

VIRTUAL COURSE IN MASTER OF TRAVEL & TOURISM MANAGEMENT

Two Year (Four Semesters) Degree Course

SYLLABUS

MTTM

Duration : Four Semesters (Two Years), Full Time Course.

Course Structure : The List of Papers offered during the programme shall be as under :-

MTTM- Semester I

Module No.	Title	Hours
101	Management Concepts	30
102	Tourism Concepts & Impacts	30
103	Information Technology	30
104	Accounting for Managers in Tourism	30
105	Travel Agency& Tour Operations Management	30
106	Self-Development & Interpersonal Skills	30

MTTM- Semester II

Module No.	Title	Hours
201	Geography for Tourism	30
202	Human Resource Management for Tourism	30
203	Financial Management	30
204	Tourism Resources of India	30
205	IT and E-Tourism	30
206	Language French-I	40

MTTM- Semester III

Module No.	Title	Hours
301	Tourism Marketing	30
302	Tourism Policy and Planning	30
303	Airline Ticketing	30
304	Research for Tourism	30
305	Tour Guiding& Escorting Skills	30
306	Language French-II	40

MTTM- Semester IV

Module No.	Title	Hours
401	Air Cargo Operations	30
402	Indian Culture and Society	30
403	MICE Tourism	30
404	Industrial Training & Project Report	

First Semester

MTTM 101- MANAGEMENT CONCEPTS

Objective: This Course introduces the learner to the basic concepts and principles of management and why it is important for a business including a tourism business. Faculty would use examples and cases from tourism industry to return home useful learning.

Course Contents:

Unit I	Management- Concept, Nature, Process and Functions, Management Levels, Managerial self's roles. The external environment, Social Responsibilities and ethics.
Unit II	Planning: Nature, Purpose, Types and Process. Management by Objectives- strategies and policies. Decision making process, tools and techniques. Decision making Models
Unit III	Organizing: Concept of organizing and organization. Line and Staff, Authority and responsibility, span of control, delegation, decentralization, conflict and co-ordination. Organizational structure and design.
Unit IV	Directing: Communication-Process, types, barriers and principles of effective communication.
Unit V	Controlling: Process, Methods and Techniques. Managing international business. MIS: Introduction, definition, status, framework of understanding and designing MIS.

Suggested Readings:

1. Essentials of Management - Harold Koontz and Heinz Weirich.
2. Principles and Practice of Management – L.M. Prasad

MTTM 102 – TOURISM CONCEPTS & PRINCIPLES

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

Course Contents:

Unit I	Introduction: What is Tourism? Definition and Concepts. Types of Tourists, Visitor, Traveller and Excursionist- Definition and differentiation. Tourism, recreation and leisure, their inter- relationships. Tourism Impacts: socio-cultural, economic, environmental impacts, EIA, ecotourism, sustainable tourism, ecotels, eco-resorts, theme parks.
Unit II	Accommodation: Concepts, types, linkages and significance with relation to tourism, emerging dimensions of accommodations of accommodation industry- heritage hotels, motels and resort properties, time share establishments. Hotel and Hoteliering: origin and growth, classification, registration and gradation of hotels. Organizational structure, functions and responsibilities of the various departments of standard hotel/ other catering outlets, viz, bars, restaurants, fast food centers, in flight catering
Unit III	Types and Forms of Tourism: Inter-regional and Intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Typology and Forms of Tourism: Religious, Historical, Social, Adventure, health, business conferences, conventions, incentives, sports and adventure, senior tourism. Special interest tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR, Tribal tourism.
Unit IV	Tourist Transportation: Air Transportation: The Airline industry present policies, practices. Functioning of Indian carriers, Air Corporation Act. Air Charters. Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits. Rail Transport: Major Railway Systems of the world (Euro Rail and AMTRAK), General Information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains, Indrail Pass. Water Transport: Historical Past, cruise ships, ferries, hovercrafts, river and camel boats, Fly-cruise
Unit V	International Tourism Organization: Origin, Location, and Functions of WTO, IATA, PATA, UFTAA ,ICAO, FHRAI,ITDC, IATO, HRACC.

Suggested Readings:

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

MTTM 103 – INFORMATION TECHNOLOGY

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

Course Contents:

Unit I	Adoption & Impact as tourism and travel, value creation, IT applications.
Unit II	MS office, Libra office, Spread sheet and presentation using this tools. Advance excel (consolidate, pivot table, sorting & grouping.
Unit III	Computer Networking Concepts, Information Systems, CRS for Airlines, Study of different packages viz. Amadeus, Galileo, Saber etc. (any one package available)
Unit IV	General CRSs: Technology Functions, CRS for Airlines, Passenger Name Record (PNR), Railway Reservation System.
Unit V	Ticket and document issuance, Auxiliary services, reference information, car booking, hotel booking, different CRS used in hotel.

Suggested Readings:

Introduction to Information Technology by [V. Rajaraman](#)

Advance excel in 8 hrs by Azimuddin khan

MTTM 104 – ACCOUNTING FOR MANAGERS IN TOURISM

Objective: This course introduces the learner to the basic concepts of accounting and why it is important for a business including a tourism business. Faculty would use examples and cases from tourism industry to return home useful learning.

Course Contents:

Unit I	Introduction Nature & objective, Concepts, Conventions & principles of accounting, Double Entry Systems.
Unit II	Accounting Cycle Journal, ledger, Cash Book & Trial Balance, Final accounts & Adjustments with reference to hotel industry.
Unit III	Fund flow statement & ratio analysis Techniques of financial analysis- Cash flow, Accounting standard & Ratio Analysis.
Unit IV	Cost Behaviour Managerial costing, Marginal costing & Basic concepts.
Unit V	Budgeting & Budgetary control Budgetary control- meaning, scope, function, types of budgets-cash budget, flexible budget(only). Preliminary knowledge about GST applicable to Travel and Tourism industry

Suggested Readings:

1. Chandra Prasanna,- Finance for Non-finance Executives. New Delhi: Tata McGraw Hill.
2. Kotas Richard, - Management Accounting for Hospitality and Tourism, 3/e. New Delhi: Shroff/ Thompson Learning.
3. Shah, Paresh. - Basic Financial Accounting for Managment. New Delhi: Oxford High Education.
4. Anthony, Robert, N., et al. – Accounting- texts and Cases. New Delhi: Tata McGraw Hill.

MTTM 105 – TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT

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

Course Contents:

Unit I	Travel Formalities: Travel formalities: VISA, Passport, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Travel agency and Tour operation business: History Growth and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segment of tourism sector
Unit II	Approval of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of Travel Agency, Approval by Airlines and Railways.
Unit III	Functions of Travel Agent: Understanding the functions of Travel Agency- travel information and counseling to the tourist, itinerary preparation, reservation, ticketing, preparation and marketing to Tour Packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in itinerary preparation
Unit IV	Function of Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of itineraries tour operation and Post tour Management. Sources of Income for tour operation
Unit V	Public and Private Sector in Travel Agency Business and Tour Operation Business: Organizational Structure and Various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators- an overview, National Trade Associations: IATO and TAAI

Suggested Readings:

1. Holloway, J.C. – The Business of Tourism, McDonald and Evans, Plymouth.
2. SyrrattGwenda – Manual of Travel Agency Practice, Butterworth Heinmann, London.
3. Stevens Laurence – Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
4. Chand, Mohinder - Travel Agency Management, Anmol Publications.
5. Seth, P.N. – Successful Tourism Management Vol. 1& 2, Sterling Publications, Delhi.

MTTM 106 – SELF DEVELOPMENT AND INTERPERSONAL SKILLS

Objective: Interpersonal Skills are a key to tourism industry especially for those who will operate in the front office. This course is designed to hone interpersonal skills of learners through series of classroom exercises, simulation etc.

Course Contents:

Unit I	English language Skills: basic grammar- sentence structures and common errors; vocabulary building; word power; pronunciation; reading comprehension; corporate dress code; value system; self esteem, building of self confidence; practice speaking in English
Unit II	Basic communication skills: listening and speaking skills, merits of being a good listener and observation, barriers, phonetics-pitch, tone, intonation, clarity of speech; public speaking activities; -jam, debates, elocution, etc; different kinds of conversations; role play (situational)
Unit III	Personality Grooming; body language, gesture and postures, dressing up for the occasion; business etiquettes, corporate etiquette, telephone etiquette, body language- assessment of postures and gestures, eye contact, hand movements etc.
Unit IV	Group Discussions- structure of GD , kinds of GDs, strategies in GD, teamwork, mock GD; interview- types of interview, formal and informal interviews-ambience and polemics, interviewing in different settings and for different purposes, required key skills mock interview, developing resumes.
Unit V	Presentation Skills: elements of effective presentation, presentation tools, structure of a presentation, audience analysis, body language, voice modulation. Power-point presentation skills. Time management, stress management

Suggested Readings:

1. Barker , A – improve your communication skills. New Delhi :Kongan Page India Pvt Ltd.
2. Seely, John – The Oxford guide to writing and speaking. New Delhi : Oxford University Press.
3. Bostwick Burdette E. – Resume writing. New York: John Wiley & Sons.

Second Semester

MTTM 201 – GEOGRAPHY FOR TOURISM

Objective: This course explores the basic components of geography in relation with tourism.

Course Contents:

Unit I	Fundamentals of Geography, importance of geography in tourism, climatic variations, climatic regions of the world, study of maps, longitude & latitude, international date line, time variations, time difference
Unit II	Indian Geography, physical and political features of Indian Subcontinents. Climatic conditions prevailing in India, Tourism attractions in different states and territories of India.
Unit III	Tourism Resources in Asia & Asia Pacific: Understanding the Middle East, South-east Asia, Asia pacific on the basis of physical tourism resources, man-made tourism resources, symbiotic tourism resources geography, tourist attractions, understanding the Nature of destinations & their tourism products.
Unit IV	Tourism Resources in America: Understanding the North, South and Central America & Latin America on the basis of physical tourism resources, man-made tourism resources, symbiotic tourism resources geography, tourist attractions, understanding the Nature of destinations & their tourism products.
Unit V	Exercises on basic concepts of maps latitude, longitude, international date line, calculation of time, IST (Indian Standard Time), GMT (Greenwich Mean Time) scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector.

Suggested Readings:

1. Hall, CM and Page, SJ. - The Geography of Tourism and Recreation, Routledge
2. Sinha, P.C.- Tourism Geography , Anmol Publication.
3. Dixit, M. Tourism geography and Trends, Royal Publicaion.
4. Intenational Atlas, penguin publication and DK Publications

MTTM 202 – HUMAN RESOURCE MANAGEMENT IN TOURISM

Objective: This course is about managing human resources for tourism organisations. It also addresses the bigger issue of supply of trained manpower for the industry while bring to discussion the principles and practices of developing the human resource within the tourism company.

Course Contents:

Unit I	Introduction: Human Resource Management- introduction, nature and scope; Context of HRM, Strategic HRM.
Unit II	Human resource planning: approaches; strategic-planning; concepts of cultural fit; HRM forecasting techniques.
Unit III	HRM process: Introduction, process in tourism, job analysis, job design; recruitment and selection, induction; training and development.
Unit IV	Performance management; concept; performance appraisal-concepts and techniques; challenges in performance management and measurement; balanced scorecard approach.
Unit V	Industrial relations and legal aspects: IR concepts; legal aspects of HRM; role of ethics; Future trends in HRM, Basic knowledge about allowances under the head 'Salaries' of income tax act 1961.

Suggested Readings:

1. Ross, Darren Lee and Pryce, Josephine. Human Resources and Tourism. London : channel view publications
2. Nickson, Dennis. Human Resource Management for Hospitality and Tourism Industries.
3. Riley, M. Human Resource Management in the Hospitality and Tourism Industry.
4. Dessler, Gary. Human Resource Management.

MTTM 203 – FINANCIAL MANAGEMENT

Objective: The Students will get to know about the financial functions of the company.

Course Contents:

Unit I	INTRODUCTION Concept of finance function, types of financial decisions, Importance, Objective, Organization & responsibilities of finance function. Role & status of financial executives in organization structure.
Unit II	Patterns of funds requirements Short,middle & long term financial planning, Capitalization, Types of Securities & their definitions, Risk &Return – Basic introduction.
Unit III	Capital Structure planning Approaches to capital structure objectives & determinants of optimum capital structure, Cost of Capital, Operating & financial leverage analysis.
Unit IV	Capital Budgeting Process & methods of ranking, investment proposal management of corporate debt capacity, dividend decisions & dividend policy.
Unit V	Working capital management Concepts of working capital, Management of inventory & Accounts Receivable, tools for analysis of working capital.

Suggested Readings:

1. Chand, M.- Travel Agency Management: An Introductory Text
2. Seth,P.N.- Successful Tourism Management.
3. Travel operation: South Asia Integrated Tourism Human Resource.
4. Development Programme (SAITHRDP).
5. Tour Guiding: SAITHRDP

MTTM 204 – TOURISM RESOURCES OF INDIA

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

Course Contents:

Unit I	<p>Tourism Products: Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, Natural Resources: Wildlife Sanctuaries, National Parks, and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sactuary, Valley of Flowers, Kanha, Kaziranga, SasanGir, Dachigam, Ranthambhore and Keoladev Ghana)</p> <p>Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty.</p> <p>Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar and Lakshdweep Islands.</p>
Unit II	<p>Popular Tourist Resources- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark, and FatehpurSikri.</p> <p>Monuments: QutubMinar, Atala Mosque (Jaunpur), Kirtistambh(Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), TajMahal, Golden Temple (Amritsar) TajMahal, Golden Temple (Amritsar), HawaMahal (Jaipur), Bara Imambara (Lucknow).</p>
Unit III	<p>Pilgrimage Destinations: Hindu- CharoDhamYatra, JyotirlingaYatra, Devi YatraVindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi. Kasha, Prayag, Gaya, Ayodhya, Mathura- Vrindavan, Allahbad, Ujjain, Haridwar, Nasik, Gangasagar.</p> <p>Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Shravasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.</p> <p>Jain: Kashi,Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana.</p> <p>Muslim: Ajmer Sharif, Nizamuddin (Delhi), FatehpurSikri and some important Mazars.</p> <p>Sikh: Patna, Nanded, Guru-ka-tal(Agra), Amritsar</p>

Unit IV	Fairs and Festivals: Kumbha, Pushkar, sonapur, Dadari, Tarnetar, Chhatha, Pongal/ Makar-Sankranti, Baisakhi, MeenakshiKalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, KartikPurnima (DevDeepawali, Guru Purb), Dusshera, Rathayatra, Nag Nathaiya(varanasi) Barawafat, Id-ul-fitr, Easter, Chirstmas Carnival (Goa), BurhawaMangal (Varanasi), Ganga Mahotsav, TajMahotsav, KhajurahoMahotsav and Desert Festival.
Unit V	Handicrafts and Handlooms, History of Dance Styles and main Gharanas of North Indian Music. History of drama in India and its Present Scenario.

Suggested Readings:

1. Gupta Sp, Lal, K, Bhattacharya, M. – Cultural Tourism in India.
2. Dixit, M and Shela C. – Tourism Products.
3. Oki Morihiro, Fairs and Festivals, World Friendship Association.
4. Mitra, Devla, Buddhist Architecture, Calcutta.
5. Mitchell George, Monuments of India, Vol. I. London.
6. Davis Philip, Monuments of India, Vol. II. London.
7. GrewalBikram: Indian Wildlife
8. Hawkins, R.E., encyclopedia of Indian Natural History.

MTTM 205 –E-TOURISM

Objective: This course explores the possibilities of using IT to leverage tourism at a destination or for individual companies.

Course Contents:

Unit I	Introduction to e-tourism- Historical development- Electronic technologies for data processing and communication- Hardware and Software- Strategic, tactical, and operational use of IT in tourism.
Unit II	E-commerce- Starting an e-business- E-marketing of tourism productsTypologies of e-tourism- Business models in the wired economy, B2B, B2C, OTA
Unit III	What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages Practical of CRS.
Unit IV	MIS : Organizational Theory and systems approach to MIS ,Conceptual Design phase of MIS, Detail design of MIS, Implementation phase ,Quality Assurance and Control, Management Knowledge system, Cloud technology CRM.
Unit V	Social networking : Meaning, importance and its impacts on tourism business, concept of digital tourism, website creation, hosting, digital marketing, social media marketing.

Suggested Readings:

1. Buhalis, Dimitrios – E-Tourism. New Delhi: Prentice Hall/Financial Times.
2. Sheldon, Pauline, J. – Tourism Information Technology. Oxon/New York: CABI Publishing.
3. Egger, R and Buhalis .D. – E-Tourism Case studies : Management and Marketing issues in E-Tourism. Burlington : Butterworth-Heinemann.

Third Semester

MTTM 302 – TOURISM POLICY AND PLANNING

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

Course Contents:

Unit I	Introduction: Concept of policy, Formulation Tourism policy, Role of government, public and private sector, Role of international multinational, state and local tourism originations in carrying out tourism policies.
Unit II	Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1990: Special Tourism Area Development Programme. The concept of National Tourism Board, National committee on Tourism, Case Study of tourism policies of a few sates (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh) Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding
Unit III	Understanding Tourism Planning: Conceptual meaning of tourism planning, Evaluation of tourism planning, General concepts of Planning, Levels and types of tourism planning, Private sectors role in tourism development.
Unit IV	Tourism planning process: background approach and planning, feasibility study, tourism master plan; Analysis of an individual Tourism Project (development of the Buddhist Circuit)
Unit V	International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

Suggested Readings:

1. New Inskip, Edward, and Tourism Planning: an integrated and sustainable Development approaches (1991) VNR, New York.
2. Ashworth, G.J. (2000), the Tourism Historic City. Retrospect and Prospect of managing the heritage city, pergamon, oxford
3. Dept.of tourism, GOI investment opportunities in tourism (Brochure)
4. Sharma, J.k. (2000), Tourism Development, Design for ecological sustainability, Kaniska publication, New Delhi.

MTTM 303 – AIRLINE TICKETING

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

Course Contents:

Unit I	Aviation Geography: Time Difference, Flight Time, Elapse Time, Division of World by IATA, OAG (ABC) Book Familiarization, Important Airlines, Airport Of World, Minimum connecting time, Coding & Decoding Of country, City, Airport, Airline, Domestic Ticketing.
Unit II	Global Indicators, International Sales Indicators. Practice Itinerary Planning, Passengers Documentation/Travel Formalities (TIM), Familiarization of Air Traffic.
Unit III	Introduction to fare construction, Mileage Principal, Fare Construction With Extra Mileage Allowance (EMA) & Extra Mileage Principle, Highest Intermediates Point(HIP), Circle Trip, Minimum (CTM), Back-Haul Check, Add-ons.
Unit IV	General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares (Excursion, Students & Seaman), Passenger Ticket & Baggage check (With Issuance of ticket with itineraries _ one way (OW), Return (RT), Circle Trip (CT), Mixed Class Special Fares, Passengers Expenses en routes, credit cards, universal air travel plan (UATP), Baggage Rules.
Unit V	Hands on practice of the ticketing procedure in software.

Suggested Readings:

1. Singh Kultar(2007). Quantitative Social Research Methods. New Delhi: Sage Publication.
2. Walliman, Nicholas(2006). Social Research Methods. New Delhi: Sage publications.
3. Brunt, P. (1007). Market Research in Travel and Tourism. UK: Butterworth-Heinmann. (L)

MTTM 304 – RESEARCH FOR TOURISM

Objective: The purpose of this course is to enable learner's conduct learning in managing business research. This course will introduce the learners to the concepts of research, introduce them to tools and examine some elementary statistical concepts. Having completed this course, learners can use research to write end of the programme technical essays. There will be inputs on MS Excel.

Course Contents:

Unit I	Foundation of Research: Scientific method; research and theory; business research; types and methods of research. Preparing for research: Review of literature; planning for research- variables and measurement, hypothesis, concepts and constructs.
Unit II	Doing research: Sampling; definitions, types and their importance; type of sampling designs; characteristics of different types of samples designs; sampling size and its determination.
Unit III	Data collection: methods of data collection; tools of data collection including construction of schedules and questionnaires, scales; field-work.
Unit IV	Tools: Processing and analysis of data; hypothesis testing; introduction to some common statistical tools used in business research (t-test, ANOVA, Chi-square test)
Unit V	Multivariate tools: Introduction to multivariate techniques; basic idea about-Factor Analysis, Cluster Analysis, Discriminate Analysis, Con joint Analysis; (only basic idea).

Suggested Readings:

1. Singh Kultar(2007). Quantitative Social Research Methods. New Delhi: Sage Publication.
2. Walliman, Nicholas(2006). Social Research Methods. New Delhi: Sage publications.
3. Brunt, P. (1007). Market Research in Travel and Tourism. UK: Butterworth-Heinmann. (L)

MTTM 305 – TOUR GUIDING & ESCORTING SKILLS

Objective: This module is prescribed to train students in various guiding skills and is useful for those who may like to join tour operation or interested to perform independent guiding work.

Course Contents:

Unit I	The Tour Guide – Meaning, Historical Overview, Profiles of today’s Tour Guides, The characteristics of business of Guiding, Cohen’s pathfinder & Mentor, Tildon & The roots of interpretation, Different roles of Tour Guides, setting up the Guiding business, Education of Tour Guide, Training & Certification
Unit II	The Guides personality, Moment of Truth, The service Cycle Receiving and seeing off the visitors transferring the visitors to Accommodation Unit Meeting the participants for sightseeing caring for customers, Leaving the departure point, Leading a Tour Group, Using different forms of Transport
Unit III	Conducting city Tour, A local Guide Should know, Interpreting different themes nature, history, art, Incidental interpretation, Visiting Museum and Culture Center, conducting Rural Tour, Conducting Specialized Tours
Unit IV	Giving a commentary, Creating Memorable interpretations, Answering Questions, Handing Clients Complaints, Conducting a Tour
Unit V	Tour Guide’s code of conduct- seven signs of Tour Guide, Travel Legislations, and Establishing Good Security Measures, Giving First Aid & Responding to Emergencies, Dealing with emergencies

Suggested Readings:

1. Goddy B. & Parkin I., Urban Interpretation: Vol. 1, Issues and Settings; Vol. 2 Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991.
2. Pond K.L., The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.
3. Trade wings Manual for Personality Development.

MTTM 301 – Tourism Marketing

Objective: This course explores the possibilities of Marketing concepts to leverage tourism at a destination or for individual companies.

Course Contents:

Unit I	Marketing: Core concepts in marketing; Need Wants, Demands, Products, Markets, Marketing management philosophies- production, Product. Selling, Marketing and societal perspectives importance of marketing, Future of Marketing.
Unit II	Tourism Marketing: Service characteristics of tourism. Unique features of tourist demand and tourism product, marketing mix& tourism marketing mix Analysis and selection of market: Measuring and forecasting tourism demand; forecasting methods, Managing capacity and demand. Developing marketing environment.-Types, Linking environmental factors; Environmental scanning- SWOT.
Unit III	Consumer Market & Consumer buying behavior Market segmentation, targeting & Positioning, Tourism market mix, Designing & managing products. New product development &Product life cycle.
Unit IV	Planning Marketing programs’: Product and product strategies; Product line, Product mix, Branding and packaging Pricing: considerations, Approaches and strategies, Distribution channels and strategies.
Unit V	Managing Hospitality & Tourism marketing- Electronic marketing.- internet marketing, Data base marketing & Direct marketing, Destination marketing, Developing marketing plan.

Suggested Readings:

1. Marketing for Hospitality and Tourism: Philip Kotler, Maken et al.
2. Marketing in Travel and Tourism: Victor,T.C, Middleton.
3. Marketing for Tourism:Christopher Holloway & Robinson

Fourth Semester

MTTM 401 – AIR CARGO OPERATIONS

Objective: The module helps to understand the work procedure at the cargo section of airports and will help to be aware of the various rules regarding baggage handling and cargo acceptance.

Course Contents:

Unit I	Introduction to Cargo Management- Cargo History, Concepts and common terms used in cargo handling, Rules governing acceptance of cargo. Cargo rating – Familiarization of cargo tariffs. Rounding off of the weight/ Dimensions/ currencies. Chargeable weight rating- specific commodity rates, class rates, general cargo rates, valuation charges.
Unit II	Introduction to Air Cargo- Air cargo terminology, IATA cargo agent and agency operation. ABC air cargo guidebook air cargo guides. TACT rules, TACT tariff etc. Cargo Booking Acceptance; acceptance of special cargo. IATA dangerous goods regulation. Perishable cargo, valuable cargo, baggage shipped as cargo, human remains, lifesaving drugs, live animal regulations. Restrictions in acceptance of cargo. Identification of cargo.
Unit III	Documents in Air Cargo- Airway Bill: The function and completion of the Airway Bills, Labeling and Marking of Packages. Cargo manifesto, Documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. SMTP, IGM, SOB, LOC, FCL.
Unit IV	Cargo Handling- Handling Cargo. Cargo capacity of Air. Cargo needing special attention. Introduction to dangerous goods regulations, Some important Cargo companies.
Unit V	Export, Insurance & Finance- Cargo Liability & Insurance, Foreign Trade License Activity, Export-Import Documentation.

Suggested Readings:

1. ABC Worldwide Airways Guide (Red & Blue).
2. Air Tariff Book 1, Worldwide Fares.
3. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
4. Air Tariff Book 1, Worldwide Maximum Permitted Mileage.
5. Travel Information Manual (TIM).
6. IATA Ticketing Hand Book.
7. The Air Cargo Tariff (TACT).

MTTM 402 – INDIAN CULTURE AND SOCIETY

Objective: The module helps the students to understand our Indian society and culture. They will be able to analyze the changes occurred from traditional Indian Society

Course Contents:

Unit I	Genesis of Indian Society: Aryan stereotype and other elements. Structure of Indian society: Hindu social organization- Varna, Castes, Lineage and Clan. Hindu marriage: types, sanctioned and unsanctioned, inter-caste, widow remarriage, Sati. Education: Gurukul, math, pathshala.
Unit II	Hindu Concepts and way of Life: Ashramas, Purushartha, Sanskaras, panchmahavrata; hindu religion: deities and rituals; changes in traditional philosophy and outlook: vedic, upanishadic, bhakti, puranic and vedantic, shada-darshan.
Unit III	Buddhism: concepts and philosophy of life, communities, Buddhist monasteries and universities. Jainism: concepts and philosophy of life, communities. Tribal Society: A brief survey
Unit IV	Islamic religion and society: sects, communities and classes, way of life. Christian religion and society: sects, communities and classes, way of life. Sikh religion and society: sects, communities and classes, way of life.
Unit V	Modernization of Indian Tradition: factors of modernization; education and social reasons, political and economic reasons. Spheres of modernization: marriage, family, castes and lifestyles.

Suggested Readings:

1. Basham, A.L. – The wonder that was India-I.
2. Ghurye, G.S. – Caste and race in India
3. Kosambi, D.D. – The culture and civilization of ancient India.
4. Pandey, Rajbali – The Hindu Sanskaras.
5. Rizvi, S.A.A. - The wonder that was India-II
6. Srinivas, M.N. – Social change in Modern India.

MTTM 403 – MICE TOURISM

Objective:

1. To apprise the students about the utility of event business and the role of event planners in making any event a success.

Course Contents:

Unit I	Event Management: Concept, Size of events, Types of Events, Event Planning Need of event management, Pre & Post Event Activities. Role of events for promotion of tourism, Case studies of some events SATTE, TTM & OTF
Unit II	Concept of MICE: Introduction of meetings, incentives, conference/conventions, and exhibitions. Components and structure of the MICE Industry. Factors for Increasing Demand for MICE market in India. The impacts of MICE on local and national economy.
Unit III	Management of Conference at Site, Trade shows and Exhibitions, Principal purpose, Types of shows, benefits, Major participants, organization and membership, Evaluation of attendees, Protocols, Convention/exhibition facilities; Venue management, Project Planning and Development-Feasibility Study, Event Phases Analysis: Pre-During-Post Management, Staffing, Legal Compliances: NOCs, Emergency planning, Crowd Management, Environmental Norms
Unit IV	Budgeting a Conference & Exhibition: Sponsorship Technology Applications in MICE: Computer Graphics & Multi Media, Tele & Videoconferencing.
Unit V	International Congress & Convention Association (ICCA), Roles and function of ICPB. Overview of MICE Markets, India as a MICE Destination, MICE Market Challenges, Recent trends MICE in worldwide

Suggested Readings:

1. Chowdhary, Nimit and Prakash, Monika – Managing small town business, New Delhi: Matrix publishers.
2. Prakash, Monika and Chowdhary, Nimit – Starting a Tourism Company, New Delhi: Matrix publishers.
3. Monhanty, Sangram Keshari – Fundamentals of Entrepreneurship, New Delhi Prentice hall of India.
4. Scarborough, N.M. and Zimmer, T.W. – Effective Small Business Management, New York Prentice hall.