: Dal lake, Wullar lake, Nageen lake, Manasbal lake and high altitude lakes.

Pilgrimage and religious attractions: Shrine's of Hazratbal, Amarnath, Kheerbhawani, Sharika Devi, Chatipadshahi.

Historical & Archaeological: Hari Parbat, Budshah Dumat, Panderthan, Harwan, Zainalank, Awantipora, Jamia Masjid Srinagar, Shah Hamadan's Mosque, Shankaracharya temple, Pari Mahal, Mughal Gardens.

Fairs and Festivals of Kashmir region.

Unit : III **Tourism resources of Ladakh:** Lakes and Valleys: Pangong Tso, Tsomorrangi, Tso Kar, Thatsangkaru Lakes. Drass, Nubra, Zaskaskar, Suru, Sankoo. Pilgrimage and religious attractions: Thiksey Monastery, Monastery, Likir Monastery, Spituk Monastery, Alchi Choskor Monastery

Historical & Archaeological: Hemis, Situk, Phyang, Shey, Thikse, Jamia Masjid, Leh palace, Shey Palace, Basgo, Kargil. Fairs and Festivals of Ladakh region.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Dar, S "Tourism and Pilgrimage: A Case Study of Kashmir Valley" Sarup Publishers New Delhi.
2. Deewan, Parvez "Parvez Deewans Jammu, Kashmir and Ladakh", Manas Publications.
3. Department of Tourism, Govt. of J&K, Promotional Literature.
4. Walter, L "Valley of Kashmir" Chinara Publications Srinagar, Kashmir.
5. Anisa, M "Kashmir: The Dream Land" Gulshan Publishers, Srinagar.

Course Instructor: Dr Riyaz A. Qureshi



Aviation Management

Course Code: MTTM-15208-GE

MTTM 2nd Semester

Credits: 3

Cont. Assessment: 15

Term End Exam: 60

Min. Pass Marks: 30

Objective: The objective of this course is to aware students about the dynamics of aviation management. The students will be made aware about the operations of airlines and airports and how to deal with these operations in the most effective and efficient ways.

Course Content:

- Unit : I** **Introduction:** Air Transport overview, Aviation History, Open sky policy- Freedoms of Air – International Conventions – Warsaw Convention - Chicago Convention – Bermuda Convention, International trends, Industry Regulations and Indian Skies, ICAO, IATA, DGCA
- Unit : II** **Airport Operations:** Operational functions of the Airport, Airport Services, Airport Ground Services, Check-in Procedures, Security Checks, Arrival Facilities, Baggage Handling, Working in Airports. Airport Authorities, Emerging Indian scenario- PPP- Public Private Participation in Indian Airports - Environmental regulations, Regulatory issues, Co-ordination of Supporting Agencies /Departments, Handling different types of passengers, Airport fees, rates and charges.
- Unit : III** **Airline Operations:** Types of Airlines, Types of Aircrafts, Working with airlines- air hostess/flight steward, Travel documentation and formalities, Itinerary planning and types of Journeys, Fees and Charges by Airlines, Classes of Service, Airline fare -Special and Discounted fare of Airline, Basics of Airline Ticketing. Present Policies, Practices and Laws pertaining to Airlines, Licensing of Carriers.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Reading:

1. Graham.A, *Managing Airport an International Perspective*, Butterworth Heinemann, Oxford-
2. Wells.A, *Airport Planning and Management*, 4th Edition- McGraw-Hill, London..
3. Doganis.R, *The Airport Business*, Routledge, London.
4. Alexander T.Well, Seth Young, *Principles of Airport Management*, McGraw Hill.
5. P.S.Senguttuvan, *Fundamentals of Airport Transport Management*, McGraw Hill.
6. P.S.Senguttuvan, *Principles of Airport Economics*, Excel Books.
7. Richard De Neufville, *Airport Systems: Planning, Design, and Management*, McGraw-Hill, London.
8. Kent Gouiden, *Global Logistics Management*, Wiley Black Well
9. Alan Ruston & John Oxley, *Hand book of Logistics & Distribution* –Kogan Page
10. Paul R.Murphy,JR and Donal &F.Wood, *Contemporary Logistics*, Prentie Hall.

Course Instructor: Dr Shahnawaz A. Dar

Tourism Business Opportunities

Course Code: MTTM17002GE

MTTM 3rd Semester

Credits: 2

Term End Exam: 50

Min. Pass Marks: 40%

Objective: The objective of the course is to create awareness among the learners regarding business opportunities in tourism ventures and enable them to start and manage enterprises successfully.

Course Contents:

Unit : I Tourism and Hospitality Industry: Introduction, history and growth. Components of tourism. Role of tourism and Hospitality industry in economic development. Concept of Enterprises and entrepreneurship in tourism. Overview of the investment in tourism and hospitality sector in India.

Unit : II Investment in Tourism: investment options-Accommodation-Hotels, Motels, Inns, Apartment hotels, Camping sites, Farms (Rural Tourism).Transportation-Tourist Transport operator, Food outlets-Restaurants', Fast food, cafeterias. Leisure-Theme parks, theatres, Pubs. Other services-Travel agency, tour operation, excursion agent, adventure tourism facilitation, mountain and ski resorts, vocation centres, training centres for tourism and hospitality etc.

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Chowdhary, N & Prakash, M . *Managing A Small Tourism Business*, Matrix Publication, New Delhi.
2. Desai, Vasant. *Small-Scale Industries and Entrepreneurship*. Himalaya Publishing House, Delhi
3. Mohanty, SangramKeshari. *Fundamentals of entrepreneurship*, New Delhi: Prentice Hall of India.
4. Kaulgud, Aruna. *Entrepreneurship Management*. Vikas Publishing House, Delhi.

Course Instructor: Dr Riyaz A. Qureshi



Fundamentals of Tourism

Course Code: MTTM-15109-GE

MTTM 1st Semester

Credits: 3

Cont. Assessment: 15

Term End Exam: 60

Min. Pass Marks: 30

Objective: This will be an introductory course focusing on the basics of tourism studies. This will give students broader understanding of tourism concepts principles and practices and an overview of tourism industry and its various organisations.

Course Contents:

Unit : I **Basics of Tourism:** Concepts and Definitions, Types and Forms of Tourism, Interdisciplinary approaches to the study of tourism, Leiper's Model of Tourism, Concept, Types and Features of Tourism Product, Major motivations and deterrents to travel, Historical Development of Tourism.

Unit : II **Structure of Tourism:** Introduction to the elements of Tourism, Accessibility, Importance of Transport services, Different means of transportation, Meaning and nature of Hospitality, Types of accommodation, Concept and Types of Attractions, Importance and types of amenities required in tourism.

Unit : III **Impacts of Tourism:** Economic Impact - Tourism Revenue, Employment generation, Foreign Exchange Earning; Environmental Impacts – Positive and Negative, Environmental impact assessment, sustainable tourism development; Socio – cultural impact – Guest Host relationships, Regional development, National Integration, Cultural Exchange, Preservation and Protection of Culture, Peace through tourism.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Burkart A.J., Medlik S. *Tourism - Past, Present and Future*, Heinemann, London.
2. Dar, Shahnawaz Ahmad, *Tourism and Pilgrimage*, Sarup Publishers, New Delhi
3. Medlik, S. *Understanding Tourism*, Butterworth Heinemann, Oxford.
4. Michael M. Coltman, *Introduction to Travel and Tourism - An International Approach*, Van Nostrand Reinhold, New York.
5. Mill and Morrison, *The Tourism System: An Introductory Text*, Prentice Hall
6. Sunetra Roday et al, *Tourism Operations and Management*, Oxford University Press
7. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press

Course Instructor: Dr Shahnawaz A. Dar



Managing Cultural Heritage and Assets

Course Code: MTTM-15311-OE
MTTM 3rd Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 20

Objective: This module will provide students with the knowledge about the strategies for preservation protection and promotion of heritage assets of any place or region. The students will know about the rich heritage existing in different forms and the techniques of how to handle them in the most effective ways.

Course Content:

- Unit : I Introduction:** Heritage – Meaning, Types of Heritage Tourism, Cultural Heritage of India - General Features, Sources, Components and Evolution. Tangible and Intangible Heritage, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH
- Unit : II Heritage Management:** Objectives and Strategies, Protection, Conservation and Preservation, Constitutional Provisions, Heritage Marketing, Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of Heritage Property. Heritage Hotels and its classification. Recent trends in Heritage Tourism

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Allchin, B., Allchin, F.R. et al. *Conservation of Indian Heritage*, Cosmo Publishers, New Delhi.
2. Agrawal V.S.: *The Heritage of Indian Art*, Govt. of India Publication.
3. Basham A L: *The Cultural History of India*, Tapling Publishing Co., New York
4. Basham A L: *The Wonder that was India*, Tapling Publishing Co., New York
5. Brown Percy, *Indian Architecture*.
6. Christopher Tadgell : *The History of Architecture in India*, Penguin, New Delhi
7. Ashworth, G. J. *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
8. Richards, G. *Cultural Tourism: Global and Local Perspectives*. NY: Hayworth Recommended Texts
9. Sigala, M., & Leslie, D. *International Cultural Tourism Management: Implications and Cases*. Oxford, U.K.: Butterworth Heinemann
10. *Handbook on world Heritage sites (ASI)*
11. A. L Basham- *A Cultural History of India*, Oxford University Press
12. Kirshenblatt, Barbara (1998), *Destination Culture: Tourism, museums and Heritage*, Berkeley, University of California Press.

Course Instructor: Dr Shahnawaz A. Dar



Ecotourism Development

Course Code: *MTTM-15110-OE*
MTTM 1st Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 20

Objective: The objective of this course is to help students to understand the significance of ecotourism. The course aims to make students able to comprehend the theories and practices of ecotourism to manage natural resources.

Course Contents:

- Unit : I Ecotourism:** Ecotourism- Evolution, Principles of Ecotourism, Mass Tourism Vs Ecotourism, Ecotourism Activities & Impacts, Qubec Declaration 2002, Kyoto Protocol 1997, Oslo Declaration.
- Unit : II Ecotourism Development:** Resource Management, Socio-economic Development, Ecotourism Policies, Planning and Implementation, Eco-friendly Facilities and Amenities, Carrying Capacity, Protected Area Management through Ecotourism.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. *Weaver, D. The Encyclopedia of Ecotourism, CABI Publication.*
2. *Fennel, D. A. Ecotourism Policy and Planning, CABI Publishing, USA.*
3. *Ralf Buckley, Environment Impacts of Ecotourism, CABI, London.*
4. *Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi.*
5. *Ramesh Chawla, Ecology and Tourism Development, Sumit International, New Delhi.*

Course Instructor: Dr Aijaz A. Khaki



Destination Planning and Development

Course Code: MTTM-15209-OE
MTTM 2nd Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 20

Objective: To equip the students with basic knowledge of destination planning and development and the various intricacies involved there-in. The incumbents would also be able to know about tourism policy, and the destination planning and development perspective at national and international level.

Course Content:

Unit : I **Introduction:** Meaning and characteristic of destination. Criteria for selecting a destination for tourism. Destination life cycle. Destination Planning: Nature, Purpose and Scope. Objectives of Destination Planning. Constraints in Destination Planning, Consequences of unplanned Destination Development

Unit : II **Destination Planning:** Different Approaches to Destination Planning, Levels and Types of Destination Planning, Role and input of private and public sector in Destination Planning, Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of local bodies.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. C. Gunn, Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach, VNR, New York.
3. Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications.

Course Instructor: Dr Riyaz A. Qureshi

Heritage Tourism Management

Course Code: MTTM17303CR
MTTM 3rd Semester
Credits: 4

Cont. Assessment I: 25
Cont. Assessment II: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objective: This course will provide students with the knowledge and strategies for preservation protection and promotion of heritage assets of any place or region. The students will know about the rich heritage existing in different forms and the techniques of how to handle them in the most efficient ways.

Course Contents:

- Unit : I Introduction:** Heritage – Meaning, Types of Heritage Tourism, Cultural Heritage of India - General Features, Sources, Components and Evolution. Tangible and Intangible Heritage, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.
- Unit : II Art Galleries, Cultural Forms and Museums:** Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts & textiles, craft *melas*; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance.
- Unit : III Criterion and Types:** 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 : IV Heritage Management:** Objectives and Strategies, Protection, Conservation and Preservation, Constitutional Provisions, Heritage Marketing, Heritage Hotels and its classification. Recent trends in Heritage Tourism.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Allchin, B., Allchin, F.R. et al. *Conservation of Indian Heritage*, Cosmo Publishers, New Delhi.
2. Agrawal V.S.: *The Heritage of Indian Art*, Govt. of India Publication.
3. Christopher Tadgell : *The History of Architecture in India*, Penguin, New Delhi
4. Ashworth, G. J. *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
5. *Handbook on world Heritage sites (ASI)*
6. A. L Basham- *A Cultural History of India*, Oxford University Press

Management and Organisational Behaviour

Course Code: MTTM17102CR
MTTM 1st Semester
Credits: 4

Cont. Assessment I: 25
Cont. Assessment II: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objective: The objective of this paper is to enable the students to understand the multiplicity of interrelated factors which influence the behaviour and performance of people as members of work organizations.

Course Contents:

- Unit : I** **Introduction:** Evolution of management Thought-Classical, Behavioural and Management Science Approaches; The Hawthorne Studies; Systems and Contingency Approach for understanding organizations; Application of Management thought to the current scenario; Fundamental Concepts of Organizational Behaviour; The role of OB in Management; Managerial Process, Functions; Managerial Skills and Roles in Organizations.
- Unit : II** **Foundations of Individual Behaviour:** Personality-Meaning; Development of Personality; Personality Determinants; the “Big Five” Personality Traits; Emotional Intelligence. Perception- Nature and importance, Factors influencing perception, managing the Perception Process.
- Unit: III** **Learning:** Components of learning process; Theoretical process of learning- Classical Conditioning; Operant Conditioning; Cognitive and Social Learning Theory. Attitude: Nature and dimensions; Components and functions of attitude, Formation and attitude change.
- Unit: IV** **Motivation in organizations:** Nature and importance; The motivational framework; The content theories of work motivation- Maslow’s Need Hierarchy Theory; The Dual Structure Theory of Motivation; Process theory of work motivation- Vroom’s Expectancy Theory; J. Stacy Adam’s Equity Theory.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. *Fundamentals of Management* by Griffin, Houghton Mifflin Company, Boston New York, U.S.A
2. *Essentials of Management* by Andrew J/ DuBrin THOMSON-South western.
3. *Management of Organizational Behaviour* by Hersey/Balanchard/Johnson Pearson Education-New Delhi
4. *Organizational Behavior* By Stephen Robins- Pearson Education-New Delhi *Organizational Behaviour* By Fred Luthans- McGraw-Hill
5. *Organizational Behaviour* By Debra/ James – THOMSON-South-Western

Tourism Marketing

Course Code: MTTM17201CR
MTTM 2nd Semester
Credits: 4

Cont. Assessment I: 25
Cont. Assessment II: 25
Term End Exam: 50
Min. Pass Marks: 40%

Objective: 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.

Course Content:

- Unit : I** **Introduction:** Tourism Marketing and its basic concepts, Issues and challenges in tourism marketing, Marketing environment: macro and micro environmental factors affecting tourism, Concept of Marketing Mix, Marketing information system, Tourism Markets.
- Unit : II** **Buyer Decision and STP:** Buyer decision process: Concept and process, Tourist buyer decision process: Mathieson and Wall Model, Stanley Plog's Model of Destination Preferences, Market segmentation-Need, Bases for segmentation, Market targeting, Market positioning, Targeting, Demand forecasting.
- Unit : III** **Marketing Strategies:** Meaning and types of tourism product, Managing tourism products, New product development, Destination Development, Product lifecycle, Brand decisions. Tourism Pricing: Concept, Factors influencing pricing, Methods of price fixation, Pricing strategies. Tourism Distribution, Distribution chain/channel. Tourism Promotion: Concept, Promotion mix and its components.
- Unit IV:** **5th P in Tourism:** People: Service encounter quality, Managing people and encounters in tourism experience, Process: Elements, Managing process in tourism, Capacity and demand management, Physical evidence: Concept, role & components, Internal Marketing and its process, Customer loyalty.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

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