



Department of Tourism and Travel Management
School of Business Studies
Central University of Jammu

MBA (TOURISM AND TRAVEL MANAGEMENT)
Course Matrix

Third Semester			
Course Code	Course Title	Credit	Total
(CORE COURSES)			
PGTTM 3C001T	Tourism Entrepreneurship and Venture Creation	4	100
PGTTM 3C002T	Inbound Operation Management	4	100
PGTTM 3C003T	Outbound Operation Management	4	100
PGTTM 3C007T	Tourism Immersion and Leadership Development Programme (TILDP)	4	100
PGTTM3C005S	Summer Tanning Report- Presentation and Evaluation	4	100
FOUNDATION/ ELECTIVE / SKILL BASED (ANY 02)			
PGTTM 3F001T	Event Management	2	50
PGTTM 3F002T	Aviation Management	2	50
PGTTM3F003T	Adventure Tourism Management	2	50
PGTTM 3F004T	Cross-Cultural Management in Tourism	2	50
PGTTM 3F005T	Tourism Product Designing & Development	2	50
INTERDISCIPLINARY COURSE(S)			
PGTTM 3I001T	Principles and Practices of Tourism	4	100
PGTTM 3I002T	Tourism Products of India	4	100
TOTAL CREDITS / MARKS		28	700
MOOC available on SWAYAM/NPTEL			

Course Code	PGTTM3C001T
Course Title	Tourism Entrepreneurship and Venture Creation
Course Credit	04
Total Marks	100
Course Objectives	<p>The major emphasis of the course will be on creating a learning system through which MBA (TTM) students can acquaint themselves with in-depth appraisal of topics in the Entrepreneurship & New Venture Creation and special challenges of starting new ventures and introducing new product and service ideas in tourism and allied sectors.</p> <ul style="list-style-type: none"> ▪ To instill a spirit of entrepreneurship among the students participants. ▪ To provide a holistic overview on the competence needed to become an entrepreneur. ▪ To develop necessary knowledge and entrepreneurial skills among the students. ▪ To give insight into starting new venture in tourism and allied sectors.
UNIT-1	<p>Entrepreneurship- Theory & Practice:</p> <ul style="list-style-type: none"> ▪ The concept of entrepreneurship ▪ Theories of Entrepreneurship ▪ The entrepreneur : Definition and concept ▪ Classification of entrepreneurs ▪ Entrepreneurial competencies ▪ Characteristics of entrepreneurs ▪ Role of entrepreneurship in nation building ▪ Social Entrepreneurship: Concept and Case of Ashoka Innovators for the Public
UNIT-2	<p>New Venture Creation-Exploring Tourism Business Opportunities:</p> <ul style="list-style-type: none"> ▪ Creativity, Innovation and Entrepreneurship ▪ Innovation-driven Entrepreneurship: Putting India in the Global Map ▪ Understanding Business Incubation ▪ Role of R & D and University/institutions in creating new venture ▪ Tourism Industry & SMTEs perspectives ▪ Tourism-related business opportunities ▪ Tourism Industry Verticals ▪ Developing Entrepreneurial Marketing: Networks and collaboration • Financial support for new venture creation-Role of banks, Venture Capital, Angel funding etc.
UNIT-3	<p>New Venture Creation-Feasibility Study and Business Plan</p> <ul style="list-style-type: none"> ▪ Feasibility study: Testing your business Ideas ▪ Feasibility study: advantages/disadvantages ▪ Purpose of feasibility study ▪ Components of feasibility study: Market feasibility Production/Technical feasibility, Financial feasibility and Organizational/ Management feasibility <p>Business Plan-The Roadmap to Success:</p> <ul style="list-style-type: none"> ▪ Definition ▪ Principles of planning ▪ Purpose ▪ Importance of business planning ▪ Components of business plan ▪ Format of a Business Plan ▪ Project Proposal for Tourism Business Verticals (e.g. SMTEs, CBTEs and STEs, etc.)
UNIT-4	<p>Government Policies and Initiatives:</p> <ul style="list-style-type: none"> ▪ Policy Framework of Ministry of Skill Development & Entrepreneurship ▪ National Policy on Skill Development & Entrepreneurship-2015 ▪ Ease of Doing Business- Central Government Initiatives ▪ Make In India and Start-ups India etc. ▪ Business Support Organizations/Institutions (NSTEDB, NIF, NIESBUD, EDII, IIE, JKEDI etc.).
Unit-5	<p>Setting up a Tourism MSMEs:</p> <ul style="list-style-type: none"> ▪ Micro, Small, Medium Enterprises Development (MSMED) Act. ▪ Location of enterprises ▪ Factors influencing the location of projects ▪ Steps for starting a MSMEs ▪ Selection of types of ownership organization ▪ Guidelines for selected Tourism Enterprise (e.g., Bed and Breakfast, Guest House, Restaurant (Stand alone), Domestic Tour Operator, Travel Agency, Tourist Transport Operator, etc.).

<p>Reading References</p>	<ul style="list-style-type: none"> • Anil K. Lal and Ronald W. Clement (2005). Economic development in india: the role of individual enterprise (and entrepreneurial spirit), Asia-Pacific Development Journal, Vol (12), No (2), 1-39. • Atu Bagus Wiguna and Asfi Manzilati(2014).Social Entrepreneurship and Socio entrepreneurship: A Study with Economic and Social Perspective. Procedia - Social and Behavioral Sciences 115 (2014) 12 – 18. • Alison Morrison, Mike Rimmington and Claire Williams (1999). Entrepreneurship in the Hospitality Tourism and Leisure Industries. Elsevier Ltd. • Chowdhary, N & Prakash, M (2010). Managing A Small Tourism Business, Matrix Publication, New Delhi • Danilo L, Fonollera (2009). Feasibility Study, Project Proposal and Business Plan, Western Midanao state University, Philippines. • Developing Ecosystem for Knowledge to Wealth Creation, National Science & Technology Entrepreneurship Development Board (NSTEDB) Department of Science & Technology. • Entrepreneurship: New Venture Creation by David H. Holt. • Mihai Lisetchi and Laura Brancu(2014). Procedia - Social and Behavioral Sciences 124 (2014), 87 – 92. • Michael Morris (2011). Starting a Successful Business. Koganpage • The effect of entrepreneurship on national economic growth: an analysis using the GEM database. • Vasant Desai (2014).The Dynamics of Entrepreneurial Development & Management. Himalaya Publication House. • W. Zhao et al.(2011). Social capital and tourism entrepreneurship, Annals of Tourism Research 38 (2011), 1570–1593.
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COURSE CODE:	PGTMM3C002T
COURSE TITLE:	Inbound Operations Management
COURSE CREDIT:	04
TOTAL MARKS:	100
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To comprehend the planning and execution of the inbound tourism operations in the most efficient and effective manner whilst ensuring the utmost level of professionalism. • To make students aware of the competencies which are expected of them as inbound tourism professionals by the tourism industry. • To create awareness about the various famous destinations of inbound tourism. • To create awareness about the most promoted itineraries for the inbound tourists by the top tour operator organizations. • To make students aware of the present inbound tourism scenario and the formalities required in the execution process. • To develop the skills of working on the software of Computerised Reservation System and Global Distribution System.
UNIT-I	Inbound Tourism Process: Definition / Meaning of inbound tourism, Importance of Networks; B2B and B2C, Source Markets of inbound tourism, Marketing Initiatives, Booking and Execution, Inbound tourism scenario in India, Challenges and opportunities in Inbound Tourism, Importance of Inbound Tourism to India. Trade Fairs & Exhibitions (SATTE, GITB and others)
UNIT-II	<p>Mega Inbound Tourism Circuits: Golden Triangle of India, Golden Triangle of Odisha, Buddhist Circuits of India, Jainism Circuits of India, Char Dhams of India, etc.</p> <p>Assam: National Park Mega Circuit National Park Mega Circuit covering Manas, Orang, Nameri, Kaziranga, Jorhat, Sibsagar & Majouli</p> <p>Bihar: Bodhgaya-Rajgir-Nalanda- Circuit</p> <p>Goa: Churches of Goa</p> <p>Gujarat: Dwarka-Nageshwar-Bet Dwarka Circuit</p> <p>Uttarakhand: Haridwar-Rishikesh-Munikireti Circuit, Char Dhams of Uttarakhand. Internationally attractive circuits of Ladakh, Kerala and Karnataka</p>
UNIT-III	<p>Itinerary Analysis of the Top Four Operators:</p> <ul style="list-style-type: none"> ○ Cox & Kings ○ Le Passage to India ○ Thomas Cook ○ Kuoni ○ Online Travel Agencies (OTAs) ○ Others <p>Comparative study of the old and established trade organizations with the upcoming trade organizations like Holiday Links Pvt. Ltd and others</p> <p>General information about Indian Railways, Types of rail tours in India, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc., Ind-rail Pass. Comparison.</p>
UNIT-IV	Inbound Tourism Scenario and Formalities: Inbound tourism statistics, VOA (Visa on arrival) to different countries and its formalities, Regulations for NRI/Indian Diaspora, characteristics of best itinerary, feasibility check of an itinerary, useful linkages with hotels, transportation and excursion points, procedure of introducing new itineraries and problems involved in it, Knowledge of seasonality, special rates, price undercutting in tourism and its remedies for successful business exchange programs, decision of percentage mark ups, costing as the marketing tool. Special Permit Zones / Innerline Permit Zones, Guides and Tour Escorts, Traditional and Uprising Motivations of Inbound tourists
UNIT-V	Nesting of the Tourism Trainees: Induction, Organization Culture (Cases of leading travel houses), Competencies expected: Networking ability, amicability, techno savvy, initiative, confident, time management, analytic skills, written and verbal communication skills, etc. First hand information retrieval from the industry people in the local area regarding what is expected from a tourism professional. Practical exposure to the working of software's of CRS and GDS
REFERENCES	<ul style="list-style-type: none"> • <i>Tourism Products of India</i> by Manoj Dixit and Charu Sheela • <i>Lonely Planet: India</i>

COURSE CODE:	PGTTM3C003T
COURSE TITLE:	OUTBOUND OPERATION MANAGEMENT
COURSE CREDIT	04
TOTAL MARKS	100
COURSE OBJECTIVES:	The purpose of this course is to acquire in-depth knowledge about the Outbound operations and the necessary formalities involved in it. The objectives of this course it to give injunction to the student about the outbound operations. The course covers the major outbound destinations and the some of the popular outbound itineraries.
UNIT-1	INDIA'S OUTBOUND TOURISM : Outbound tourism and its challenges, Top outbound tourism markets of India, Factors influencing the Outbound Tourism of India, Changing profile of Indian Tourist : Demographic dividend for the Indian tourism industry ,Understanding the cash rich/time poor status of new form of travelers, Changing buying habits, Internet technology and outbound tourism , Greater proliferation of the Internet, growth in low-cost air carriers, secure payment mechanisms, Indian railways portal ,rise in online sales in the travel industry, Niche Travel Drives India Outbound ,Look East Policy etc.
UNIT-2	GLOBAL OUTBOUND TOURISM SCENARIO: Factors affecting Outbound and regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in outbound tourist mobility, SoLoMo trend: Reshaping consumers in the travel industry, Understanding Growth Markets: China & India , Trends and Influences shaping Urban India & China, Cinema and Outbound Tourism ,Political aspects of the outbound travel, tourism Barriers to travel, regulations, need for government support to promote outbound tourism, political stability, Importance of travel advisories, political risk, and crisis management outbound tourism .
UNIT-3	DESTINATION PERSONALITY ASSESSMENT: Understanding the leading tourism markets of the world, Europe, North America, Asia, Escorted International Group Tour Packages, Different Tour Packages, America tour package, Canada tour packages, African tour packages, South east Asia tour packages.
UNIT-4	CONTEMPORARY OUTBOUND TOURISM TRENDS : Glocalization, Experiential form of travelling , Backpackers, Flash Packers, Gen Y and Outbound Travelers, Bar-bell Effect in Tourism, Buddy-mooners, Pester-power, DEWKS,DINKS, Self Drive tours , Concepts of airbnb,rome2rio web portals, Couch surfing, OYO Rooms, Home Exchange, UBER, OLA Cab etc. in Outbound Tourism
UNIT-5	Accreditation Programme for Outbound Tourism : Britagent,100%Pure Newzealand , Aussie Expert, Golden Agent, FUNDI etc.
REFERENCES	<i>Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.</i>

COURSE CODE:	PGTMM3C007T
COURSE TITLE:	Tourism Immersion and Leadership Development Programme (TILDP)
COURSE CREDIT:	04
TOTAL MARKS:	100
Course Objective(s)	<ul style="list-style-type: none"> Tourism Immersion & Leadership Development Programme (TILDC) is a unique initiative of Department of Tourism & Travel Management (DTTM), Central University of Jammu instituted with an objective to sensitize the budding tourism professionals towards the ground level reality of tourism and practicum that attempt to connect classroom learning with real time environment. It not only provides grassroot level knowledge to the students but also help them develop their wisdom to take balanced decisions in their professional career. The course aims to cover the Paradigms, Applications, Interfaces and Leadership.
The Context of TILDP	The Department of Tourism & Travel Management (DTTM), Central University of Jammu (CUJ) believes in the importance of giving its students extensive practical exposure alongside invaluable academic know-how to ensure holistic development. Engagement with field practice forms an integral component of MBA (Tourism & Travel Management) curriculum. Tourism Immersion & Leadership Development Programme (TILDP) is meticulously crafted, starting with ground level practicum that attempt to connect classroom learning with practical situations, followed by field immersion where students spend one week in the field, often living with the destination communities and gaining ground experiences. These learnings are then brought back to the classroom in the form of Small Practicum Project (SPP) and presentations to have collaborative learning within the classrooms. The Tourism Immersion and Leadership Development Programme (TILDP) course is divided into two segments namely (1) Class Room Learning and (2) Tourism Immersion and Leadership Development Camp (TILDC).
Class Room Learning Segment	
Unit-1	Leadership: Why leadership is important? Defining leadership; Are leaders born or made? Leadership managerial roles; Leadership theory and paradigms; Personality Traits and Leadership, Leadership Attitudes: Theory X and Theory Y; Leadership Styles; Developing leadership skills: qualities of leadership; different approaches to leadership development
Unit-2	Groups Versus Teams: Advantages and Disadvantages of Teamwork; Characteristics of Effective Teams, Types of Teams; Decision Making in Teams; Leadership Skills for Effective Team Meetings; Developing high performing team, Conflict management and problem solving; Types of conflicts ; Conflict resolution skills
Unit-3	Developing Soft Skills & Personality: Human perceptions; Types of Soft Skills; Communications skills; Non-verbal communication; Need achievement and spiritual intelligence; Business Etiquette; Soft skills for business negotiations
Pedagogy	Lectures, reflection exercises, cases and scenario discussions
Tourism Immersion and Leadership Development Camp (TILDC)*	
The Practice	MBA (TTM) third semester students are required to spend one week in any one of the tourism settings e.g. natural/cultural-heritage/rural setting or tourism projects/organizational setting. Typically the TILDC is organized around a theme which may include any tourism settings such as, adventure tourism destinations, rural tourism sites, ecotourism sites, tribal areas, national parks, cultural and heritage attractions, recreational attractions, NGOs, tourism companies, tourism projects etc. across various states of India. After completion of TILDC, students submit a Small Practicum Project (SPP) where they reflect their analysis and identify operational gaps and make suitable recommendations for tourism related opportunities. <i>*Note: Selection of particular TILDC related location/activities will be based on discretion of HOD and DTTM faculty members and time and resources available in specific academic year.</i>

TILDP Distribution of Marks

CIA/TILDC	MST	End Semester Test
25 Marks	25 Marks	50 Marks
Evaluator(s) : External Instructor(s)/TILDP Mentor	Internal	Evaluator : Internal/ External

References:

- Leadership theory, Application, & Skill Development (4e), Robert N. Lussier, South -Western CENGAGE Learning
- Develop Your Leadership Skills, John Adair, The Sunday Times
- <http://nptel.ac.in/>

COURSE CODE	PGTTM3F001T
COURSE TITLE:	Event Management
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	The purpose of this course is to provide students with a comprehensive overview of the event management, the potential of MICE and to gain an awareness of the significance of the travel trade fairs in the industry.
UNIT-I	Introduction: History and growth of events; meaning, characteristics and types of events; Social, Economic, Political and Developmental implications of events.
UNIT-II	Dynamics of Event Management: Event Planning and organizing; Event preparation, logistics and support services; Financial management; Event Marketing; Event sponsorship, Risk management, Post Event assessment, Case study of ITPO.
UNIT-III	Introduction to MICE: Components of MICE, Economic and Social significance of MICE, Introduction to professional meeting planning: associate, Corporate and independent meeting planners; Convention Visitor Bureaus-ICPB and ICCA. Travel Trade Fairs: ITB, WTM, BTF, PATA Travel Mart, KTM, IITM
REFERENCES	<ul style="list-style-type: none"> • <i>Joe Goldblatt, Special Events: A New Generation and the Next Frontier, 6th Edition.</i> • <i>Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.</i> • <i>Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.</i> • <i>Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.</i> • <i>David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.</i>

COURSE CODE:	PGTTM3F002T
COURSE TITLE:	Aviation Management
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	To familiarize about the dynamics of aviation industry, airline reservation and ticketing.
UNIT-I	Introduction to Airline Industry: History, growth and development of aviation industry; Current and future trends; Aviation Organizations; International Conventions: Warsaw Convention, Chicago Convention.
UNIT-II	Airline Geography: IATA Areas, Time Calculation: GMT Variation, Standard Time, Elapsed Time, Flying Time, Daylight Saving Time. Introduction to Airline Operational Terms: IATA codes and decodes of Airlines, Aircrafts, Airports, Country, City and Currency. Types of Airlines, Types of Aircrafts.
UNIT-III	Airline Reservation and Ticketing: Introduction to CRS and GDS; Reservation procedure; Travel Documentation; Airport Facilities, Baggage handling procedures and practices. IATA-UFTAA Fare Formula; Fare Components, Fare Types.
REFERENCES	<ul style="list-style-type: none"> • <i>IATA Ticketing Handbook.</i> • <i>Jagmohan Negi (2005). Air Travel Ticketing and Fare Construction, Kanishka, New Delhi.</i> • <i>Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributers (P) Ltd.</i> • <i>Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.</i> • <i>Air Traffic Manuals.</i>

COURSE CODE	PGTTM3F003T
COURSE TITLE:	Adventure Tourism Management
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of adventure tourism technicalities, markets and trends. This course will develop an understanding of various organizations working in the field of adventure tourism.
UNIT-I	Introduction to Adventure tourism, Definition and history of adventure tourism, Various components of adventure tourism, Typologies of adventure tourism, Popular adventure tourism activities, Understanding the Adventure tourist and Adventure travel Motivators, Case Study of Himachal Pradesh, Uttarakhand, New Zealand.
UNIT-II	Adventure tourism markets, Global trends, Future challenges and opportunities in adventure tourism markets, Marketing, Risk Management, Ethical issues in adventure tourism, Training in adventure tourism, Popular adventure programs in India, Socio-economic and Environmental impacts of adventure tourism.
UNIT-III	Various tools and techniques used in mountaineering, Trekking and White Water rafting, Different grades of adventure (with special reference to trekking, rafting and climbing), Mountain manners, ATTA, ATOAI. Role and history of IMF and Mountaineering Institutes in developing the adventure tourism in India.
REFERENCES	<ul style="list-style-type: none"> • <i>Swarbrooke J., C. Beard, S. Leckie and G. Pomfret: Adventure Tourism-New frontier, Butterworth Heinenmann, London.</i> • <i>Buckley, Raif: Adventure Tourism, CABI: Oxfordshire, UK.</i> • <i>NegiJagmohan: Adventure Tourism and Sports-Risks and Challenges (a set of two volumes), Delhi, Kanishka.</i> • <i>Malik, S.S.: Adventure Tourism, Delhi: Rahul.</i> • <i>Adventure Tourism Report, 1997.</i> <i>http://www.tia.org/pubs/domestic.asp?PublicationID=40.</i> • <i>Adventure Travel Society, 2011.</i> <i>http://www.adventuretravel.com/research_definitions.htm</i> • <i>Darst P., and G. Armstrong: Outdoor Adventure Activities for School and Recreation Programs, Minneapolis, MN: Burgess.</i> • <i>Ewert, A.W.: Outdoor Adventure Pursuits, Worthington, Ohio, Publishing Horizons Inc..</i>

COURSE CODE	PGTTM3F004T
COURSE TITLE:	Cross Cultural Management in Tourism
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	This course will focus on issues related to managing inter cultural interactions as primarily the tourism business is focused on handling people with various cultural beliefs. It highlights the importance of recognizing and addressing cross cultural sensitivities. A large part of tourism business is to either handle inbound tourists or accompany tourist to an outbound destination. In both cases a tour manager must prepare for cross-cultural sensitivities. This course will discuss issues related to managing intercultural interactions.
UNIT-I	Introduction to Cross Cultural Management: Elements and Characteristics of Culture, The Globalization & Cultural Diversity, Culture and Social groups, Debates surrounding the concept of Culture; Expatriate Managers: Reasons for Using Expatriates, Challenges faced by Expatriates, Selection of Expatriates, Cross-cultural Training. The interacting Spheres of Culture- Influence on Workforce Culture
UNIT-II	Cultural Theories and Practice: Cultures as Adaptive Systems, Ideational Theories of Culture: Cultures as Cognitive Systems, Cultures as Structural Systems, Cultures as Symbolic Systems; Intercultural Theories: Acculturation Theory, Enculturation Theory, Social Exchange and Social Representation Theory. Cross Cultural Comparisons: Motivation and Leadership Across cultures, Differences among International Societies like the United States, China, Russia, Islamic Civilization, India etc.
UNIT-III	The Dimensions of Culture: Edward Hall Model, Kluckhohn-Strodtbeck Model, Geert Hofstede's Model, Trompenaars-Seven dimensions of culture, The GLOBE Study; Intercultural Communication: Communication Styles across cultures; Cultural Influences on Tourist Behavior; Intercultural communication and negotiation process; Culture Shock.
REFERENCES	<ul style="list-style-type: none"> • <i>Hodgetts Richard and Luthans, Fred (2008). International Management: Culture, Strategy and Behaviours, New Delhi: Tata McGraw Hill.</i> • <i>Hooker, John (2003). Working Across Cultures. Stanford: Stanford University Press.</i> • <i>David C. Thomas & Mark F. Peterson (2014). Cross Cultural Management: Essential Concepts. Sage Publication.</i> • <i>ShobhanaMadhavan (2011). Cross- Cultural Management: Concepts and Cases. Oxford University Press.</i>

COURSE CODE	PGTTM3F005T
COURSE TITLE:	Tourism Product Designing & Development
COURSE CREDIT:	02
TOTAL MARKS:	50
COURSE OBJECTIVES:	The overall objective of this course is to provide students with an understanding of the tourism product designing and development in general; and the specific skills and steps required in Tourism product development. The subject will develop students' awareness of the importance of the Tourism product development at both regional and national level, and at the same time, students will also familiarize themselves with the key elements and processes of tourism product development, and the theoretical concepts and principles underlying them.
UNIT-I	Definitions, Determinants and Influences: <ul style="list-style-type: none"> • Defining Tourism Product Development(TPD) • Variables Influencing Tourism Product Development • The Tourism Destination and its Characteristics • Determinants and Indicators of Tourism Product Development • Destination Strategy for Tourism Product Development • Role of Destination Authorities in Tourism Product Development (e.g. MoT, GoI or NTO/NTA/DMOs)
UNIT-II	Principles and Procedures of Tourism Product Designing & Development: <ul style="list-style-type: none"> • Market Research(MR) • Stakeholder Consultation and Collaboration(SCC) • Market: Product Matching-Matrix(MPM) • Tourism and Product Development Areas (TDAs) • Clusters, Circuits and Events designing • Product Portfolio Analysis(PPA) • Investment Plan and Funding etc. Steps in the Tourism Product Development Process: <ul style="list-style-type: none"> • The Present Situation Analysis- PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, • Boston Consulting Group Matrix • Putting the Plan into Action
UNIT-III	New Tourism Product and Package Designing: <ul style="list-style-type: none"> • Meaning of tourism packaging and its importance • Packaging for group verses Individual traveler • Packaging verses product development • Indian Tourism Segments- SWOT analysis • Niche Tourism Products –Film tourism, Golf tourism, Adventure, rural tourism, MICE, Wellness, Medical, events etc
REFERENCES	<ul style="list-style-type: none"> • <i>Tourism Development Guide, Alberta Tourism, Parks and Recreation, Tourism Business Development, Research and Investment Branch.</i> • <i>Handbook on Tourism Product Development, World Tourism Organization (UNWTO) and European Travel Commission (ETC).</i> • <i>Rich Harrill (2003). Guide to Best Practices in Tourism and Destination Management, Georgia Institute of Technology Economic Development Institute Tourism and Regional Assistance Centers (TRACS).</i> • <i>A Handbook for Tourism Development, East mid Lands Tourism.</i> • <i>Tourism Development Handbook, Ontario Tourism Marketing Partnership.</i> • <i>Product Development Opportunities For Resource-based Operators, Ministry of Northern Development and Mines</i> • <i>Stephen L. J. Smith (1994). The Tourism Product, Annals of Tourism Research.</i> • <i>Tourism Destination Management Achieving Sustainable and Competitive Results, Sustainable Tourism: International Cooperation for Development, US Agency for International Development.</i> • <i>Manjula Chaudhary (2011). Tourism Marketing, Oxford University Press (OUP), India.</i> • <i>Packaging Handbook for Tourism Suppliers, Ontario Tourism Marketing Partnership (2010).</i>

COURSE CODE:	PGTMM3I001T
COURSE TITLE:	Principles and Practices of Tourism
Course Credit	04
Total Marks	100
COURSE OBJECTIVES:	This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.
UNIT-1	Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.
UNIT-2	Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.
UNIT-3	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, Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of 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 etc. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.
UNIT-4	Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.
UNIT-5	Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of J&K, FHRAI, IHA, IATA, TAAI, IATO.
REFERENCES:	Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex. Sunetra Roday et al (2009), Tourism Operations and Management, Oxford University Press.

COURSE CODE:	PGTMM3I002T
Course Credit	04
Total Marks	100
COURSE TITLE:	TOURISM PRODUCTS OF INDIA
COURSE OBJECTIVES:	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the sales & marketing of the tourism product.
UNIT-1	Tourism Products: Definition, Concept and classification; Cultural Heritage of India - Stages of evolution, continuity; Heritage – Meaning, types of Heritage Tourism, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.
UNIT-2	Architectural Heritage of India, glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Jain, Buddhist and Islamic.
UNIT-3	Popular Religious Centres of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions. Selected case studies of World Heritage Sites in India (Taj Mahal, Khajuraho, Konark, and Ajanta & Elora Caves).
UNIT-4	Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts and textiles: important handicraft objects and centres, craft <i>melas</i> ; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy), regional variations
UNIT-5	Major wildlife sanctuaries, national parks and biological reserves; (Jim Corbett Tiger Reserve, Kanha, Kaziranga, Sasan Gir, Dachigam, Hemis, Ranthambhore and Keoladeo Ghana). Hill Stations, Beaches, Deserts and Islands of India.
REFERENCES:	Agrawal V.S.: <i>The Heritage of Indian Art</i> , Govt. of India Publication. Basham A L: <i>The Wonder that was India</i> , Tapling Publishing Co., New York Basham A L: <i>The Cultural History of India</i> , Tapling Publishing Co., New York Christopher Tadgell : <i>The History of Architecture in India</i> , Penguin, New Delhi Daljeet and PC Jain: <i>Indian Miniature Paintings</i> , Brijwasi Art Press Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai Dixit Manoj and Charu Sheela, <i>Tourism Product of India</i> , Lucknow: New Royal Publisher Jagannathan Shankutala : <i>Hinduism – an Introduction</i> , Vakils, Feffer and Simon, Mumbai Keay John: <i>India: A History</i> , Harper Collins Luniya B.N.: <i>Ancient Indian Culture</i> , Laxmi Narain Educational Publisher, Agra Pattanaik Devdutt: <i>A Handbook of Hindu Mythology</i> , Penguin Global Brown Percy, <i>Indian Architecture</i> . Venkataraman Leela: <i>Indian Classical Dance</i> , Roli Books Thapar Romila and Percival Spear: <i>History of India</i> , Orient Longman, New Delhi Sarina Singh et. al., <i>India</i> , Lonely Planet Publications, Australia

Course Code	PGTTM3C005S
Course Title	Summer Training-Report and Evaluation
Course Credit	04
Total Marks	100
Course Objective	The objective of this course is to enable students to develop an aptitude of research aptitude, the course shall develop the ability and expertise from where to conduct review/situational/observational analysis of the tourism industry.
Course Contents	The guidelines and detailed instructions to complete dissertations will be given by the mentors allocated by the Department.
Evaluation	The report would be evaluated by an external/internal examiner, nominated by the University, out of 100 points.