

## Semester I

### **Course Title: Tourism Geography**

Course Code: TTA 114

Course Objectives:

To equip the students with the Knowledge of Tourism geography

To lay emphasis on the importance of geography in travel and tourism.

Course Contents/Syllabus:

Module I

Definition of the Geography. Importance of Geography in Tourism. A study of the continents, oceans, Geomorphology, Climatic Zones and its impact on tourism, Local Time and Greenwich Mean Time, Tropic of Cancer,

Tropic of Capricorn, Arctic Circle, Antarctic Circle, International Date Line

Module II

Various Physiographic regions of the world, Potential of tourism in Northern Mountains ,Indo Gangetic Plains ,Highlands, Coastal regions and islands. Natural and man-made tourism resources in India.

Module III

Leiper Model , Push and Pull theory, Linkages in Tourism Geography, Peters Inventory, Tourism potential in Africa and Asia Pacific Region.

Module IV

Tourism Attractions in Europe and American Region. World Economic Geography: North, Central and South America,

Europe, Africa, Asia & Australasia , Major Tourism Activities and destinations in these continents.

Module V

Planning and development of different tourism activities in different climatic regions- a case study of India, China, Brazil, Russia and South Africa

Student Learning Outcomes:

- Describe about the importance of geography in tourism and tourism potential in the various tourism generating regions of the world
- Demonstrate the knowledge of the cultural zones of India
- Describe the physical features of India

Text Reading:

Ahmed Aizaz General Geography Of India. NCERT ,Delhi.

References:

Boniface,B.G and Christopher Cooper:The Geography of Travel and Tourism,Heinemann,London

Douglas Pearce:Tourism Today:" A Geographical Analysis,Longman,London.

Additional Reading:

Any other Study Material:

## **Course Title: TOURISM PRINCIPLES AND CONCEPTS**

### Course Objectives:

- To equip the students with the fundamental knowledge of the principles and concepts of tourism.
- To provide students with in depth insight into tourism and its development.
- To study the Historical development of Tourism.
- To explain the factors affecting the growth of tourism business.

### Module I

- History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel:
- Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism
- Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism

### Module II

- Forms of Tourism: Inbound, Outbound, National, International
- Alternative Tourism – Inclusive Tourism
- Current Trends in Domestic and Global Tourism: Tourism Statistics

### Module III

- Tourism Industry: Structure, Functions and Constituents
- Tourism Linkages
- Factors affecting growth of Tourism

### Module IV

- Impacts of Tourism: Economic, Political, Socio-Cultural, Environmental Impacts

### Module V

- Tourism Organizations (International and Local)

### Student Learning Outcomes:

- Demonstrate the knowledge of historical concepts of tourism.
- Describe the functionalities of tourism industry along with the various facets of travel.
- Analyze the factors which affect the growth and development of tourism.
- Explain the role of various tourism organizations in the development of tourism.

Text Reading:

- Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
- Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: OUP.
- Tribe, J. (Ed.). (2009). *Philosophical Issues in Tourism*. United Kingdom: Channel View Publications.
- Bhatia, A.K., *International Tourism*, Sterling Publishers, New Delhi.
- Seth, P.N., *Successful Tourism Planning and Management*, Cross Section Publication, New Delhi.
- Dr. Negi, Jagmohan, *International Tourism & Travel: Concepts & Principles*, S. Chand & Co., New Delhi.
- Dr. Negi, Jagmohan, *Tourism & Travel: Concepts and Principles*-Indian Book Service
- Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. United Kingdom: Sage Publications.

References:

- Thomas, R. (2013). *Small Firms in Tourism*. United Kingdom: Routledge.
- Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall

## **Course Title: TRANSPORT OPERATION AND LOGISTICS MANAGEMENT**

### Course Objectives:

- To familiarize the students with different modes of transportation system
- To understand the concept of logistics and supply chain management in Tourism Industry
- To understand about the various transport operations

### Module I

- Concept of Transportation- Air Transportation, Water based transportation, land based transportation
- History of transportation and its linkages with tourism development
- Advantage and disadvantage
- Status and scope of transport development in 21st century

### Module II

- Air Transportation: Historical development, status and scope
- Terms used in Air transport
- National and International Organizations: IATA, ICAO, etc.
- Promotion: recent Air transport policies and regulation,
- Opportunities and challenges of airlines in tourism development.

### Module III

- Water Transport System: - Historical development, status and scope
- Terms used in water transport,
- Water transportation: Cruise ships, Back water, Ferries, hovercraft, river canal boats.
- Promotion: Water transport policies and regulation,
- Opportunities and challenges of water transportation system.
- Case study- Operational and marketing strategies of Star Cruise, Queens Mary

### Module IV

#### Surface Transport System: Historical development, Status and scope of Road and Rail Transportation,

- Car hire companies including renter car scheme and tourist-coach companies,
- Documents connected with road transport viz. Regional Transport Authority, transport and insurance
- documents, road taxies, fitness certificate, contact carriage, state carriage, etc.
- National Highway and important corridors, licensing.
- Case study of- "Uber", "Ola", Luxury trains, Amtrac, Euro Rail, etc

### Module V Logistics and System Concept, Objectives and Role of Logistics

- Logistics and System concept - Information flow, warehousing, inventory control, packaging, transportation.
- Objectives of logistics management.

- 3 PL & 4 PL Logistics.

#### Module VI Logistic Management and Information Technology

- Logistics operation and Information technology - New trends - GPRS, RFID, Bar code, Radio Frequency Tag
- (RFT), E-commerce.
- Documentation for domestic and international trade cargoes, International Chamber of Commerce Terms.
- Sea borne trade - Ports and Ships management in India.
- Rules for charter flight operations

#### Student Learning Outcomes:

- Analyze how the development of transport help in logistic operation and economic development
- Explain the significance of accessibility in development of tourism in an area
- To familiarize with supply chain and logistics in Tourism Industry

#### Text Reading:

- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Kaul, RN.: Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi.
- Negi, Jagmohan, Tourism & Travel, Concept & Principles, Gitanjali Publishing House, New Delhi, 1990.
- World Atlas

#### References:

- Travel Information Manual, IATA, Netherlands, 2009.
- Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, Ltd.,

## **Course Title: CULTURE AND HERITAGE MANAGEMENT**

### Course Objectives:

- To familiarize the students with various aspects of Culture and Heritage
- To know about different religions and their architecture
- To understand the living cultures and performing arts

### Course Contents/Syllabus:

#### Module I

Meaning, significance and types of Heritage; Conservation and preservation of Heritage sites; Criteria for selection of heritage sites in UNESCO's list; UNESCO's world heritage sites in country

#### Module II

Meaning and elements of Culture; General features of country's culture; Performing arts of the country (Classic dances, Classical music and paintings); Rituals, Customs and Traditions.

#### Module III

National and International Organizations (UNESCO, ICOMOS etc.) engaged in Heritage Management

#### Module IV

Architectural Heritage - temple architecture; Buddhist architecture; Islamic architecture; European architecture

#### Module V

Definition and types of Heritage hotels; Criteria for selection of Heritage hotels; Case studies regarding heritage hotels.

### Student Learning Outcomes:

- Demonstrate the knowledge of culture and heritage management and its features.
- Explain the concept of culture and its application in promotion of tourism.
- Demonstrate the knowledge of living cultures, performing arts and different architectures.

### Text Reading:

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.

### References:

- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

Additional Reading:

- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford

Any other Study Material:

- Ministry of Tourism website
- Ministry of Culture website
- Websites of ICOMOS, UNESCO and other national and international organizations involved in heritage management



## Semester 2

### **Course Title: Environmental Studies**

Course Code: EVS101

Course Objectives:

- The goal of this course is to provide students with the scientific background needed to understand how the Earth works and how we, as human beings, fit into that. At the end of the course, it is
- expected that students will be able to identify and analyze environmental problems as well as the risks associated with these problems and understand what it is to be a steward in the environment, studying how to live their lives in a more sustainable manner.

Course Contents/Syllabus:

Module I : Multidisciplinary nature of environmental studies

Introduction, definition and importance of environmental studies, need for public awareness, sensitisation and participation

Module II : Natural Resources

Types of natural resources, natural resource conservation, Role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles. 2. Land resources: Land as a resource, land degradation, man induced landslides, Land resources: soil erosion and desertification. 3. Natural Resources: Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. 4. Natural Resources: Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. 5. Natural Resources: Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. 6. Natural Resources: Food resources: World food problems, changes caused by agriculture and overgrazing, Food resources effects of modern agriculture, fertilizerpesticide problems, water logging, salinity, case studies. 7. Natural Resources: Energy resources: Growing energy needs, Energy resources renewable and non-renewable energy sources, Energy resources use of alternate energy sources, case studies. 8. Role of individual in conservation of natural resources 9. Equitable use of resources for sustainable lifestyles.

Module III : Ecosystems

1. Concept of an ecosystem, 2.Types of ecosystem, 3.Structure and function of an ecosystem, Producers, consumers and decomposers. 4.Energy flow in the ecosystem, Food chains, food webs and ecological pyramids. 5.Ecological succession. 6. Introduction, types, characteristic features, structure and function of Forest ecosystem, Grassland ecosystem and Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

#### Module IV : Environmental Pollution

Definition Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards Solid waste Management : Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management : floods, earthquake, cyclone and landslides

#### Module V : Social Issues and the Environment

Environment From Unsustainable to Sustainable development Urban problems related to energy Water conservation, rain water harvesting, watershed management Resettlement and rehabilitation of people; its problems and concerns. Case Studies Environmental ethics : Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act Wildlife Protection Act Forest Conservation Act Issues involved in enforcement of environmental legislation. Public awareness.

#### Module VI: Human Population and the Environment

Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health.

Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

#### Module VII: Field Work

Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain. - Visit to a local polluted site Urban/Rural/Industrial/Agricultural. - Study of common plants, insects, birds. - Study of simple ecosystems-pond, river, hill slopes, etc.

#### Module VIII: Biodiversity

Introduction - Definition: genetic, species and ecosystem diversity 2. Biogeographical classification of India 3. Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values 4. Biodiversity at global, national and local levels, India as a mega-diversity nation 5. Hot-spots of biodiversity, 6. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts 7. Endangered and endemic species of India 8. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity 9. Biological Diversity Act, 2002

#### Student Learning Outcomes:

- Student can recognize the environmental problem associated with development
- Apply the gained knowledge for the environmental conservation and its sustainability

- Demonstrate an integrative approach to deal with environmental issues with a focus on sustainable environmental management.
- Develop an ability to integrate the disciplines related to environmental concerns.
- Formulate the critical thinking skills for environmental protection

Text & References:

- Gauba Dhawan and Bisht Environmental Studies, Challenges & Solutions A quick Compendium.
- Somvanshi and Dhupper, Fundamentals of Environmental Studies.
- Kaushik and Kaushik, Fundamentals of Environmental Studies.
- Asthana and Asthana, A textbook of Environmental Studies.

## **Course Title: Managing Tourism Resources**

### Course Objectives:

- To familiarize the students with the basic understanding of tourism resources.
- To understand the various typologies of tourism resources
- To understand the management of tourism resources

### Course Contents/Syllabus:

#### Module I

Major Urban Tourism Destinations: Historical & contemporary perspective

#### Module II

Heritage Destinations: UNESCO global Heritage Sites

#### Module III

Major Pilgrimage Destinations in the World

#### Module IV

Beach and Island Destinations ;attractions & management practices ; case studies

#### Module V

Global Adventure Destinations. potential and challenges ; case studies

### Student Learning Outcomes:

- Demonstrate the knowledge by designing packages for inbound tourism
- Demonstrate the knowledge of the geographical aspects of tourist destination
- Demonstrate the knowledge of the key elements of a destination

### Text Reading & Reference

- Norman Douglas. Ed. (2001), *Special Interest Tourism*, John Wiley & Sons, Australia
- Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), *the Competitive Destination: a Sustainable Tourism Perspective*, CABI Publishing.

### Additional Reading:

- Lonely Planet

Any other Study Material:

- Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
- William, Crook, Travels in India, Oriental Publishers, New Delhi

## **Course Title: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT**

### Course Objectives:

- To understand the functioning of travel agency and tour operation businesses
- To develop the skills required to operate a travel
- To familiarize own self with travel terminology and travel industry

### Module I

Introduction about travel agency; History of travel agency business; Emergence of Thomas Cook and other early travel agencies;

Important travel terminologies; Current and popular travel trade abbreviations; Significance of travel agencies in contemporary world.

### Module II

Types of travel agencies; Departments of travel agencies; functions of travel agencies; Sources of income for travel agencies:

Commission, Mark up and Service charges.

### Module III

Tour operators – Meaning & Significance; Types of tours- Inbound, Outbound, Escorted, Hosted etc.; Linkages of tour operators with principle service providers; Difference between travel agencies and tour operators.

### Module IV

Travel Documentation- Passport & Types of Passports, VISA & Types of VISA, Travel insurance, Health certificates, Currency exchange etc.

### Module V

Itinerary– Meaning, Importance and Considerations; Do's and Don'ts in itinerary preparation; Pax Docket; Vouchers. Case studies of leading Domestic, Inbound and outbound tour operators

### Student Learning Outcomes:

- Explain the travel trade terminology.
- Demonstrate the knowledge of practices and functions of travel industry.
- Summarize the knowledge of leading travel groups through case studies

### Text & References:

- Jagmohan Negi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text

- Dennis L Foster – Introduction to Travel Agency Management
- Pat Yale – Business of Tour Operations
- Laurence Stevens - Guiding to Starting and Operating Successful

Additional Reading:

- Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
- Betsy Fay - Essentials of Tour Management –Prentice Hall

Any other Study Material:

- Mark Mancini: Conducting tours – Delmar Thomson, New York
- Pond KL, Professional Guide: Dynamics of Tour Guiding

**Course Title: International Tourism and Leisure Management**

Course Code: TTA128

**Course Objectives:**

- To understand the present scenario of International Tourism.
- To develop skills for efficient management of socio-cultural interactions in tourism and leisure.
- To familiarize students about the recent trends and issues in tourism.

**Module I**

**Descriptors/Topics**

Introduction to International tourism and Leisure – Definition, the scope and challenge of International tourism and Leisure Business from domestic to global business, the dynamic environment of international tourism - forces (trade barriers) ,Challenges ahead.

**Module II**

**Descriptors/Topics**

Cross cultural issues in tourism: Socio – cultural dynamics, business customs, political risks, legal environment and economic environment in International tourism, Global Code of Ethics in Tourism.

Region wise distribution of tourist arrivals & tourism receipts, Leading tourist Generating regions of world.

**Module III**

**Descriptors/Topics**

Country's position in the world tourism, Impediments in the growth and development of tourism.

Barriers to travel, need for government support in tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management.

**Module IV**

**Descriptors/Topics**

Operating in a multinational environment, Human resources & cultural diversity, Understanding cultural diversity, cultural perceptions, cultural considerations in negotiations.

**Module V**

**Descriptors/Topics**

International tourism sales & marketing; Market research, developing an international marketing strategy, product positioning; Transportation developments, technology & automation, Development issues.

**Student Learning Outcomes:**

- Introduce the concept of International Tourism and Leisure.
- Describe the cross cultural issues in tourism and analyze the global tourism statistics.



- Analyze the Impediments in the growth of tourism in comparative role regional development.

**Text Reading:**

- International tourism, Pran Nath Seth, Sushma Seth
- An introduction to travel & tourism Pran Nath Seth, Sushma Seth
- Richard M. Hodgetts and Fred Luthans, 'International Management', McGraw- Hill International edition, 1991
- Warren J.Keegan, 'Global Marketing Management', PHI, New Delhi, 1998 Czinkotn, 'Global Marketing', Dryden press 1995.

**References:**

- Phillip R. Cateora and John L. Graham, 'International Marketing', Mcgraw-Hill International edition 1999.
- Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.

## Semester 3

### **Course Title: DESTINATION PLANNING AND DEVELOPMENT**

Course Code: TTA 203 Course Objectives:

- To apprise the students about the Theoretical Framework of Destination planning
- To learn the policy of destination development

Student Learning Outcomes:

- Identify the Major elements of a Tourism Destination
- Describe the concept of master or comprehensive planning in tourism development
- Demonstrate the knowledge of the importance of Tourism Destination Planning
- Explain the factors that influence the tourism planning process

#### Module I

- Concepts and importance of Tourist Destinations and Resorts.
- The dynamics of Destination Development.
- The elements of Tourist Destination.
- Patterns of Tourist activity and the factors influencing such activities.
- Destination Systems.

#### Module II

- Tourists' destination choices
- Restrictions and considerations in destination choice,
- Joint holiday decisions,
- Tourists' satisfaction with destination service.
- Service characteristics of tourist destinations
- . Positive and Negative Effects of Tourism

#### Module III

- Destination marketing planning.
- SWOT analysis, Segmenting the market for destinations.
- Destination imagery.
- The effects of destination promotion. Package, holidays and destination marketing, features and advantages of package holidays.
- Destination quality control.

#### Module IV

- Rational for the development of tourism. The historical basis of destination development. Auditing destination resources. Plurality and decision taking in

- destination development. Need and precautions for national and regional tourism planning and policies. Emerging tourism policy
- Case studies

#### Module V

- National Action Plan – Aims, objective and critical analysis of National Action Plan – 1992.
- Resort and Heritage Planning
- Planning and Policies in India: New initiatives
- State & central Govt Policies for niche area like adventure, eco tourism etc

#### Text:

- Dr. Manohar Sajjani(ed.).Indian Tourism Business, a legal perspective, Gyan Books

#### References:

- Ancient Monuments Preservation Act, 1904.
- Ancient Monuments & Archeological Site and Remains Act, 1958.
- Antiquities and Art Treasurers Act, 1972.
- Consumer Protection Act, 1986.
- Custom Act, 1962.
- Environment Protection Act, 1986.
- Foreign Exchange Regulation Act, 1973.
- Food Adulteration Act, 1954.
- Jeffrey R. Miller, Legal Aspects of Travel Agency Management Albany, Ny: Delmar Publishers Inc. 1990.
- N.D. Kapoor, Elements of Mercantile Laws, Sultan Chand & Sons, New Delhi, 1994.
- MRTP Commission, 1969.
- Passport Act, 1967.
- Enson, R (ed), Management of Foreign Exchange Risk, Euromoney Publications, London, 1980

## Semester 4

### **Course Title: MEDICAL & HEALTH TOURISM**

#### Course Objectives:

- To familiarize the students with Medical Tourism Business
- To explain the student about various aspects of medical tourism and present scenario in worldwide

#### Student Learning Outcomes:

- To demonstrate the knowledge of the medical tourism sectors so they can choose medical facilitator as a career option.
- To explain medical Tourism market , their requirements and Govt policies to promote medical tourism.

#### Module I

Introduction to medical tourism, , definition of medical tourist, components of medical tourism, motivation and reasons for medical tourism worldwide. Medical tour operator or medical facilitator

#### Module II

Global present scenario of medical tourism comparative analysis with other competitor case study of medical tourism in Thailand, Singapore and Malaysia. Human resource for medical tourism,

#### Module III

Accreditations bodies for hospitals like JCI, NABH , SWOT analysis of Indian medical tourism industry, National and International organization for medical tourism, medical VISA, Govt policy for medical tourism.

#### Module IV

Health tourism: – Factors influencing need for health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism. - Health, wellbeing and environment– Pleasing weather and climate – winter, summer and Health resorts.

#### Module V

Case study: Ayurvedic tourism and medical tourism of Kerala.

Case study of Apollo group of Hospitals, Fortis group , MAX healthcare etc.

Text & References:

- Medical tourism In India by Raj Pruthi, Arise Publishers
- Medical Tourism : Global outlook and Indian scenario by Percy K. Singh, Kanishka Publication
- Medical tourism In India by Dr R Kumar ,Deep and Deep Publication
- Spa and Health tourism by S. Kulkarni, Book enclave, Jaipur

## **Course Title: Customer Care and Interpersonal Skills in Tourism**

Course Code: TTA233

Course Objectives:

- Tourism Industry is a service Industry and it needs soft skills like communication and interpersonal skills.
- Objective of this course is to sharpen the skills of students so that they can excel in their respective endeavour in Tourism Industry.

Student Learning Outcomes:

- To assist the students to improve upon customer care
- To prepare students to improve communication and interpersonal skills

Course Contents/Syllabus:

### Module I

Customer care concept, definition and usage in Travel Industry

Customer classification ;

leisure traveler

business traveler

individual travelers

groups

senior citizen

customers with specific needs

### Module II

Key areas of customer care, listening, Writing, Communication skills

Customer feedback /Feed back tools

### Module III

Customer recovery management, relationship management

Grooming & etiquettes, appearance, dressing,

Telephone handling skills, voice modulation and politeness

Module IV

Complaint management

Problem Solving methods

Models of customer care relationship management

Case studies & role plays on airlines / Tourism & hospitality

Text:

- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book Company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.,
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.

## **Semester 5**

### **Course Title: INTRODUCTION TO CARGO MANAGEMENT**

Course Code: TTA 332

#### Course Objectives:

- To prepare the students to enter in Cargo Handling agencies with well versed knowledge.
- To help the students to understand the basics and documentation involved in the movement of cargo by sea and air mode

#### Student Learning Outcomes:

- To understand the handling procedures of cargo handling agencies.
- To understand the documentation involved in the movement of cargo by sea and air mode.

#### Course Contents/Syllabus:

##### Module I

- Cargo History. Concepts and common terms used in Cargo Handling.
- Important Sea Routes of the World, Air Routes of the World according to Cargo Traffic .

##### Module II

- Cargo Terminal Facilities.Rules governing acceptance of cargo.Different types of Cargo.Cargo booking procedures.Documents for custom clearance of export and import consignments.
- EXIM Policy of India

##### Module III

- Cargo Handling-cargo capacity of Air and Ships, Cargo needing special attention, Introduction to Incoterms, Letter of Credit, Types
- of Letter of Credit, Supply Chain Management.
- Role of Foreign trade in Revolutionizing the Foreign trade in India.

##### Module IV

Documentation, Airway Bill, Completion of Airway bills, Acceptance, handling and protection of valuable cargo, Cargo manifest, Labeling and marking, Introduction to dangerous goods regulations, World Trade Organization.

##### Module V



- Case studies of some Important cargo companies.
- Case study of CONCOR in handling containerized cargo
- Case study of Shipping Corporation of India Limited.

Text:

- Introduction to Marine Cargo Management by Mark Rowbotham
- IATA Dangerous goods regulation Manual

## **Course Title: INTRODUCTION TO AVIATION**

Course Code: TTA304

Course Objectives:

- To gain knowledge about the basics of aviation industry and its role
- To enhance operational skills and preparing students for the tourism industry
- To educate them about Travel information Manuals

Course Contents/Syllabus:

### Module I

- Overview
- Understanding of Aviation industry
- Currency
- Relationship between computers and travel industry
- Key domestic and international airlines

### Module II

- Aviation Essentials
- Role of Travel Agencies
- Basic understanding of reservations
- Airlines alliances
- Frequent flyers

### Module III

- Understanding of Travel information manuals and connections
- Travel information manual
- Flight schedules
- Itinerary connections
- Arrival and departure procedures
- Passenger handling process
- Departments of airlines and travel agencies

### Module IV

- Calculation of Time zone and understanding of various types of passengers
- International Time calculator
- Tax references
- Definition of Adult, child and infant passengers
- UATP
- Role of aviation in promoting tourism

Student Learning Outcomes:

- Understanding the working of airlines.
- To apply the practical knowledge in the travel trade
- Knowledge of the time zone.

Text & References:

- Aggarwal, Surinder: Travel Agency Management, Communication India, New Delhi
- Kaul, RN.: Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Negi, Jagmohan, Tourism & Travel, Concept & Principles, Gitanjali Publishing House, New Delhi, 1990.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Report of the National Transport Policy Committee, Planning Commission, Govt. of India, New Delhi, 1980.
- Stratford, A.N. Air Transport Economics in the Supersonic Era, Mc Millan, Bristol.
- The World of Travel, National Publishers (1997).

Additional Reading: NA

Any other Study Material: NA

## **Semester 6**

### **DISSERTATION GUIDELINES FOR BA (TA)**

Course Title: DISSERTATION

Course Code: HTDS100

Course Objective: To provide exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Pre-requisites: fundamental Knowledge of Research methodology

Student Learning Outcomes: after completing the course student should be able -

- To Identify the short account of the activities that were undertaken as part of the project;
- To Recognize about the extent to which the project has achieved its stated goals.
- To Explain about the outcomes of the evaluation and dissemination processes engaged in as part of the project
- To Identify the problems that have arisen that may be useful to document for future reference.

### **GUIDELINES**

Research experience is as close to a professional problem-solving activity as anything in the curriculum.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

## Report Layout

The report should contain the following components:

- Title or Cover Page

The title page should contain the following information: Project Title; Student's Name; Course; Year; Supervisor's name.

- Acknowledgements (optional)

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

- Abstract

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

- Table of Contents

Titles and subtitles are to correspond exactly with those in the text.

- Introduction

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

- Materials and Methods

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

- Results and Discussion

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and

achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in “point” form.

#### Conclusion

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

#### Future prospects

#### Appendices

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

#### References / Bibliography

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

### PLAGIARISM

The NTTC report must be written by students in his own words. However, if required to cite the words of others, all the debts (for words, data, arguments and ideas) have to be appropriately acknowledged.

- It is mandatory that each report shall be checked for plagiarism through Turnitin or similar software before submission. The content which is based on existing published work must come from properly quoted material and from the references cited section.
- After checking the accuracy of the citations and references of such content the plagiarism report should not return similarity index of more than 15% in any circumstance. However, if the matching text is one continuous block, the index of 15% could still be considered plagiarism. Any report with higher than this percentage matching must be explained by the student. The details of copyrights, professional ethics are given in Plagiarism Prevention Policy of the University.

## **Course Title: Managing People In Tourism**

Course Code:TTA334

Course Objectives:

- To equip the students with the various dimensions of human resources in the organization.
- To identify major issues in the human resource field, analyze and synthesize various practices of handling human resources and maximize organizational productivity in the tourism industry

Student Learning Outcomes:

- Apply the concept of HRM.
- Demonstrate the knowledge of HRP and forecast of future HR requirements.
- Explain the process of recruitment, development and Job Analysis

Course Contents/Syllabus:

### Module I

Introduction and Theoretical Background

Meaning of human as resources, definition and meaning of HRM, HRM Functions and Objectives, HRM models, Evolution of HRM, Human Relations, Employee motivation.

### Module II

Basic Issues in Human Resource Management

HR Planning, Nature and Importance of HRP, Job Analysis; Nature and Process, Employee Recruitment & Selection Strategies, Performance Management, Managing Career & Employee Development, Employee retention strategies and Time Management.

### Module III

Contemporary issues and New Dimensions:

Managing Change, Technology & HRM, Human Resource Information System (HRIS), Employee Relations,

Role of Trade Unions.

### Module IV

Strategic aspects of HRM



Strategic role of human resource management, Leadership & Managerial Effectiveness, Ethical Issues in HRM

Text:

1. Newstrom, John W, & Davis, Keith (2002) Organizational Behavior: Human Behavior at Work, 11th Edn. New Delhi: Tata

McGraw-Hill.

2. Uday Kumar Haldar & Juthika Sarkar Monappa,, Human Resource Management, Oxford Publications

3. Dr P Jyothi & Dr D N Venkatesh, Human Resource Management, Oxford Publications

4. Arun & Sayiadin, Mirza (1979) Personal Management, New Delhi Tata McGraw Hill.

5. Monappa, Arun (1985) Industrial Relations, New Delhi: Tata McGraw Hill.

6. Beardwell, Ian & Holden, Len (1986) Human Resource Management: A Contemporary Prospective, New Delhi: McMill