

**SYLLABUS AND REGULATION FOR
MASTER OF ARTS (TOURISM ADMINISTRATION 2023 – 25)**

**REGULATIONS AND STRUCTURE OF THE MASTER OF ARTS TOURISM
ADMINISTRATION DEGREE (FULL-TIME) SYLLABUS UNDER THE CBSC
FOR ALL AFFILIATED COLLEGES UNDER UTKAL UNIVERSITY.**

W.E.F 2023-24



**UTKAL UNIVERSITY, VANI VIHAR
BHUBANESWAR, ODISHA**

ADMISSION

Minimum qualification for admission into the M.A. (Tourism Administration) degree (full-time) shall be: -

- I. A bachelor's degree in any discipline of this university or any other University which has been recognized by the Academic Council as equivalent thereof, provided that the candidate shall be required to undergo an entrance test for the purpose of selection for admission into the course.
- II. The duration of the course shall be two academic years spread over four semesters i.e. two semesters in each academic year -July to December & January to May respectively.
- III. No student shall be ordinarily admitted into the course six weeks after the date of reopening of the University department and any student who wants to be admitted after the prescribed period shall apply to the university through the post graduate council and if allowed, shall have the percentage of his lectures counted from the date fixed by the syndicate.
- IV. A candidate shall be required to have **75 per cent** of attendance during the year and condonation may be granted only to the extent of **15 per cent** in exceptional cases, provided that the syndicate may grant condonation of shortage in attendance to the extent of 2 per cent when a candidate represents the University or the State on deputation for specific purposes to be recorded in writing.
A candidate will be required to take a total of **Twentyeight (28)** papers having One hundred eight credits spread to four semesters.

Salient feature of Programme

This programme has been designed to help the students to learn and acquire theoretical knowledge and practical skills in tourism, travel, the hospitality sector and allied disciplines.

Pedagogy

The modern and appropriate teaching pedagogy such as lectures, presentation, participations, demonstration, destination visit, project have been adopted to enhance the hands-on experience of the students.

Curriculum

A well-defined industry and research-oriented syllabus has been designed to provide comprehensive and contemporary theoretical and practical knowledge to the students to cater to the needs of tourism industry as well as tourism fraternity.

Examination

1. The CBSC (Choice Based Credit System) examination shall have an internal system of valuation (theory & practical wherever applicable) with the teacher council of the concerned Depts., Utkal University functioning as the Conducting board.

2. Each semester examination shall consist of a Mid semester examination (theory 1 hour duration, practical 3 hours duration for departments having practical) and end semester examination (theory 3 hours, practical 6 hours wherever applicable). End semester and Mid semester examinations shall have the weightage of 30% and 70% respectively.
3. The Mid semester examination for each paper shall be conducted and valued by the teacher/teachers or any external faculty teaching that paper in the department. A student who fails to appear in a Mid semester examination will be allowed to take the same examination with the next batch of students only **ONCE**. There will be **NO** provision to reappear in a Mid-semester examination for improvement.
4. A candidate failing in any End semester examination will be allowed to appear in the End semester examination of that semester conducted for the next batch of students and shall be allowed to continue in next higher semester. However, the candidate has to pass and/or improve (subject to clause 5) all the four End semester examination within four academic years from the year of admission into the first semester.
5. A candidate who has passed a semester examination may repeat for improvement only once in one or more papers of that semester examination.
6. For passing a semester examination a candidate must secure 30% marks in each theory paper (Mid + End semester examination) and 40% marks in each practical paper (i.e. 28 out of 70) in the End semester examination.
7. Grading System in each paper (Mid + End semester examinations) in a semester:

Grade	Mark Secured from 100	Points
O	100-90	10
A+	89-80	9
A	79-70	8
B	69-60	7
C	59-50	6
D	49-40	5
E	39-30	4
F	Below 30	0

N.B. A student must secure Grade E or above to pass in each paper.

8. A student's level of competence shall be categorized by a GRADE POINT AVERAGE to be specified as:

SGPA-Semester Grade Point Average

CGPA- Cumulative Grade Point Average

9. In addition to the **POINTS**, marks/percentage will also be awarded and shall also be reflected in the Mark Sheet.

10. Repeat Examination:

- a) A student has to clear back papers (i.e. in the paper/papers one has failed) by appearing at subsequent two semester examinations (which means that a student will get maximum 3 chances to clear the back papers in any semester examination.
- b) A student may appear improvement (repeat) in any number of papers in the immediate subsequent examination. The higher marks shall be retained.
- c) and improvement must be completed within 4 academic years from the date of admission.
- d) There shall not be any distinction between repeat and improvement.
- e) A student appearing in a repeat and/or improvement examinations not entitled for the Gold Medal.

MATA Course Outline

First Semester

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA -101	Foundation of Tourism	30	70	100	4
MTA-102	Management Concept and Organization Behavior	30	70	100	4
MTA-103	Global Tourism Geography	30	70	100	4
MTA-104	Tourism Marketing	30	70	100	4
MTA-105	Business Communication	30	70	100	4
MTA-106	Cultural History of India	30	70	100	4
MTA-107	Tourism Business Environment	30	70	100	4
MTA-108	Destination Visit-1 and Group Presentation	Internal evaluation		100	2
TOTAL				800	30

Second Semester

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-201	Travel Agency and Tour Operation Business	30	70	100	4
MTA-202	Cultural Tourism Product Of India	30	70	100	4
MTA-203	Computer and Management Information System	30	70	100	4
MTA-204	Basic Accounting	30	70	100	4
MTA-205	Tourism Transport Services	30	70	100	4
MTA-206	Destination Planning and Development	30	70	100	4
MTA-207	Hospitality Management	30	70	100	4
MTA-208	Destination Visit-2 :National/International and Group Presentation	Internal evaluation		100	2
TOTAL				800	30

Third Semester

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-301	Natural Tourism Products of India	30	70	100	4
MTA-302	Research Methodology	30	70	100	4
MTA-303	Special Interest Tourism	30	70	100	4
MTA-304	Itinerary Planning and Tour Packaging	30	70	100	4
MTA-305	Elective-1	30	70	100	4
MTA-306	Elective-2	30	70	100	4
MTA-307	Elective-3	30	70	100	4
MTA-308	Summer Training Report and Viva-Voce	Internal evaluation		100	4
TOTAL				800	32

Fourth Semester

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-401	Elective-4	30	70	100	4
MTA-402	Elective-5	30	70	100	4
MTA-403	Elective-6	30	70	100	4
MTA-404	Project and Viva-voce	Internal evaluation		100	4
TOTAL				400	16

Electives Third Semester:(Any Three)

- a) Digital Marketing
- b) Tour Leadership Management
- c) Forex Management
- d) Airport Operations and Management
- e) Medical and Wellness Tourism
- f) Event Planning and Management
- g) Flight Cabin Management

Fourth Semester:(Any Three)

- a) Tourist Behaviour
- b) Computerized Reservation System
- c) Management of Adventure Tour Operations
- d) Entrepreneurship Startup and Incubation
- e) Meetings, Incentives, Conventions and Exhibitions
- f) Foreign Language-French
- g) Food And Beverage Services

SEMESTER—I

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA -101	Foundation of Tourism	30	70	100	4
MTA-102	Management Concept and Organization Behavior	30	70	100	4
MTA-103	Global Tourism Geography	30	70	100	4
MTA-104	Tourism Marketing	30	70	100	4
MTA-105	Business Communication	30	70	100	4
MTA-106	Cultural History of India	30	70	100	4
MTA-107	Tourism Business Environment	30	70	100	4
MTA-108	Destination Visit-1and Group Presentation	Internal evaluation		100	2
TOTAL				800	30

MTA –101: FOUNDATION OF TOURISM

Credit-4

UNIT I

Overview of Tourism Development: Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism. Growth of cultural and Pilgrimage Tourism in Ancient India .Development of Modern Transport, Communication and Accommodation Systems. Origin and Concept of Travel Intermediary Business.

UNIT II

Tourism and Its Theories: Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Typology of Tourist, Different Tourism Systems- Butler’s Tourism Area Life Cycle (TALC) - Doxey’s Irridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Allo-centric and Psycho-centric Model of Destination Preferences.

UNIT III

Travel Motivations and Impact of Tourism: Origin of Travel Motivation, Meaning of Motivation Theory of Travel Motivations, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, GIT, FIT & Affinity Group Travel, Economic impact of Tourism and multiplier effect of tourism, Socio-cultural impact of tourism.

UNIT IV

Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalization & Globalization. Impact of G-20 summit on Tourism Industry.

UNIT V

Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism &Travel Council (WTTC) - International Hotel Association (IHA). Different Schemes and promotional activities of Ministry of Tourism, Govt. of India. India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

SUGGESTED BOOKS

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). *Tourism, Principles, Practices, Philosophies*. John Wiley and Sons, New Jersey.
2. Michael M. Coltman. (1989). *Introduction to Travel and Tourism- An International Approach*. Van Nostrand Reinhold, New York.
3. Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*, Oxford University Press,
4. Bhatia A.K. (2002), *International Tourism Management*, Sterling Publishers, New Delhi.

MTA-102: Management Concept and Organization Behavior

Credit-4

UNIT I

Concept of Management: Meaning, Nature and Levels in Management –Roles, Skills, Tasks of a Manager, Theory of Motivation- Maslow, Herzberg, style of Leadership, Managerial Grid

UNIT II

Planning: Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, Management by Objectives (MBO) – Decision-Making Ability.

UNIT III

Organizing & Directing: Meaning, organization Structure & Design – Delegation and Decentralization of Authority, Relationship and Interactions between Authority-Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture – Mechanistic. vs. Adaptive Structures.

UNIT IV

Controlling: Importance and Types of Control - Control Process – Methods, Tools – traditional and modern Techniques of control – Design of Control Techniques – Choices in Control.

UNIT V

Organizational Behavior: Individual behavior and Differences - Personality –Attitudes and Beliefs– Values- Perception – Perceptual Selectivity –Management of Stress Group Dynamics- Group Behavior – Group Formation - Understanding Work Teams– Conflict, Negotiation, and Intergroup Behavior - Change Management.

SUGGESTED BOOKS

1. Koontz, H. and Wehrlich, H. (2010). *Essentials of Management*. McGraw Hill Publishing House, Singapore.
2. Prasad, L.M. (2008) *Principles of Management*, Sultan Chand & Sons, New Delhi.
3. Neeru Vasishth & Vibhuti Vasishth (2014). *Principles of Management of Management*. Taxmann Publications, New Delhi.
4. Richard .M H. (1993). *Management*, Academic Press, New Jersey.
5. Hampton, D. R. (1992). *Management*, TATA McGraw Hill, International Edition, Tokyo.
6. Stoner, J. A. F. & Wankel, I.C. (1999). *Management*, Prentice Hall India, New Delhi.
7. Peter F. D. (1987). *Practice of Management*, Pan Books, London.
8. Peter F. D. (1983). *Innovation and Entrepreneurship*, Butterworth & Heinemann, New York.
9. Virmani B. R. (2006). *The Challenges of Indian Management*, Response Books, New Delhi.
10. Important Business Magazines like: *Business India, Business World and Fortune International*.

MTA-103: INTERNATIONAL TOURISM GEOGRAPHY

CREDITS-4

UNIT-I

Physical Geography, Time Calculation and Transport System: North, South and Central America –Europe- Africa –Asia & Australia. Map reading : Latitude- Longitude –International date Line Altitude –Direction- Scale Representation, Time Zones, Calculation of Time ; GMT Variation-Concept of Elapsed Time & Flying Time, GIS & Remote Sensing. Tourism Transport Systems; Major Airport and Routes- Major railway Systems and Networks-Water Transport –Road Transport: Major International Highways, Transport Systems in India: Air, Water and Surface.

UNIT-II

Tourist Destinations in the Water Hemisphere: Key Features-Special Interests-Activities-Travel Formalities, North American Destinations: Canada-the United States, Mexico, Central America : Bermuda-the Caribbean, South American Destinations: Brazil-Uruguay-Venezuela –Argentina, Chile-Peru.

UNIT-III

Tourist Destinations in Europe: Key Features-Special Interest-Activities-Travel Formalities, Countries: United Kingdom-France-Italy –Spain-Switzerland's, Germany-Monaco.

UNIT-IV

Tourist Destinations in Africa: Key Features-Special Interest-activities Travel formalities, religions: Western Africa –Eastern Africa, South Central Africa –South Africa, Importance Destinations : the Egypt –Mauritius Seychelles.

UNIT-V

Tourist Destinations, Key Features, Special Interests & Activities. Travel Formalities in Asia, Australia and Oceania: South Asian Tourist Destinations. South-East Asia Tourist Destinations, East Tourist Destinations, Tourist Destinations of the Middle east and West Asia, Australia. New Zealand, Fiji Papua New Guinea, Cook Islands, French Polynesia.

REFERENCES :

1. Boniface, B. Copper, R. & Copper, C. (2016). *World Wide Destinations- The Geography of Travel and Tourism, New Work: Routledge.*
2. Nelson, V. (2013), *An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield publisher.*
3. Halt. M. (1999), *Geography of Travel and Tourism, London : Routledge.*
4. Hall, M. & Page. S.J (2006). *The Geography of Tourism and Recreation Environment, Place and space. London L Routledge.*
5. Hudman, I.E. & Lackson, R.H (2003), *Geography of Travel and Tourism, London : Thomson.*
6. IATA, (2009), *Travel Information Manual, Netherlands : IATA Publications.*
7. *World Atlas.*

MTA-104 :TOURISM MARKETING

Credit-4

UNIT I

Origin of Marketing: Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products – Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand.

UNIT II

The relationship between market and Consumer: Micro & Macro Marketing Environment – Consumer Behavior – Buyer Decision-making Process – Market Research- Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management.

UNIT III

P's of Tourism Marketing: 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling.

UNIT IV

Marketing of Tourism Products: Trends in Tourism Marketing – Marketing of Known and Lesser Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans.

UNIT V

Marketing Skills for Tourism Business: Self Motivation - Team Building - Personality Development- Creativity & Innovation- Innovative Products in Tourism, Five-Gap Model of Service Quality, Marketing Control.

SUGGESTED BOOKS

1. Chaudhary, Manjula (2011). *Tourism Marketing*, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm (2001). *Introduction to Travel and Tourism Marketing*, Juta Education, Lansdown.
3. Kotler P. (2012). *Marketing Management*, Pearson Education, New Delhi.
4. Stanton W. J. (1999). *Fundamentals of Marketing*, McGraw Hill, New York.
5. Neelamegham S. (1998). *Marketing in India: Cases & Readings*, Vikas, New Delhi.
6. Ramasamy V.S. & Namakumar S. (1990). *Marketing Management: Planning & Control*, Macmillan, New Delhi.
7. Stone, Marilyn A., Desmond, John (2007). *Fundamentals of Marketing*, Routledge, New York.

MTA-105: BUSINESS COMMUNICATION

Credit-4

UNIT-I

Meaning, types, barriers and mechanism of communication, non-verbal communication. Face to face conversation, professional use of the telephone interviews, group discussion, making presentation (using visual aids). Features of written communication, layout of a letter, types of letter, preparing resume and application letters. Report writing and presentation.

UNIT-II

Effective customer care, using an appropriate mannerism, handling difficult customers, nature of complaint, handling of objection, responding to a complaint & negotiating with the customer, Resolving conflicts.

UNIT-III

Meaning and content of public relation, Social and business context of public relation, Energy of selling, developing selling skills, sales conversation, questioning techniques, presenting tourism products.

UNIT-IV

Grooming- skin and hair care, western and traditional attire, Basic grooming practice, Dental care, Professional make-up technic, art of walking, Positive attitude, managing the anger, stress management, empathy, perception and motivation.

UNIT-V

Body language, posture, eye-contact, etiquettes, Voice culture, self- evaluation and development, identification of strengths and weaknesses, overcoming hesitation and fear of facing the public, corrective and developmental exercises- confidence building, mock interviews, role plays, Group discussion.

REFERENCE BOOKS:

1. *Statistics for Management, Prentice Hall- Richard, Levin*
2. *Quantitative Methods for Business Decision, ITP- Curisin and Slater*
3. *Quantitative Business Analysis, TATA Mc. Graw. - Samuel Bockly, R. Larraway, S.Frey and P. Pfeerfr*
4. *Statistical methods – Sultan Chand- S.P. Gupta*
5. *Statistics, PWS, Kent. - MendeHall, Reinmeth and Bear*

MTA-106: Socio-Cultural History of India

Credit-4

UNIT I

Ancient History: Indus Valley Civilization, Early & Later Vedic Period, Sixteen Janapadas, Birth of

Buddhism & Jainism, Indian Family, Village, Marriage, Caste System, Value System, Custom & Tradition.

UNIT II

Mauryan and Gupta Rule : Rise and fall of Mauryan dynasty, Sunghas, Kusana and Gupta Period as Golden era.

Unit III

Regional Dynasties of South and Eastern India- Chola, Pallav and Hoysala dynasties of South India. Somvavansi, Ganga, Suryavansi and Ahom dynasties of Eastern India.

Unit IV

Regional Dynasties of North , Central and Western India - Chalukya, Kalachuri, Paramara, Pratihara, Rastrakuta, Chauhan, Mewar and other important Rajput dynasties.

Unit V

Slave and Mughal dynasty, colonial power-British, French, Dutch, socio-religious renaissance during colonial period, history of independent India.

SUGGESTED BOOKS

1. *Basham, A.L. (2008). The Wonder That Was India. Rupa& Co. New Delhi*
2. *Thapar, R. (1990). A History of India: Volume 1. Penguin Books, New Delhi*
3. *Basham, A.L. (1998). A Cultural History of India. Oxford University Press, USA*
4. *Singh, U. (2009).A History of Ancient and Early Medieval India: From the Stone Age To the 12th Century, Pearson Education India, New Delhi.*
5. *Chandra, B. (2009). History of Modern India. Orient Blackswan, New Delhi*
6. *Brown, P. (2010). Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York*
7. *Brown, P. (2010). Indian Architecture (the Islamic Period), Palmer Press, New York*

MTA-107: TOURISM BUSINESS ENVIRONMENT

CREDITS-4

UNIT-I

Micro Economic Environment: Demand & Supply : Elasticity of Demand and Supply. Law of Marginal Utility-Cost Concepts: Short Run vs, Long run costs, Production Law of Variable Proportions- Returns to Scale-Break Even Analysis, Market structure, Period Competitions. Monopolistic Competition: Duopoly-Oligopoly: Determinants of Price discrimination.

UNIT-II

Macro Economic Environment : Kinds of Economic System, Circular Flow of Economy, National income Analysis: GDP-GNP-per capita income-Multiple effect-Business Cycles Balance of Payment. Fiscal and Monetary Policies.

UNIT-III

Economic Policies: Internal, External, Macro and Micro Environment: Competitive Structure of

Industries- Environmental Analysis and strategic Management, Trade Policy: EEMA GATE-MRTP –GST, Business. Ethics and Corporate Governance: Consumer Protection Act and Competition Law –Social responsibilities of Business –Social Audit.

UNIT-IV

Tourism Impacts: Positive Negative Economic Social, Cultural, Political Environmental Factors affecting future of Tourism Business, seasonality & Tourism, Role of State in Tourism Development and Promotion: Overview of five year plans for Tourism Development and Promotion. National Action Plan-National Tourism Policy-Role of NITI AYOOG Tourism Business during Post Liberalization & post Globalization period.

UNITV

Investment Initiatives of Tourism: Tourism Projects of Central Government Innovation & Start-Ups. Technological Leadership Make in India. SWACHHA Tourism. Public Private Participation (PPP)-Industrial Finance Foreign Direct Investment (FDIs) –Displacement effect Rules Regulations and Licenses under Legal Environment for starting Tourism Ventures Tourist Spending- Costs and Benefits of Tourism to Community-Environmental Economics World Economic Forum Reports.

REFERENCES

1. Dwyer, 1., Forsyth, P. & Dwyer. W (2010). *Tourism Economics and Policy (Vol.3) Bristol Channel View Publications.*
2. Samuelson, W.F. & Marks, S.G. (2008), *Managerial Economics, Toledo: John Wiley & Sons.*
3. Varshney. R.I.... & Maheswari, K.I (2004). *Managerial Economics New Delhi: Sultan Chand.*
4. Chawala, R. (2004), *Economics of Tourism & Development, New Delhi : Sonali Publications.*
5. Shaikh, S. (2006), *Business Environment, New Delhi: Pearson Education.*
6. Paui, J. (2010), *Business Environment, New Delhi. The McGraw Hill.*
7. *Magazines & Journals- The Economist, The West, Harvard Business Review, Indian Management Economic, Economic and Political Weekly, India Today. Business Today, Business World, Outlook, Computers Today. Daily Business and General News Papers etc.*

MTA-108: DESTINATION VISIT-1 AND GROUP PRESENTATION

Credit-2

During the first semester the students will visit at least two local tourist destinations. The tour is compulsory component having 100 marks (two credit). The objective of the visit is to give the exposé to the student about the tourist destination and resources available. The course teacher will divide the entire class into different groups consisting of 4 to 5 students. During the visit the course teacher shall assign different topic to each group, so that the students can collect the information and prepared the presentation. The students will give the presentation in the regular classroom during the same semester. The teacher will evaluate internally and will assign the marks to the individual students from 100 marks.

SEMESTER—II

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-201	Travel Agency and Tour Operation Business	30	70	100	4
MTA-202	Cultural Tourism Product Of India	30	70	100	4
MTA-203	Computer and Management Information System	30	70	100	4
MTA-204	Basic Accounting	30	70	100	4
MTA-205	Tourism Transport Services	30	70	100	4
MTA-206	Destination Planning and Development	30	70	100	4
MTA-207	Hospitality Management	30	70	100	4
MTA-208	Destination Visit-2 :National/International and Group Presentation	Internal evaluation		100	2
TOTAL				800	30

MTA-201-TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Credit-4

UNIT I

Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized.

UNIT II

Travel Agency Business Network: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business between Wholesale and Retail Agents, Future of Travel Wholesaling & Retailing

UNIT III

Functions of Travel Agency & Tour Operation and Roles of Travel Trade Organizations: Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, Characteristics of a Professional Travel Agent, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of TAAI, IATO, ATAOL, ADTOI, , TAFI,

UNIT IV

Tour Operation Business: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentive Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business Distribution Networks of Tour Operation Business, Special Services for Charter Tour

Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions

UNIT V

Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition, Travel Agency Organization Structure, Sources of Revenue, Threats in Travel Agency in Business, Use of Information Technology in Travel Agency Business

SUGGESTED BOOKS

1. Chand, M. (2009), *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt.Ltd.,
2. Holloway, J.C. (2012), *The Business of Tourism*, Prentice Hall, London,
3. Roday S, Biwal A & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi.
4. Goeldner, R & Ritchie. B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.
5. Negi. J (2009), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.

MTA -202- CULTURAL TOURISM PRODUCT OF INDIA

Credit-4

UNIT I

Ancient cultural resources: Four Vedas, Upanisad, Ramayan, Mahabharat and other epics, Bhagabad Gita and other Sacred Literatures , Ancient Society & Culture - Varna System – Purushartha – Cultural Erosion

UNIT II

Religious Philosophy, Shrines & Pilgrimage Centers of Hindu, Buddhist, Jain, Sikh, Muslim,Christian

UNIT III

Non-Material Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation - Performing Arts, Dance Forms, Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture- Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.

UNIT IV

Architectural Heritage: Significance & Places of Importance - Rock-cut Architecture –Architectural Styles - Indus Valley, Vedic, Buddhist, Jain, Mauryan Architecture, Vakataka (Ajanta). Temple architecture- Nagara, Dravida, Veshara and Klingana style . Indo Islamic, Indo-European.

UNIT-V

World Heritage Sites of India - Issues and challenges. Forts and palaces of Western and North India, Types and Importance of Museums and Art Galleries- Indian Museum, Kolkata, National Museum, New Delhi, Salar Jung Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur – Unique Museums of India.

SUGGESTED BOOKS

1. *Basham.A.L (1988). The Wonder That Was India.Rupa and Co., New Delhi*
2. *Sen,Sailendranath (2007). Textbook of Indian History and Culture. Macmillan, New Delhi.*
3. *Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.*
4. *Hussain.A.K (1987). The National Culture of India. National Book Trust, New Delhi.*

MTA -203- COMPUTER AND MANAGEMENT INFORMATION SYSTEM

Credit-4

Unit I

Introduction to MIS and organization information need: Information requirement at various levels of management, Strategic, Tactical and operational use of IT in Tourism. Uses of Computer Technology in Tourism Industry: Travel Agency, Hospitality and Airlines Operators

Unit II

Introduction of CRS, CRS for Rail Transport, CRS for Hotel Booking, CRS for Airlines, Global Distribution system- Concept and uses, An introduction to Amadeus, Galileo, sabre and Worldspan, Use of MICROS – FIDELIO and other latest software in Tourism Operation Customized software's of various organization case study TCI/Kuoni.

Unit III

Introduction to Internet, Meaning and Applications of E-Commerce, E-Business and E-Marketing; Significance of E-Commerce in Tourism and Travel, E-Business Setup: B2B, B2C, C2C, Safety and Security in E-Business;

Unit IV

Encryption, Firewall, Digital Signature, Online business and its setup, Study of E-Business Organization in Tourism and Travel. Tourism Production System, Arm Chair Tourism, E-Tourism Business, E-Tourism Marketing.

UNIT V

Payment Systems in E-tourism: Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification - Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

SUGGESTED BOOKS

1. Sheldon P. (2002), *Tourism Information Technology*, CABI.
2. Inkpen G. (2000), *Information technology for Travel and Tourism*, Addison Wesley.
3. Buhalis D. (2004), *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
4. Poon A. (1998), *Tourism, Technology and Competitive Strategies*, CABI.
5. Rayport J.F. & Jaworski B.J. (2002), *Introduction to Ecommerce*, McGraw-Hill.
6. Malvino A.P (1995), *Electronic Principles*, McGraw-Hill

MTA -204- BASIC ACCOUNTING

Credit-4

UNIT-I

Basic Financial Accounting: Meaning, concepts, and conventions, Doubleentry system of Accounting; Hotel Accounting: Visitors tabular, Ledger, Sales records of major and minor revenue producing departments control of cash.

UNIT-II

Trial Balance: Preparation of Trial Balance: Final Accounts – Trading and Profit and loss Account, Balance sheet, provisions for depreciation and doubtful debts etc.

UNIT-III

Cost Accounting: Concept, scope, elements, methods of costing, cost accounting system in tourism industry,

UNIT-IV

Travel Accounting: Sales generation, accounting and control, airline sales reporting and payment, statutory requirements: AGTS, PSRS, CSR, XO statements. Net payment reports/IATA payments.

UNIT-V

Travel Accounting: General transactions, books of accounts and general ledger, simple profit and loss account, balance sheet, budgetary control: Budget administration, cash budgets, accounts budgets, bank reconciliation, credit cards, foreign exchange.

REFERENCE BOOKS:

1. *Advanced Accountancy- Shukal, M.C. & Grewal T.S*
2. *Cost Accounting- Prasad N.K.*
3. *Advanced Accountancy- Gupta, R. L. & Ramaswami, M.*
4. *The Art of Managing Finance- Davis, D*
5. *The Business of Travel Agency Operations & Administration. - Foster, D. L.*
6. *Double Entry Bookkeeping. - Grewal, T. S.*

MTA -205- TOURISM TRANSPORT SERVICES

Credit-4

UNIT I

Fundamentals of Transport: Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India.

UNIT II

Road Transport: Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services.

UNIT III

Air Transport: Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) & its Roles and Functions.

UNIT IV

Basic Airfares & Ticketing: Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Trip Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.

UNIT V

Water Transport Services Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line.

SUGGESTED BOOKS

1. Jagmohan Negi (2005) *Air travel Ticketing and Fare construction*, Kanishka, New Delhi.
2. Duval, D Timothy (2007). *Tourism and Transport: Modes, Networks and Flows*, Channel View Publications, New York.
3. Ratandeep Singh (2008), *Handbook of Global Aviation Industry and Hospitality services*, Kanishka Publishers, New Delhi.
4. Page Stephen (2005), *Transport and Tourism: Global Perspectives*, Pearson Prentice Hall, New Delhi.
5. IATA Training Manual.
6. Air Cargo Tariff Manual.
7. IATA Live Animals Regulation Manual.

MTA -206-DESTINATION PLANNING AND MANAGEMENT

Credit-4

This paper aims to train and educate the students about the importance of planning and management of tourism destinations.

UNIT I

Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination– Destination Development, Destination Lifecycle- Destinations and Products –Destination Management Systems–Destination Planning Guidelines - Destination Zone, Planning Model

UNIT II

Tourism Policy: Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder- Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.

UNIT III

History of Initiatives for Tourism Planning: Sargent & Jha Committee, National Tourism Policy of India- 1982, 1987 & 2002, National Action Plan- 1992, Tourism Policy in Kerala, Rajasthan, Haryana, Jammu & Kashmir, Andhra Pradesh & Karnataka, Gujarat.

UNIT IV

Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation, Environment Impact Assessment (EIA), Tourism through Five-Year Plans in India, WTO Guidelines for Planners, Town Planning -Characteristics of Rural Tourism Planning- Environmental Management Systems (EMS) –Destination Vision, Competitive Sustainable Destination -Destination Mapping

UNIT V

Destination Promotion and Publicity: Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination

Image, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and God's Own Country, Vibrant Gujarat

SUGGESTED TEXTBOOKS

1. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*. Oxford University Press, New Delhi.
3. Morgan, N, Pritchard, A & Pride, R. (2011). *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann,
4. Butler, R.W. (2006). *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
5. Tang, C.H. & Jones, E.E. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing,
6. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). *Tourism in Destination Communities*, CABI Publishing,
7. Crouch, D.I. J.R. Ritchie, B. & Kossatz, H.G. (2003). *Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing,
8. Murphy, P. E. (1986). *Tourism: A Community Approach*. Methuen, New York
9. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York.

MTA -207-HOSPITALITY MANAGEMENT

Credit – 4

UNIT I

Evolution of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Hospitality Industry Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India
Types of Accommodation: Conventional, Supplementary and Customised Accommodation, Non-Commercial & Commercial Establishments, Hospitality Business Scenario

UNIT II

Functions of Front Office Management: Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk

UNIT III

Functions of House Keeping: Organization Structure, Functions, Works of Executive House Keeper- Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Coordination with Other Departments

UNIT IV

Food and Beverage Services: Organization Structure, Departments - Food Production - Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F&B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways

UNIT V

Administration and Finance: Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training & Development, Safety Management, Management of Distribution Channel

SUGGESTED BOOKS

1. Negi, J (2008). *Professional Hotel Management*. Sultan Chand & Company, New Delhi.
2. Raghubalan, G. &Ragubalan S. (2009). *Hotel Housekeeping Operations and Management*, OUP, New Delhi.
3. Tewari, J.R. (2009). *Hotel Front Office Operations and Management*, OUP, Publication New Delhi.
4. Gray and Ligouri (2000), *Hotel and Motel Management and Operations*, PHI, New Delhi.
5. Andrews, S.(2009). *Hotel Front Office Training Manual*, Tata McGraw Hill, Mumbai.
6. Foskett, J.C.D. &Gillespie, C. (2002). *Food and Beverage Management*, Pearson Education, England.
7. Andrews, S. (2008). *Front Office Management and Operation*. TATA McGraw-Hill, New Delhi.
8. Bardi, J. A. (2010). *Hotel Front Office Management*. John Wiley & Sons, New Jersey.
9. Burt, D.N, Dobler, D.W. &Starling, S.L (2007). *World-Class Supply Management*. TATA McGraw Hill, New Delhi.
10. Walker, J.R.(2007). *Introduction to Hospitality Management*, Pearson Education. New Delhi.

MTA -208 DESTINATION VISIT-2 AND GROUP PRESENTATION

Credit-2

During the second semester the students will visit National/International tourist destination. The tour is compulsory component having 100 marks (two credit). The objective of the visit is to give the exposure to the student about the tourist destination and resource available, the facilities & amenities available and the issues. The course teacher will divide the entire class into different groups consisting of 4 to 5 students. During the visit the course teacher shall assign related topics to each group, so that the students can collect the information and prepare the presentation. The students will give the presentation in the regular classroom during the same semester. The teacher will evaluate internally and will assign the marks to the individual students from 100 marks.

Considering the financial constraints, the Institute will take decision and identify the destination in India or abroad for this destination visit.

SEMESTER—III

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-301	Natural Tourism Products of India	30	70	100	4
MTA-302	Research Methodology	30	70	100	4
MTA-303	Special Interest Tourism	30	70	100	4
MTA-304	Itinerary Planning and Tour Packaging	30	70	100	4
MTA-305	Elective-1	30	70	100	4
MTA-306	Elective-2	30	70	100	4
MTA-307	Elective-3	30	70	100	4
MTA-308	Summer Training Report and Viva-Voce	Internal evaluation		100	4
TOTAL				800	32

MTA- 301-NATURAL TOURISM PRODUCTS OF INDIA

Credit - 4

The objective of this paper is to describe the importance of bio-physical endowments of India from the tourism perspectives.

UNIT I

Geographical Features of India: Topography, Climate, Rainfall, Landforms, Rivers, Seas, Lakes, Wetlands, Western Ghats, The Himalayan Mountain Ranges, Vidhya, Satpura , Mekal, Arawali.

UNIT II

National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Similipal National Park, Bhitarkanika National Park, Kaziranga National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Sunderban National Park, Nilgiri Biosphere Reserve, Kanha National Park, Srishilam Wildlife Sanctuaries.

Unit III

Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Shrinagar, Kullu & Manali, Shimla, Mussorie, Nainital, Mahabaleswar, Chikmangulaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong, Tawanga.

Unit IV

Beach Resorts: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands

Unit V

Adventure Tourism Sites: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Land, Water and Air Based Adventure Sports and Tourism.

SUGGESTED BOOKS

1. Dixit, M. (2002). *Tourism Products*. New Royal Book Co, Lucknow.
2. Jacob, R. (2012), *Indian Tourism Products*, Abhijeet Publications, Delhi.
3. Ball, S. (2012). *Encyclopaedia of Tourism Resources in India*, Butterworth –Heinemann.
4. Douglas, N. Ed. (2001), *Special Interest Tourism*, John Wiley & Sons, Australia.
5. Pletcher Kenneth (2011), *The Geography of India: Sacred and Historic Places*. Britannica Educational Publication, New York.
6. Negi, Sharad Singh. (2002), *Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India*. Indus Publishing Co. New Delhi. Robinet Jacob. (2013). *Places of Touristic Interest in India*. Abhijeet Publications, Delhi

MTA 302-RESEARCH METHODOLOGY

Credit-4

The objective of this paper is to provide an understanding of research methods and methodology applicable in Tourism Business.

UNIT I

Concepts of Research: Nature, Scope and Significance of Research - Art and Science of Knowing Ontology and Epistemology - Theoretical Development - What is Theory Not, Deductive and Inductive Research - Variables, Construct and Relationship – Reliability and Validity - Methodology and Research Methods - Propositions and Hypothesis.

UNIT II

Problem Identification: Review of Old and Current Literature Raising Research Questions –Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Questionnaire Design, Working and Types of Questionnaire – Sampling Methods - Sample Error - Grounded Theory, Formulation of Research and Operational Hypothesis

UNIT III

Qualitative Methods: Ethnography and Case Study - Experimentation, In-depth Interviews – Focused Group Interview, Delphi Technique, Participant Observations - Projective Techniques - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.

UNIT IV

Quantitative Methods: Measures of Central Tendency and Dispersion – Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non-Parametric Tools for Hypothesis Test- Multivariate Analytical Techniques - Use of SPSS.

UNIT V

Data Coding Presentation: Data Collection – Coding the Data, Communicating Research Findings - Report Writing Tips -Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of Citing References (APA, MLA),Written& Oral Presentation.

SUGGESTED BOOKS

1. Lenka&Das (2019), *Research Methodology in Tourism*, mount hill publishing co.
2. C.R. Kothari (2002), *Research Methodology*, New Age Publication. India.
3. NareshMalhotra, John Hall, Mike Shaw & Peter (2002), *Market Research, Second Edition*, Prentice Hall.
4. Blaikie N. (2000), *Designing Social Research*, Polity Press, 2000, Canterbury, UK.
5. Marshall. L, Rossman B. (1999), *Designing Qualitative Research*, 3rd Edition, Sage Publications, New Delhi.
6. David de Vaus. (2002), *Analysing social sciences, Data*, Sage Publication, New Delhi.
7. Malhotra.N.K. (2007), *Marketing Research, An Applied Orientation*, Fifth Edition, Pearson Education.
8. Babbie E (2001), *The Practice of Social Research*, 9th Edition, Wardworth, and Thomson Learns, USA.
9. Joseph F, Haur, Robert & David. J (2004), *Market Research*, McGraw Hill, New Delhi.
10. Donald R Cooper & Pamela S Schindler (2006), *Business Research Methods*, McGraw Hill, New Delhi.

MTA 303 SPECIAL INTEREST TOURISM

CREDITS-4

UNIT-I

Special Interest Tourism: Characteristics, socio-economic impact-Types of SIT-Strategic approaches-Management tools and Techniques-Marketing of Special Interest attractions Sustainability and Special Interest Tourism.

UNIT-II

Yogic practice & Wellness- Origin of yoga, History and development of Yoga. Yoga & Tourism Resources, Types of yoga & Pranayam. Yoga for stress management and personality development. Different important yoga Centres for India.

UNIT-III

Adventure Tourism: Adventure in water, Adventure on Landand Air-Considerations in adventure tourism development-Basic minimum standards for adventures tourism related activities –Profile of Adventure tourists-Preferences and Perceptions –Adventure tour packages-mode of operation –Impacts of adventure tourism –Selected case studies on adventure destinations.

UNIT-IV

Rural Tourism: Rural area as a tourism product-Rural Life, Art Culture and Heritage-Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions. Thematic Routes, Special Markets, Ethnic Restaurants-Needed indicators and monitoring –Holistic benefits to the society-Challenges of Rural Tourism-selected case studies on popular rural destinations.

UNIT-V

Emerging Special Interest Area-Ethnic tourism, Agro tourism, slow Tourism, Food tourism, Shopping tourism, sports tourism. Film Tourism, Music tourism, Literacy Tourism, Accessibility Tourism, Voluntourism –Impact of SITs: Social, economical, environmental-Future trends.

REFERENCES

1. Agrawal.S, Busby, G. & Huang, R. (2018). *Special Interest Tourism: Concepts, Contexts and Cases*, London: CABI
2. Douglas, N. Douglas, N. & Derrett, R (2002). *Special Interest Tourism*. Brisbane: Wiley.
3. E-Pathshala (2018). *retrived from E-Pathashala an MHRD project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select-P-09*
4. Inskip, I. (1991): *Tourism Planning : An Integrated and Sustainable Development Approach*, New York: Van Nostard Reinhold.
5. Myers, J.E., Sweeney, T.J (2005). *Counseling for Wellness: Theory, Research and Practice*. Alexandria: American Counseling Association.
6. Novelli, M 9Ed). (2005), *Niche Tourism: Contemporary Issues, Tends and Cases*. London : Routledge.

MTA 304-ITINERARY PLANNING AND TOUR PACKAGING

Credit – 4

This paper is an attempt to help the students prepare tour itinerary and design package tour independently.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't of Itinerary Preparation

Unit II

Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group– Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.

Unit III

The concept of Costing: Types of Costs, Components of Tour Cost - Preparation of Cost Sheet – Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out

in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

Unit V

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

SUGGESTED BOOKS

1. Swain, S.K. & Mishra, J.M.(2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
2. Chand, M. (2002), *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd.,New Delhi.
3. Negi. J (2005), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.
4. Holloway, J.C. (2002), *The Business of Tourism*, Prentice Hall, London, pp.220-279.
5. Roday S., Biwal A.& Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi, pp-164-296.
6. Goeldner, R & Ritchie. B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.

MTA-305,306 & 307 Papers are electives.

(All papers are 4 credit:100 marks)

The objective of the above three papers i.e 305,306 & 307 are to give the students an opportunity to pursue his/her personal interest of academic pursuit. A student for this purpose shall choose 3 papers out of 7 papers from the Electives of Third Semester which will be consider as :

Elective-1

Elective-2

Elective-3

308-SUMMER TRAINING, PROJECT REPORT & VIVA-VOCE

Credit – 4

Summer Training , Report & Viva-Voce component shall be a compulsory component for the students. Each student shall have to under 6-week or One-and-half months long training in Tourism, Travel and Hospitality Organizations after second semester end examination (June- July) under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism information office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of the travel business. The credits assigned to this paper shall be distributed in the ratio 70%:30% for project report and viva-voce respectively. The examination committee will constitute the faculty adviser, one more faculty from the institute and one external examiner.

SEMESTER-IV

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-401	Elective-4	30	70	100	4
MTA-402	Elective-5	30	70	100	4
MTA-403	Elective-6	30	70	100	4
MTA-404	Project and Viva-voce	Internal evaluation		100	4
TOTAL				400	16

MTA-401,402 & 403 Papers are electives.

(All papers are 4 credit:100 marks)

The objective of the above three papers i.e 401,402 & 403 are to give the students an opportunity to pursue his/her personal interest of academic pursuit. A student for this purpose shall choose 3 papers out of 7 papers from the Electives of Fourth Semester which will be consider as :

Elective-4

Elective-5

Elective-6

MTA 404-DISSERTATION & VIVA-VOCE

Credit-4

Dissertation & Viva-Voce component shall be a compulsory component for the students. Each student shall have to under 08-week or Two months On-the-Job Training (OJT) in Tourism, Travel and Hospitality Organizations after fourth semester class-room study, under the guidance of a faculty advisor. Further instead of OJT, the students may prepare a Project Repot/ Proposal on Startups of Tourism Business. The objective of preparation of Start-Up project proposal is to start his/her own business after completion of Master Degree Programme. The objective of the OJT is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism information office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of the travel business. The credits assigned to this paper shall be distributed in the ratio 70%:30% for Dissertation and viva-voce respectively. The examination committee will constitute the faculty adviser, one more faculty from the institute and one external examiner.

ELECTIVES

3RD SEMESTER

A student must elect any three papers out of the following seven papers.(All Papers are 4 credit and 100 marks.)

MTA (a) Electives (3rd Sem)

DIGITAL MARKETING

Unit-I

SEO & SEM: Introduction to the topic, Benefits, How SEO Works, SEO Techniques, SEO Tools, Optimizing Search traffic from click to conversions, SEM vs SEO, How Ad Auctions work, How to Win an Ad Auction?

Unit-II

Digital Design and Communication and its role in Content Marketing: how design affects communication, User Interface Graphic design, Motion Graphic designs, Latest trends in graphic design; What is content marketing, why use CM, Benefits, types of content marketing, best practices, strategy, principle, tools, Introduction to Mobile marketing.

Unit-III

Data Analytics in Digital Marketing: Where does digital analytics data come from?, Digital Marketing data, Calculating ROI, Customer data dealing, Metrics for analysing digital marketing data, A case study on Web analytics

Unit-4

Digital Marketing Laws involved in Social Media Marketing and Strategizing content according to current trend: Why Compliance is needed, Registrations required for starting digital marketing (According to Indian Law), defining Social Media Marketing, Establishing most important KPIs, Choosing the right platform for right product, Introduction to Email Marketing: What is Email Marketing, Advantages and Disadvantages, How to do email marketing successfully, Challenges, Types of Email Marketing Campaigns.

Reference Books

- 1. Online Marketing- a customer -led approach, Richard Gay, Alan Charlesworth and Rita Esen, Oxford.*
- 2. Digital Marketing For Dummies, Ryan Deiss & Russ Henneberry, John Wiley & Sons.*
- 3. Social Media Marketing, Liana "Li" Evans, Pearson.*
- 4. The Art of Digital Marketing, Ian Dodson, Wiley*
- 5. Social Media Marketing: A Strategic Approach 2nd Edition, Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, Cengage.*
- 6. E-marketing, Judy Strauss, Adel El-Ansary, Raymond Frost, Pearson Education, India.*
- 7. Digital Marketing, Vandana Ahuja, Oxford*
- 8. Internet Marketing, Mary Lou, Roberts, Cengage India.*

9. *Mobile Marketing- Achieving Competitive Advantage through Wireless Technology*, Alex Michael and Ben Salter, Elsevier.

10. *Epic Content Marketing*, Joe Pulizzi, McGraw Hill Education. 11 *Marketing 4.0: – Moving from Traditional to Digital*, Philip Kotler, Wiley. 12 *Web Marketing for Dummies*, Jan Zimmerman, Wiley India Edition

MTA (b) Electives (3rd Sem)

TOUR LEADERSHIP MANAGEMENT

UNIT-I

Introduction to tour Guiding and Tour Escorting : Differences-Characteristics-Role of Tour Guide, Tour Guiding in India; Steps to become a Tour Guide: Presentation-making Sense of Cultural Differences.

UNIT-II

Understanding the Dynamics of Tour Guiding: Practical Tips-Mechanics of Tour Guiding at a Monument-religious Site-Museum –Archaeological Site-Nature Walk-Walking Tours-Coach Tour, Designing and Conducting Heritage Walks.

UNIT-III

Handling Difficult Tourists: Handling Questions-Handling Emergencies Searching for Information, Responsible Guiding –Designing and Conducting Heritage Walks. How to Plan an itinerary, Partners in Business, Setting up Tour Guiding Business, Code of Conduct for Tour Guides in India (MoT).

UNIT-IV

Tour Leadership: Characteristics of Tour Escorting Profession, Differences between Tour escorting and Tour Guiding, Advantages and disadvantages of Choosing Tour escorting as a profession. Tour Management in India and Overseas- Knowledge, Skills and Competencies to be a Tour manager, Challenges faced by a Tour Manager.

UNIT-V

Group Control and Setting Limits: Communication Skills-Typical Day-to-Day Problems listening Skills – Conflict Resolution-Composure, creativity Tips to keep group happy, ethical and professional considerations, Handling Emergency situations, other functions: Professional Daily briefing. Dealing with FAQ's, Taking care of logistics: Dine Around, Shopping /Commissions/Ethics; Safety of Guests. Arrival Preparations: Briefing Instructions and Reconfirming Flights; Tour Conclusion and Feedback, Tools of Trade for tour Manager, Undertaking cross cultural differences.

REFERENCES

1. Chowdhary. N (2013), *Handbook for tour guides*, IITM, India.

2. E-Pathshala (2018) Retrieved from E-Pathshala an MHRD Project Website
: <http://cpgp.inflibnet.ac.in/ah/ah.php?csrno:1827>Select-P-9>.
3. Lichty, T., & Watson, J. (1998). *The official America Online Tour Guide*. USA: Coriolis,
4. Pond, K.L (1993) . *The professional guide: Dynamics of tour Guiding*. New York: Van Nostrand Reinhold Company.
5. WEiler, B. & Black R. (2014). *Tour guiding research: Insights, issues and implications (Vol.62)* Bristol. Channel View Publications.

MTA (C) Electives (3rd Sem)

FOREX MANAGEMENT

UNIT-I

Concept of Foreign Exchange : Exchange Rates System-International Monetary System-Gold Standard-Fixed Exchange Rates-Flexible Exchange Rates-Float System-Rate Fluctuations –Foreign Exchange Market: Cash and Spot Exchange Markets-Erocurrency Markets-Role of Commercial Banks-Authorised Dealers & Money Changers-Mechanics of Making Foreign Payment- Foreign Payment –Foreign Exchange (FX) Treasury Market (SWIFT) –Costs Associated with International Payments, Foreign Exchange Markets and its Importance in Tourism Industry.

UNIT-II

Determination of Exchange Rates : Factors Affecting Exchange Rates-International Trade and Capital Flow-Theories of Determination of Foreign Exchange Rates—Purchasing Power Parity – Interest Parity-Balance of Payment. Theory of Exchange Rates: Merchant Rates- Restricted Operation Accounts for Tourism Agencies and Supplies of Tourism Services.

UNIT-III

Foreign Exchange Exposure Management: Forecasting Forex Rates- Forward Rate as a Short-Term Forecast-Technical Forecasts-Economic Model-Forecasting of Fixed Exchange rates Convertible Currencies –Denomination in Local Currency –Management of Foreign Exchange Reserves.

UNIT-IV

Foreign Direct Investment: FDI Theories on Macro Level, Micro level. OLI Thory- FDI-FII. Indian Forex Market : Foreign Exchange Administration in India-Setting Up and Operating a Forex Dealership – Convertibility of Rupee on Current Account Convertibility of Rupees on Capital Account- Pros and Cons-Foreign Exchange Acontrol Objectives Methods-Roles of FEDAI-FERA 1973 to FEMA 1997.

UNIT-V

Forex Trading: Forex Tradingg Infrastructure and Networks –Market Microstructure & Order Placing – Direct and Indirect Quota- Cross Rates-Speculation- Exchange Arithmetic –Psychology of Forex Trader-

Computerized Trading Programme Information Analysis of Trading –Documents and used in Foreign Trade-Mates Receipt –Bill of Lading –Shipping Bill-Bill of Entry-Letter of Credit.

REFERENCES

1. Shah, P.(2015), *Forex Management*, New Delhi: Wiley Publications.
2. Pilbeam, K. (2008), *International Finance*, Switzerland: Springer Nature.
3. Bhardwaj, H.P (1994). *foreign Exchange Handbook*, New Delhi: Wheeler Publishing
4. Gandolfo.G. (2006). *International Finance and Open Economy Macro Economics*. London: Springer International Edition.
5. Clark, E.(2004), *International Finannce*, (2 Ed.). London: (Thomson publications.
6. Bhole, L.M. (2004). *Financial Institutions and Markets- Structure, Growth and Innovation*. (4 Ed.), New Delhi: Tata Mc-Graw Hill.
7. Reference Rate. Reserve Bank of India.
<https://rbi.org.in/Scripts/BS DisplayReferenceRate.aspx>

MTA (D) Electives (3rd Sem)

AIRPORT OPERATIONS AND MANAGEMENT

Unit I

Overview of the airline industry: link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business , The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control

Unit II

Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E- Invoicing Standards

Unit III

Facilitation and security and contingency planning: Passenger Handling , Class or Type of Fare ,Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of

Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease.

Unit IV

Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk-loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load—Notification to Captain

Unit V

Cargo trends and forecasts: Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability—Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation , Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL , Load Control , Terms and Definitions

Reference Book/s

1. Rigas Doganis,(2010) *Flying Off Course* Routledge (4th Ed.
2. Trompenaars & Woolliams,(2006) *Business Across Cultures*, Capstone Publishing
3. Spekman & Isabella(2000), *Alliance Competence*, Wiley
4. Holden (2002), *Cross Cultural Management*, Pearson
5. Stephan Holloway (2003), *Straight and Level: Practical Airline Economics*, Ashgate (2nd Ed.)
6. Diana M. Stancu, *AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International*, October 2010, Vol. 16, Issue 5 (pp. 11-13)
7. Robert W. Poole(2008), *Risk Based Aviation Security*, Joint Transport Research Center.
8. K. Jack Riley(2011), *Air Travel Security Since 9/11*, Rand Corporate Publication.

MTA (E) Electives (3rd Sem)
MEDICAL AND WELLNESS TOURISM

Unit I

Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL)- Concept. Scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government.

Unit II

Origin of Yoga, History and Development of Yoga ,International Day of Yoga (21st June); Etymology and Definitions, Misconceptions, Aim and Objective of Yoga, True Nature and Principle of Yoga; Applications of Yoga: Yoga & Wellness, Yoga as tourism resource, Yoga for stress Management, Yoga for personality development

Unit III

Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business-Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

Unit IV

Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

Unit V

Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. Medical, Yoga & Wellness tourism in India: Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, National and state Government Support.

Reference book/s

1. M. Smith and L. Puczko(2009), *Health and wellness tourism*, B. Heinemann
2. Sonali Kulkarni(2008), *Spa and Health Tourism*, Book Enclave, Jaipur. Raj Pruthi(2006), *Medical Tourism in India*, New Delhi: Arise Pub.

MTA (F) Electives (3rd Sem)

EVENT PLANNING AND MANAGEMENT

Unit I

Understand event- characteristics, classification of events, reason and need for events, Major event organizations- ICPB, CVB, ICCA. Introduction to MICE: components, TA's and TO's as MICE planners. Introduction of PCO

Unit II

Event Management & Planning – Introduction, Importance. Planning event – Determining the purpose of your event, What is the Goal of Your Event? Understanding Your Event's Audience – Need Analysis . Event Planning Process. Event Budgeting: Introduction & Importance. Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Analysis, Making the budget, Do's & Don'ts of budgeting. Expenditure and Revenue considerations of an event.

Unit III

Event Marketing- Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Product launches / PR events , Using media, Advertising campaigns , Road shows and marketing campaigns, e- marketing. Event Sponsorships – marketing through a event. Importance of sponsorship – for event organizer, for sponsor, Type of sponsorships.

Unit IV

Event Risk management – Introduction, Importance, Objective Of Risk Management, Types - Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks. The Risk Management Process Event Evaluation: its importance and problem areas, performance assessment indicators.

Unit V

Event Laws & permissions : Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society(IPRS), Phonographic Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor Waste Management & Green Events

Reference book/s

1. Robincon, P., Wale, D. & Dickson, G. (2010). *Events Management*
2. 'Ed'. London : CABI
3. 3rd Sem. G

4. Unit-1
5. Aircraft Familiarisation- types of aircraft, types of classes and its arrangement in different types of aircraft, facilities and amenities available for passengers and crews in different aircraft.
6. Unit-II
7. Inflight procedures of passenger handling- During boarding and exit of passenger, announcements during departure , emergency and arrival of aircraft. Handling the baggage of Passengers inside the flight. Handling passengers during emergency situations like emergency landing, bad weather,
8. Unit-III
9. First Aid- steps to be taken prior to delivering car during a medical emergency, Normal functions of human body, Manage breathing emergencies in adult, child and infant victims, manage soft tissues injuries and bleeding, variety of sudden illness and help the victims inside the aircraft.
10. Unit-IV
11. Inflight Leadership and coordination -who is a leader, leadership ethics and motivation, conflict management skill, self management skills. Leadership style needed inside the flight. Coordination with passengers and aircraft crews.
12. Unit VI
13. Case studies and practical-visits to airports and aircraft to gather information and practical classes.
14. *Shone, A. and Parry, B.(2008).Successful Event management(2e).
Canada: Cengage learning*
15. *Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd.*
16. *Wagen, L.V.D. and Carlos, B.R.(2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd.*

MTA (G) Electives (3rd Sem)

FLIGHT CABIN MANAGEMENT

Unit-1

Aircraft Familiarisation- types of aircraft, types of classes and its arrangement in different types of aircraft, facilities and amenities available for passengers and crews in different aircraft.

Unit-II

Inflight procedures of passenger handling- During boarding and exit of passenger, announcements during departure, emergency and arrival of aircraft. Handling the baggage of Passengers inside the flight. Handling passengers during emergency situations like emergency landing, bad weather,

Unit-III

First Aid- steps to be taken prior to delivering car during a medical emergency, Normal functions of human body, manage breathing emergencies in adult, child and infant victims, manage soft tissues injuries and bleeding, variety of sudden illness and help the victims inside the aircraft.

Unit-IV

Inflight Leadership and coordination -who is a leader, leadership ethics and motivation, conflict management skill, self-management skills. Leadership style needed inside the flight. Coordination with passengers and aircraft crews.

Unit-V

Case studies on different airlines: Air India, Indigo, SpiceJet, Vistara and practical visits to airports and aircraft to gather information and practical classes.

ELECTIVES

4th SEMESTER

A student must elect any three papers out of the following seven papers. All Papers are 4 credit and 100marks.

MTA (A) Electives (4th Sem)

TOURIST BEHAVIOUR

UNIT-I

Introduction to consumer behaviour, overview of the system. The sociological bases of consumer behaviour. Concept, importance & factors affecting of consumer behaviour. Models(of consumer behaviour(Nicosia model, wood side and Lysonski). Introduction to Indian outbound market.

UNIT-II

Examination of tourist types & their characteristics: activities. Opinions of these segments of tourism market; Consumer decision making process- Problem recognition, information search, alternative evaluation, purchase decision, post purchase evaluation.

UNIT-III

Factors influencing consumer behaviour in tourism: Internal & External factors; Diffusion & Innovation process. Consumer research, Managerial decision making based on consumer behaviour.

Theory & strategy of Extensive Problem Solving (EPS). Limited Problem Solving (LPS) & Routine Problem Solving (RPS); Market Research-Concept & process. Research design. Exploratory research & conclusive

research & causal research. Concept of measurement-Attitude measurement scales, Reliability & validity in measurement.

UNIT-IV

Typologies of tourist behavior: Typologies and their critique; marketing applications of typologies; tourism-specific market segment Tourism demand and markets: Global pattern of tourism demand; nature of demand in tourism market; consumer behaviour and markets in different sectors of tourism.

UNIT-V

Consumer Behaviour and Marketing: Marketing mix and tourist behavior; the emergence of new markets and changes in tourist demand; quality and tourist satisfaction; Trends. Host-guest interactions and their impacts: Physical, social, cultural, environmental; tourist guide interactions and their impacts.

REFERENCE BOOKS:

1. *Tourism, Principles & Practice*, Pitman London- Cooper C. Fletcher Jet. Al
2. *Tourism: Economical, Physical & Social Impacts-* Mathiesew A & Wall G., Longman, London
3. *Psychology of Leisure Travel*, CBI Publishing Co., Bostom Mass- Mayo E & Jaris L.
4. *Tourism System – An introductory Text-* Prentihall, London- Mill R.C. & Morrison A.M.
5. *Social Psychology of Tourist Behaviour*, Pergamon Press- Pearce PL.
6. *Consumer Behaviour & Marketing Action –* Kent Boston, Assael H.
7. *Consumer Behaviour-* Leon G. Schiffman & LL Kanul.
8. *Consumer Behaviour.-* Loudew/Dell Bitta

MTA (B) Electives (4th Sem)

COMPUTERIZED RESERVATION SYSTEM

Unit I

Introduction

- Flight availability
- Selling Air Segments
- Passenger Name records

Unit II

- Supplementary Data
- Modifying a PNR
- Fare Displays

Unit III

- Itinerary Pricing
- Issuing Tickets
- Advance Seat Assignments

Unit IV

- Queues
- Customer Profiles
- Reference Information

Unit V

- Hotel Reservation
- Car Rentals
- Miscellaneous Entries

N.B : The course is computer based laboratory work content and will provide the understanding the functions of CRS to book the tickets. This course is about booking of tickets through CRS and constructing airfares. The course will extend hands on training to standard CRS packages like Amadeus. This is an internal system based evaluation both in internal examination and end semester examination. Course with learners expected to do a system based laboratory work in the offline on any training CRS packages. The course teacher will conduct the examination in the laboratory using CRS package in the offline. The system will generate the marks/points as per the performance of the students. So the system generated marks can be equalised as per the course structure.

MTA (C) Electives (4th Sem)

MANAGEMENT OF ADVENTURE TOUR OPERATIONS

Unit I

Managing Adventure Tours: Major terms used in adventure activities (land, water and air). Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness etc). National and International Organizations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA etc), its code of conducts.

Unit II

Planning Adventure tourism Activities: Itinerary planning considerations for different durations (land, water and air); planning for safely and emergencies. Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of seven continents.

Unit III

Group management: Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, natural history of destination- ecology, climate, fauna and flora, land form features.

Unit IV

Food Plan: Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.

Unit V

Legal Liability and Risk Management: Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and controlling; risk mitigation; risk financing and insurance.

Reference book/s

Buckley, Ralf (2006). Adventure Tourisms, CABI International.

Malik, S.S.(1997). Adventure Tourism, New Delhi: Rahul Publishin.

Negi, J. (2001). Adventure Tourism and Sports-Part- I & II, New Delhi: Kanishka Publisers.

New Som, D., Moore, S.A., Dowling, R.K. (2004), Natural Area Tourism, New Delhi: Viva Books.

MTA (D) Electives (4th Sem)

ENTREPRENEURSHIP, STARTUP AND INCUBATION

Unit I

Introduction: Introduction to entrepreneurship; the tourism industry and business ideas; business strategy- understanding customers and analysing the competition. Functional Area Management; Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.

Unit II

Organisation and Business: Form of organisation and legal considerations; networking and collaboration; good business practices. Business Plan Development; Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning.

Unit III

Start-up opportunities: The new Industrial Revolution- The big idea- generate ideas with Brainstorming- Business start-up- Ideation- Venture Choices – The rise of the start-up Economy- The Six Forces of change- The start-up Equation- The Entrepreneurial Ecosystem- Entrepreneurship in India. Government Initiatives.

Unit IV

Startup Capital Requirements and Legal Environment : Identifying startup capital Resources requirements- estimating startup cash requirements- Develop financial assumptions- Constructing a Process Map- Positioning the venture in the value chain – Launch strategy to reduce risks – startup financing metrics- The Legal Environment- Approval for New Ventures- Taxes or duties payable for new ventures.

Unit-V

Start-up Survival and growth: Stages of growth in a new venture- growing with the market- Growing within the industry- Venture life patterns- Reasons for new venture failures-scaling ventures- preparing for change – Leadership succession. Support for growth and sustainability of the venture.

SUGGESTED BOOKS

1. Chowdhary, Nimit and Prakash, Monika. (2010). *Managing Small Tourism Business*, New Delhi: Matrix Publishers. (L)
2. Prakash, Monika and Chowdhary, Nimit (2010). *Starting a Tourism Company*, New Delhi: Matrix Publishers. (L)
3. Mohanty, Sangram Keshari (2005). *Fundamentals of Entrepreneurship*, New Delhi: Prentice Hall of India.
4. Sido-online. Portal of MSME, Government of India (www.smallindustryindia.com)
5. Scarborough, N.M. and Zimmer, T.W. (1996), *Effective Small Business Management*, 5/e, New York: Prentice Hall, Inc.
6. IGNOU MTM-8 (2005, Reprint). *Managing Entrepreneurship and Small Business in Tourism*

MTA (E) Electives (4th Sem)

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS

Unit I

Conceptual foundations of events: Major characteristics, Five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.

Unit II

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

Unit III

Events venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Unit IV

Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

Unit V

Incentive tours: Characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Waste Management & Green Events

REFERENCESS

Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall. (L)

Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar Publishers Inc. (L)

MTA (F) Electives (4th Sem)

FOREIGN LANGUAGE COURSE (FRENCH)

UNIT – I

Alphabets, Concept of Number and Gender, Days, Months, Time, Nationality and Profession. Self – introduction and Common expressions in French. Definite & Indefinite Articles. Introduction of verbs: Etre and Avoir and its uses. Verbs Aller and Venir and Contracted Articles. Quantitative and Qualitative adjectives, Colours, Prepositions.

UNIT – II

Possessive and Demonstrative adjectives. Regular and Irregular Verbs – its conjugation in Present tense. Affirmative, Negative and Interrogative Sentences.

UNIT III

Pronominal Verbs, Imperative Sentences and Partitive Articles. Terms related to Hotels & Tourism and forming conversations at hotel, airport etc.

UNIT – IV

Past Tense and Past Imperfect. Comparison of Part & Imperfect. Describing the situation in both the tenses. Future Tense.

UNIT – V

Comparative and Superlative degree, Pronouns, Conversational French using different expressions in different situations.

REFERENCE BOOKS:

- 1. A Votre service (Part – 1) Francais Pour L'hotellerie et le tourisme*
By Rajeshwari Chandrasekar, Rekha Hangal, Chitra Krishnan, Claude le Ninan, Asha Mokashi
- 2. French Made Easy – Hachette*
- 3. Sans Frontiers (Part – I) – Cle International*

MTA (G) Electives (4th Sem)

Food and beverage service

Unit-1

Origin and growth of catering

Establishments and its classifications- commercial, welfare, industrial, institutional, transport. Professionalism of Food and Beverage Staff.

Unit- II

Departmental Organization-specialty restaurants, coffee shops, Banquets, room service, cafeteria, grill rooms, nightclubs, Bar, outdoor catering, inflight catering.

Unit III

Different types of menu planning and service-continental, French, Thai, Mexican, Chinese, Indian traditional and ethnic dishes, Jain food and Muslim cuisine.

Unit-IV

Types of beverages and its service-nonalcoholic beverages; tea coffee, cold drinks. Alcoholic beverages; Beer, Wine, whiskey, Brandy, vodka, Rum, gin and other local alcohol

Unit-V

Food service equipment and its use- crockery, cutlery, glassware, linen. Use of different use and throw F & B equipments and its disposal regulations. Food and sanitation law.