

MASTER OF TOURISM AND TRAVEL MANAGEMENT (M.T.T.M.)

Minimum Credit to be completed for award of Degree: 80

Minimum duration: 2 years (4 semesters) Maximum duration: 4 years (8 Semesters)

Programme Outcomes

PO 1- Develop strong foundation of practices followed in industries related to tourism

PO 2 - Exposure to local destinations and tourism resources

PO 3 - Integrating basic management functions with field level practices.

PO 4 - Development of strong written, oral and presentation skills.

PO 5 - Development of core competencies for becoming a tourism professional

PO 6 - Exposure to varied dimensions of the tourism industry

Course outcome

Course Code: TM 501(3-0-0) (C1)

Course Name: Fundamentals of Tourism

Course Outcome 1-

At the end of this course, the participants of the course would be able to

- To make the students aware of the concept of tourism. [PO 6]
- To make the students understand tourism as a product with different components. [PO 6]
- To realize the impacts of tourism, and to devise strategies to mitigate the negative impacts. [PO 6] [PO 5]
- To sensitize the nature of various operating agencies in travel, tourism, logistics and other components of tourism industry. [PO 1]
- To realise the global importance of tourism. [PO 6]

Course Code: TM 502(C2)

Name of the Course: Destination Geography, History and Heritage

Course Outcome 2-

At the end of this course, the participants of the course would be able to

- To understand the linkages of destinations with geographical specialties, historical evidences, heritage, and culture. [PO 2]

Course Code: TM 503(C3)

Name of the Course: Fundamentals of Management

Course Outcome 3-

At the end of this course, the participants of the course would be able to

- Describe and to understand the dynamic business environment. [PO 6]
- Imbibe critical thinking approach on organizational issues. [PO 3]
- Acquire managerial skills in a dynamic and diverse environment. [PO 3]
- Understand the different schools of thought and evolutionary business functions. [PO 1]
- Contemporary management theories and critically examine the practices. [PO 3]
- Understand the business verticals of emerging markets. [PO 6]

Course Code: TM 504 (C4)**Course Name: Tourism and Travel Industry****Course Outcome 4-**

At the end of this course, the participants of the course would be able to

- Describe the role and importance of transportation as the core component in leisure business. [PO 1]
- Addresses challenges faced by the linkages of travel sector as well as their operating environment. [PO 2]
- Collect literature on USP of popular leisure travel programme in railways. [PO 3]
- Define the capacity and understand their supply chain management. [PO 4]
- Best practices in travel sector and investment models in airlines. [PO 5]

Course Code: TM 511 (C5)**Course Name: Soft Skill Development****Course Outcome 5-**

At the end of this course, the participants of the course would be able to

- On completion of the course, student will be able to effectively communicate through verbal/oral communication and improve the listening skills as well. Their writing skills to prepare precise reports and technical documents will be upgraded too. They will be confident to actively participate in group discussion / meetings / interviews and prepare & deliver presentations. These soft skill qualities will help them to become more effective individual through goal/target setting, self-motivation and practicing creative thinking. They will be an integral part of organization as they will be able to function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality. [PO 3] [PO 4]

Course Code: TM 541 (C7)**Name of the Course: Finance and Accounting for Tourism (2-0-1=3)****Course Outcome 6-**

At the end of this course, the participants of the course would be able to

- Understand the basic financial statements. [PO 3]
- Demonstrate the ability to find out the appropriate sources of financing for tourism projects. [PO 1]
- Prepare project report required for raising finance for business. [PO 1]
- Understand the management of assets in an organization. [PO 3]
- Familiarise with financial planning of an organization. [PO 3]

Course Code: TM 542 (C8)**Name of the Course: Marketing in Tourism****Course Outcome 7-**

At the end of this course, the participants of the course would be able to

- Understand the baseline strategies in destination marketing. [PO 1]
- Critical understanding of the tourism marketing. [PO 2]
- Interdisciplinary aspects of business environment scanning. [PO 3]
- Understand the challenges of distribution of tourism products & consumer behavior. [PO 2]
- Define tourism SCM linkages and pricing decisions in hospitality industry. [PO 3]
- Understand integrated marketing communication, tourism marketing communication, CRM advocacy. [PO 3]

Course Code: TM 543 (C9)**Name of the Course: Human Resource Management****Course Outcome 8-**

At the end of this course, the participants of the course would be able to

- To design human resource management activities for the survival and effectiveness of the tourism and hospitality organization. [PO 3]
- To identify the role of human resource management in bringing people into organization and effectively managing them in the tourism and hospitality organization. [PO 1] [PO 6]
- To discuss the emerging issues of human resource management in tourism and hospitality organization. [PO 1] [PO 3]

Course Code: TM 544 (C10)**Name of the Course: Travel Agency and Tour Operation****Course Outcome 9-**

At the end of this course, the participants of the course would be able to

- To understand the operation of the travel agencies both as business and tourism development subsidiary. [PO 1] [PO 6]

Course Code: TM 561 (C11)**Name of the Course: Tour Guiding and Local Handling****Course Outcome 10-**

At the end of this course, the participants of the course would be able to

- Understand the technical aspects of group psychology, logistics, etiquette & ethics of responsible tourism as tour guiding. [PO 1]
- Understand how substandard capacity in guiding/escorting destroy the value and create a negative experience for the tourists and tour operator. [PO 2]
- Develop inquisitive, problem-solving, and decision-making skills through activities relating to the course material. [PO 3]
- Equip the student/learner the need assessment for technical, interpersonal, and extraordinary skills required to qualify as regional guide certification programme recognised by IITTM, ministry of tourism.

Course Code: TM 601 (C13)**Name of the Course: Research Methods****Course Outcome 11-**

At the end of this course, the participants of the course would be able to

- To equip the students to develop research report related to tourism business. [PO 3]
- To equip the students to use statistical tools in order to analyse quantitative and qualitative data. [PO 1] [PO 3]
- To skill the students with the methods of conducting scientific research. [PO 5]
- To skill them to conduct surveys and other data collection procedures. [PO 5]
- To apply software in conducting business research. [PO 3] [PO 5]
- vi. To evaluate research reports prepared by others. [PO 5]

Course Code: TM 602 (C14)**Name of the Course: Tourism Entrepreneurship****Course Outcome 12-**

At the end of this course, the participants of the course would be able to

- To develop the required knowledge and skills in diving into the entrepreneurial journey. [PO 5]

Course Code: TM 603 (C15)**Name of the Course: Computerised Reservation System****Course Outcome 13-**

At the end of this course, the participants of the course would be able to

- Identify the components of computer hardware, software and networking. [PO 1]
- Identify the basics of Air ticketing and Computerised Reservation System. [PO 1]
- Prepare well formatted documents using MS Word. [PO 4]
- Analyse data using MS Excel. [PO 4]
- Prepare effective presentation using MS PowerPoint. [PO 4]
- Design presentable websites using MS Front Page. [PO 4]
- Design database using MS Access. [PO 4]
- Use the basic commands of Galileo software. [PO 4]

Course Code: TM 604 (C16)**Name of the Course: Hospitality Management****Course Outcome 14-**

At the end of this course, the participants of the course would be able to

- Understand the theory and practices of the hospitality industry. [PO 1]
- Understand the management interventions and required supervisory skills in front office, housekeeping, food & beverage production and food & beverage services of a hotel. [PO 2]
- Undergo real-life experience of front office, housekeeping, food & beverage production and food & beverage services of a hotel. [PO 3]
- Understand the best practices in hospitality sector. [PO 4]

Course Code: TM 611 (C18)**Name of the Course: Tourism in North East India****Course Outcome 15-**

At the end of this course, the participants of the course would be able to

- On completion of the course students will be able to interpret and evaluate the tourism resources in north east India. It will inculcate and explain the diverse nature of tourism in the region including culture and place, global/local perspectives, and experience design and provision. The paper also Identify and assess relationships and networks relative to building tourism capacity apply appropriate technology for the production and management of tourism experiences. The obtained experiences of the students will create, apply, and evaluate marketing strategies for tourism destinations and organizations in the region. The gaining knowledge also demonstrate cultural and environmental sensitivity through an appreciation for various forms of diversity in north- eastern region. It will enhance an understanding of the production, implementation, and impacts of tourism development locally, nationally, and internationally. The students would be able to conduct research ethically, as evidenced through effective research design and implementation that would lead to long term livelihood opportunities among the students of the region. [PO 2] [PO 5]

Course Code: TM 641 (C20)**Name of the Course: Destination Planning and Management****Course Outcome 16-**

At the end of this course, the participants of the course would be able to

- Describe the strategic initiatives required to sustaining business objectives of tourism intermediaries in the planning of central business district and recreation business district. [PO 1]
- Addresses challenges faced by the host community while adding value to stakeholders, MICE, and demand side. [PO 2]
- Collect literature on USP of a destination and destination product mix. [PO 3]
- Define the capacity and inventory issues in tourism supply chain management.[PO 1]
- Best practices of investment models for stakeholders in destination planning. [PO 2]
- Hands-on practice in preparing detailed project report for a destination of their choice.[PO 3]

Course Code: TM 642 (C21)**Name of the Course: Sustainable Tourism****Course Outcome 17-**

At the end of this course, the participants of the course would be able to

- Sustainable tourism is a kind of tourism activity having no negative impacts to the environment rather it enhances the conservation issues of the tourism resources. Students develop the ideas and grasp the concept of sustainability on completion of the course. The course content will be easier to understood about UNOs challenges for sustainable development goal and also able to evaluate of sustainable tourism activity in a particular tourism destination. It will also enhance the in-depth knowledge on evolving tourism sectors and the livelihood associated with it. The paper emphasises relearning the essence of teamwork; marketing; problem solving and communication. Individuals understand the qualities to develop a sustainable tourism relationship management. Knowledge of the paper enhances the ability to demonstrate good customer service in tourist destination. On joining a tourism industry, students are aware of the information that should be given to consumers prior to the sale of quality goods or services. [PO 1] [PO 6]

Course Code: TM 643 (C22)**Name of the Course: Legal and Ethical Issues In Tourism****Course Outcome 18-**

At the end of this course, the participants of the course would be able to

- Introduction to the Course: Ethical tourism is in the best interests of all involved. It offers tour operators a competitive advantage and safeguards the future of the industry by ensuring the long-term sustainability of a destination. It offers the tourists a richer experience, as holidays will draw on the distinctive features of a destination. It is also in the interests of those living there and those working for development, as it can help to combat poverty and contribute to sustainable development. [PO 6] [PO 1]

Course Code: TM 661 (C23)**Name of the Course: Managerial & Financial Decisions for Small Business****Course Outcome 19-**

At the end of this course, the participants of the course would be able to

- Understand the importance of small business in an economy [PO 6]
- Formulate competitive strategies through environment analysis for a business [PO 5]
- Have a fair understanding about the various aspects of the managerial issues of a small business [PO 6]
- Apply the knowledge of financial, technical and cost aspects for enhancing productivity [PO 1] [PO 3]

Course Code: TM 663 (C25)

Name of the Course: Tourist Behaviour

Course Outcome 20-

At the end of this course, the participants of the course would be able to

- Identify the major influences in decision making by tourists. [PO 6]
- Distinguish between different psychological factors that influence tourist behaviour. [PO 6]
- Establish the relevance of tourist behaviour theories and concepts to marketing decisions. [PO 3]
- Critically analyse different market segments on the basis of different psychological factors of tourists and develop marketing strategies. [PO 1] [PO 3]

Codes assigned to the different courses

Code	Course code	Course Title
C1	TM 501	Fundamentals of Tourism
C2	TM 502	Destination Geography, History and Heritage
C3	TM 503	Fundamentals of Management
C4	TM 504	Tourism and Travel Industry
C5	TM 511	Soft Skill Development
C6	TM 512	Leisure Delivery System
C7	TM 541	Finance and Accounting for Tourism
C8	TM 542	Marketing in Tourism
C9	TM 543	Human Resource Management
C10	TM 544	Travel Agency and Tour Operation
C11	TM 561	Tour Guiding and Local Handling
C12	TM 562	Basic Cargo Rating and Handling
C13	TM 601	Research Methods
C14	TM 602	Tourism Entrepreneurship
C15	TM 603	Computerised Reservation System
C16	TM 604	Hospitality Management
C17	TM 605	Summer Internship
C18	TM 611	Tourism in North East India
C19	TM 612	Promotional Strategies in Tourism
C20	TM 641	Destination Planning and Management

C21	TM 642	Sustainable Tourism
C22	TM 643	Legal and Ethical Issues in Tourism
C23	TM 661	Managerial and Financial Decisions for Small Business
C24	TM 662	MICE Management
C25	TM 663	Tourist Behaviour
C26	TM 664	Basic Airfare

1. Mapping of course with program outcomes (POs)

MTTM, TU						
P.O. matrix						
POs→ Courses↓	PO1	PO2	PO3	PO4	PO5	PO6
C1	√				√	√
C2		√				
C3	√		√			√
C4	√	√	√	√	√	
C5			√	√		
C6						
C7	√		√			
C8	√	√	√			
C9	√		√			√
C10	√					√
C11	√	√	√			
C12						
C13	√		√		√	
C14					√	
C15	√			√		
C16	√	√	√	√		
C17						
C18		√		√		
C19						
C20	√	√	√			
C21	√					√
C22	√					√
C23	√		√		√	√
C24						

C25	√		√			√
C26						

Course Structure

Credit Distribution over Semesters

Semester	Foundation Course	Core Course	Electives		Total
			(Department Centric)	(Open)	
1 st Sem.	1*3=3	3*3=9	1*3=3	1*3=3	18
2 nd Sem.		4*3=12	1*3=3	1*3=3	18
3 rd Sem.		5*3=15	1*3=3	1*3=3	23
4 th Sem.		3*3=9	2*3=6	1*3=3	21
				TOTAL	80

FIRST SEMESTER

Course Code	Type	Course Name	L-T-P distribution	Contact Hours/Week	Credit
TM 501	Foundation	Fundamentals of Tourism	3-0-0	3	3
TM 502	Core	Destination Geography, History and Heritage	3-0-0	3	3
TM 503	Core	Fundamentals of Management	3-0-0	3	3
TM 504	Core	Tourism and Travel Industry	3-0-0	3	3
TM511/ TM 512	Elective	Department Centric Elective -1		3	3
	Elective	Open Elective-IT Base		3	3
				TOTAL	18

Basket of Department Centric Elective -1 Course

Course Code	Course Name	L-T-P distribution	Contact Hours/Week	Credit
TM 511	Soft Skill Development	2-0-1	4	3
TM 512	Leisure Delivery System	2-0-1	4	3

SECOND SEMESTER

Course Code	Type	Course Name	L-T-P distribution	Contact Hours/Week	Credit
TM 541	Core	Finance and Accounting for Tourism	3-0-0	3	3
TM 542	Core	Marketing in Tourism	3-0-0	3	3
TM 543	Core	Human Resource Management	3-0-0	3	3
TM 544	Core	Travel Agency and Tour Operation	3-0-0	3	3
TM561/ TM 562	Elective	Department Centric Elective -2		3	3
	Elective	Open Elective- Foreign Language Base		3	3
				TOTAL	18

Basket of Department Centric Elective -2 Courses

Course Code	Course Name	L-T-P distribution	Contact Hours/Week	Credit
TM 561	Tour Guiding and Local Handling	2-0-1	4	3
TM 562	Basic Cargo Rating and Handling	2-0-1	4	3

THIRD SEMESTER

Course Code	Type	Course Name	L-T-P distribution	Contact Hours/Week	Credit
TM 601	Core	Research Methods	3-0-0	3	3
TM 602	Core	Tourism Entrepreneurship	2-0-1	4	3
TM 603	Core	Computerised Reservation System	3-0-0	3	3
TM 604	Core	Hospitality Management	3-0-0	3	3
TM 605	Core	Summer Internship ¹	0-0-10		5
TM611/ TM 612	Elective	Department Centric Elective -3		3	3
	Elective	Open Elective- Foreign Language Base		3	3
				TOTAL	23

Basket of Department Centric Elective -3 Courses

Course Code	Course Name	L-T-P distribution	Contact Hours/Week	Credit
TM 611	Tourism in North East India	3-0-0	3	3
TM 612	Promotional Strategies in Tourism	2-0-1	4	3

FOURTH SEMESTER

Course Code	Type	Course Name	L-T-P distribution	Contact Hours/Week	Credit
TM 641	Core	Destination Planning and Management	3-0-0	3	3
TM 642	Core	Sustainable Tourism	3-0-0	3	3
TM 643	Core	Legal and Ethical Issues in Tourism	3-0-0	3	3
TM 661/ TM662/ TM 663/ TM 664	Elective	Department Centric Elective -4		3	3
	Elective	Department Centric Elective -5		3	3
	Elective	Open Elective		3	3
TM 665		Dissertation based on outdoor activities			3
				TOTAL	21

Basket of Department Centric Elective -4 and 5 Courses

Course Code	Course Name	L-T-P distribution	Contact Hours/Week	Credit
TM 661	Managerial and Financial Decisions for Small Business	3-0-0	3	3
TM 662	MICE Management	3-0-0	3	3
TM 663	Tourist Behaviour	3-0-0	3	3
TM 664	Basic Airfare	2-0-1	4	3

¹ The students shall have to undergo an eight week compulsory internship programme in a reputed organisation engaged in travel/tourism/hospitality sector during the Summer Break (June-July) after completion of Second Semester. Students' performance shall be evaluated on the basis of a compulsory Project Report, a Log Book, to be maintained by the student and periodically countersigned by the on-site supervisor(s) and a Presentation-cum-Viva in the presence of an External Examiner. The Credit shall be allowed in the Third Semester.

Detail Syllabi: First Semester

TM 501 FUNDAMENTALS OF TOURISM

L3- T0- P0-CH3=Cr3

Unit -I

The History of Tourism, Motivation for travel, Tourism and Tourist Defined, Types and Typology of Tourism, Major motivation based segments of tourism - Business Tourism and leisure tourism; Popular groups of tourists - Domestic tourists, foreign tourists; Inbound tourists, Outbound tourists; Inclusive Tourists, Independent tourists; Long haul tourists, short haul tourists, excursionists.

Unit -II

Understanding the basic components of tourism: Accessibility, Accommodation, Attraction, Amenities, and Activities.

Tourism Promoters: N.T.O., Travel Agent, Tour Operator, Meeting, Incentive and Convention Planners, Direct Marketing;

Tourism Service Suppliers: Destination, Accommodation, Food and Beverage, Entertainment and Recreation, Transportation, souvenir shops;

External Environment: Economy, Politics, Environment, Technology, Society and Culture

Unit -III

Mass Tourism: Characteristics of mass tourists, Components responsible for growth of mass tourism.

Alternative forms of tourism: Sustainable tourism; Ecotourism- community based ecotourism. Exposure to other forms of tourism - Cultural tourism, Heritage tourism, Adventure tourism, Ethnic tourism, Rural tourism.

Pilgrimage: its role and significance.

Healthcare Tourism: trend and future.

Unit -IV

General Impacts of tourism;

Economic Impacts: Contribution of tourism to the GDP, Tourism as a Foreign exchange earner, Employment generation through tourism, Multiplier Effect of tourism spending, Role in infrastructure development in host region,

Non-economic Impacts: International understanding, Conservation of cultural heritage through tourism.

Unit -V

Environmental concerns;

Social impacts: euphoria, apathy, annoyance, antagonism;

Cultural Tension: Demonstration effects.

Role of alternative tourism in reducing the ill-effects of tourism

Unit -VI

Understanding Tourism Statistics: International, National and Regional level tourist arrival and spending,

Global trend: Past, Present and Future.

Text Books:

1. Seth, P. N., *Successful Tourism Management*, Sterling Publishers, New Delhi, 2011.
2. Bhatia, A.K., *International Tourism Management*, Sterling Publishers, New Delhi, 2014

References:

1. Lea, J., *Tourism and Development in the Third World*, Methuen, New York, 1998
2. Walker, John R. & Walker, Josielyn T, *Tourism: Concepts and Practices*, Pearson, New Delhi, 2011.
3. Fennell, DA., *Ecotourism*, Routledge, London, 1999
4. Goeldner, Charles, R. And Ritchie, Brent, *Tourism: Principles, Practices, Philosophies*, J.R. John Wiley and Sons, New Jersey, 2013.

TM 502 DESTINATION GEOGRAPHY, HISTORY AND HERITAGE
L3- T0- P0-CH3=CR3

Unit-I

Definition, Typology of destinations – Destination mix, Tourism System: Leiper's Model.

The elements of Geography- Themes of Geography -Importance of geography in tourism, Destination geography- attractions, accessibility, cost and amenities, culture, climate; Physical geography, Cultural geography, World's continents, Destinations on world map, Latitudes, Longitudes, International Date Line, Time zones and calculation of time, Time differences, GMT and flying time.

Unit-II

Tourism Resources: Definition, Types of resources – Man-made, Natural; Land-based, Water -based and Aerial tourism.

National Parks, Sanctuaries, Biosphere Reserve; Wildlife Protection laws and regulations, Rare and extinct species; other nature based destinations and activities in India with prominence to NE destinations.

Unit-III

History and Tourism- History as tourism resource, History and folklore as narratives- Differences between these two; Monuments and architectures-Cases of some major historical sites, with special emphasis on India and North-east India.

Unit-IV

People and Culture: Importance of culture related to destinations in Tourism; Heritage, Customs, Costumes, Traditions, Rituals, Ancient Paintings, Fairs & Festivals, Handicrafts as attractions to tourist. Performing Arts of India; Classical and folk dances, Music and musical instruments as enhancer of tourism experience; Role of folklore, and folksongs in tourism promotion.

Unit-V

National and International Tourist Destinations: Description of important tourist circuits of the world, World Heritage Sites. Popular Tourist destinations in North America, South America, Europe, Africa, Middle East, Australia and Asia. Exposure to global tourism growth and trends, global importance of tourism, future developments in tourism.

Unit-VI

Field visits to major local attractions. Predefined group visits to tourist attractions in NE India guided by Faculty/Officials of the Department. On completion of each tour the students have to submit a tour report along with an oral presentation. These reports will be treated as assignments, which would carry scores as per the prevailing evaluation guidelines of the University.

Text Books:

1. Boniface, B. & Cooper, C., *Worldwide Destinations: The geography of Travel & Tourism*, Oxford Butterworth Heinemann, 2009.
2. Badan, B. S. & Bhatt, H., *Cultural Tourism*, Crescent Publishing Corporation, New Delhi, 2005.

References:

1. Rojek, C. & Urry, J. (eds.), *Touring Cultures: Transformations of Travel and Theory*. Routledge, London, 1997.
2. Whyman, K., *The Animal Kingdom*, Heinemann, Raintree, 1999.
3. Leask, A. and Yeoman, I, *Heritage Visitors Attractions*. An Operations Management Perspective, Thomson Learning, 1999.
4. Collins, Collins *World Atlas*, Essential edition, 2007.
5. Pastorelli, J., *Enriching the Experience - An Interpretive Approach to Tour Guiding*, Hospitality Press, 2003.
6. Rosemary B., *Travel Geography*, Pitman Publishing, Marlow Essex, 1995.
7. Purzycki, J. S., *Travel Vision: A Practical Guide for the Travel, Tourism and Hospitality Industry*, Prentice Hall, 1999.
8. Ratti, M., *History and Geography of Tourism*, Rajat Publication, New Delhi, 2007.
9. Hall, C.M. and Page, S.J., *The Geography of Tourism and Recreation*, Routledge, 2012.

TM 503 FUNDAMENTALS OF MANAGEMENT
L3- T0- P0-CH3=CR3

Unit-I

Need for Management; Evolution of management thoughts -Scientific management, Modern management, Hawthorne study, Other contributors of Behavioral Sciences, McKinsey's 7s Framework; Managerial skills propounded by Henry Mintzberg; Definitions of Management.

Unit-II

Need for planning; Types of plans – Vision, Mission, Objectives, Strategies, Policy, Procedures, Rules, Budgets; Steps in planning.

Unit-III

Tows Matrix; Porter's Industry Analysis and Generic Competitive Strategies; Successful implementation of strategies, Understanding why strategies fail, Requirements for successful implementation of strategies.

Unit-IV

Meaning of Organizing- Formal and Informal organization; Different forms of Departmentation - By product, By process, By region, By customer, By time, By number; Understanding a Matrix Organization- Forming a Matrix Organization, problems associated with Matrix Organization, How to make Matrix effective; Strategic Business Unit (SBU)- why is SBU required, Differences between SBU and Matrix;

Meaning of Line and Staff, Role of line and staff; Span of Management – Meaning, Determinants of Span of Management; Factors affecting Centralization and Decentralization; Delegation- Need for delegation, Factors affecting delegation.

Unit-V

Motivation: Meaning and importance; Theories of motivation -Maslow's Hierarchy of Needs, Herzberg's Theory of Motivation, Vroom's Expectancy theory.

Essence of Leadership; Likert's Four Systems of Management; Blake and Mouton's Managerial Grid; Contingency Theory of Leadership.

Unit-VI

Control: Definition, Critical points and standards; Control mechanisms- Feedback system, Real time control, Feed forward system, Requirements for effective control.

Text Books:

1. Koonz, H. & Heinz, W., *Management – A Global Perspective*, McGraw Hill, 2011.
2. Parmar, T.S., *Management and Administration of Tourism: Code and Guidelines*, Cyber Tech, 2008.

References:

1. Bose, C., *Principles of Management and Administration*, Prentice Hall of India, New Delhi, 2000.
2. Sinha, P.C., *International Encyclopedia of Tourism*, Concept, New Delhi, 1997.
3. Billington, R., Strawbridge, S., Greensides, L. and Fitzsimons, A., *Culture, Society: A Sociology of Culture*. Macmillan, London, 1991.

TM 504 TOURISM AND TRAVEL INDUSTRY
L3- T0- P0-CH3=CR3

Unit – I

Understanding the travel market: Leisure, business, Corporate, Commercial, Institutional, Family, Special Interest travel; Special segments like Road service, Cruise liners, Airlines, Railways, Full service agency, Incentive agency, and Implant agency.

Manuals of Travel Business

Unit – II

Details of transportation service: Air, Surface-road and rail, Water transportation, Transport associations and organizations operating with travel and tourism industry, International Union of Public Transport (UITP).

Waterways- National Waterways of India

Roadways- Highways - State, National, Express, International; Classified and Unclassified road, Toll Road;

Vehicle- types of vehicles used in tourism industry; Luxury Coach; Car rental industry- Present scenario in car rentals market and future challenges.

Unit – III

Railways- History of railways around the world , and in India, Packaged rail travel, Rail distributions, Rail product developments, Future of rail travel, Major Railway Systems of World -Euro Rail, Amtrak, Britrail, Japan

Railways, Canadian Railways in Africa & Australia; General information about Indian Railways, Types of rail tours in India: Luxury Trains, Toy Trains. Indrail pass. Role of IRCTC in promotion of rail tourism.

Unit - IV

Airways- Different types of aircrafts available, Major global commercial Airlines, Airlines operating in India, Chartered flights; Cargo-only airlines.

Unit - V

Major organisations in the global travel industry: Thomas Cook, Cox & Kings, SITA travels, Other important tour operators of India.

Accommodation industry- Hotel, Resort, Lodge, Condominium, Cruise, Houseboat.

Exposure to major global hotel chains, Major Indian hotels; Classification of hotels in India.

Unit - VI

National and state level tourism policies; National and International regulations applicable for travel business, relevant provisions of the Motor Vehicles Act, 1988; Regulatory framework for hotel and food service in India,

Text Books:

1. Seth, P. N., *Successful Tourism Management*, Sterling Publishers, New Delhi, 2011.
2. Pender, L., *Travel, Trade and Transport: An Introduction*, Continuum, London 2001

References:

1. Parmar, T.S., *Management and Administration of Tourism: Code and Guidelines*, Cyber Tech, 2008.
2. Foster, D., *Travel and Tourism Management*, McMillan, London, 1983
3. *National Tourism Policy*, Department of Tourism, Ministry of Tourism & Culture, Govt. of India, 2002
4. *Assam Tourism Policy*, Dept. of Tourism, Govt. Of Assam, 2008,

TM 511 SOFT SKILLS DEVELOPMENT

L2- T0- P1-CH4=CR3

Unit - I

Communications and its Barriers: Process and Methods of Communication- Oral, Written, Non-verbal, Body Language; Forms of organisational communication; Overcoming the Barriers for Effective Communication.

Unit - II

Communicating through Media: Public relation and mass communication, Development of handouts, brochures, webpages; Use of YouTube, Facebook, Twitter and other social media for effective communication.

Unit - III

Oral Skills: Public speaking, Neutral accent, Presentations -preparation of text, using visual Aids; Etiquette in telephonic or other types of communication. Interview skills, Group discussion, Nominal Group Technique.

Unit -IV

Written and Computer Skills: Application writing- Components and layout of business letter, Business Writing Principles – Work Selection and Sentence Construction, Complaints and claims, Report and Agenda preparation.

Computer Applications: MS word, MS Excel, MS Power-point, MS Access.

Unit - V

Other Skills: Listening skills, Role of positive attitude in successful communication, Negotiation Skills. The Selling Process.

Unit - VI

Personality Development: Meaning of Personality and Lifestyle, Personality Factors- External, Internal. Effective or winning personality, Personal grooming and business etiquette, physical fitness, dressing sense-formal and business casuals, Behaviour with clients, Introduction to corporate culture.

Text Books:

1. Hayes, J., *Interpersonal Skills at Work*, Tata McGraw-Hill Education Pvt Ltd, Noida, 2012.
2. Chaturvedi, P.D. & Chaturvedi, M., *Business Communication-Concepts, Cases and Applications*, Pearson Education (Singapore) Pte. Ltd, 2011.

References:

1. Luthans, F., *Organizational Behaviour*, McGraw Hill International, Singapore, 12th Edition, 2010.
2. Evans, V., *Successful Writing Proficiency*, Express Publishing, Athens. 1997.
3. Lloyd, G.H., H. and Goodall, S., *Communicating in Professional Contexts: Skills, and Technologies*, Wadsworth/Thomson Learning, Belmont, California, 2005.
4. Carr, P., *English Phonetics and Phonology- An Introduction*. OUP, Oxford, 1988.

5. Milton, T. A. and James, R. A., *Convention Management and Service*, Waterbury Press & Education Institute, U.S.A., 1998.

TM 512 LEISURE DELIVERY SYSTEM

L2- T0- P1-CH4=CR3

Unit-I

Concept of Leisure: hard and soft leisure, interlink between leisure, recreation and tourism, Understanding of Leisure business and Tourism, Optimum Stimulating level (OSL) of people and its role in choosing leisure activities.

Current issues and perspectives in development of leisure industry.

Unit-II

Conduits of leisure: Parks, Recreational centres, Fair & Festivals and its role in leisure business, other conduits of leisure delivery systems.

Unit-III

Brief description of Soft and Hard Leisure activities: Golf, Trekking, Angling, Rock-climbing, Spelunking, Kayaking Paragliding, White water Rafting, Mountaineering etc.

Unit-IV

Role of resort and spa in leisure and tourism, description of back water tourism in Kerala water sport in Goa and Shikaras in Kashmir

Unit-V

Concept of risks in tourism; Risk assessment and Disaster management in Tourism business: how to avoid tourism disaster.

Insurance and risk mitigation.

Unit-VI

Field visits to major local attractions. Predefined group visits to tourist attractions in NE India guided by Faculty/Officials of the Department. On completion of each tour the students have to submit a tour report along with an oral presentation. These reports will be treated as assignments, which would carry scores as per the prevailing evaluation guidelines of the University.

Text Books:

1. Prosser, R., *Leisure, Recreation and Tourism*, 2nd Edition Collins Educational, U.S.A, 2000.

References:

1. Sinha, P.C., *International Encyclopaedia of Tourism*, Vol. 5. New Delhi- Concept, 2000.
2. Veblen, T., *The Theory of The Leisure Class*. Dover Thrift Editions. Dover Publications, Inc., 1994
3. Font, X. and Tribe, J. (eds), *Forest Tourism and Recreation: Case Studies in Environmental*, 1990.
4. The Voluntary Aid Society, *Emergency First Aid: A Quick Reference Guide to Step-by-step Procedures for Emergency First Aid*, 2001

Detail Syllabi: Second Semester

TM 541 FINANCE AND ACCOUNTING FOR TOURISM

L3-T0-P0-CH3=CR-3

Unit-I

Accounting: Concepts and conventions, Journal and Ledger, preparation of Business Income statement, Balance Sheet. Cash flow statement and Fund flow statement

Unit-II

Finance: Meaning, Goals, Functions, Role of financial management, Sources of finance- Methods of finance in tourism-leasing, hire-purchase, long term loan, venture capital, private equity

Unit-III

Forecasting and financial planning, Break even analysis

Unit-IV

Management of current Assets: Working Capital Management-Meaning and characteristics of working capital, financing current assets, Cash management, Receivables management and inventory management

Unit-V

Management of fixed Assets: importance of Capital Budgeting, analytical techniques-non Discounted, Discounted techniques.

Unit-VI

Sources of financing tourism projects: Tourism Finance Corporation of India (TFCI), Government sponsored schemes and other agencies. Hotel and Travel Agency accounting.

Text Books:

1. Chandra, P., *Financial Management*, Tata McGraw Hill Publishing Company, New Delhi, 2011.
2. Maheswari, Maheswari & Maheswari. *Financial Accounting*, Vikas Publishing House, New Delhi, 2012.

References

1. Stickney, Clyde P. & Weil, Roman L., *Financial Accounting: An Introduction to Concepts, Methods and Uses*, Thomson Learning Company, 2007.

TM 542 MARKETING IN TOURISM

L3- T0- P0-CH3=CR3

Unit-I

Concepts of Marketing: Introduction to tourism marketing, Constituents of tourism market environment, Environment scanning.

Unit-II

Strategic planning in marketing: Strategic planning, Segmentation, Targeting and positioning, Marketing mix in Tourism; marketing mix, Tourism Life Cycle, Introduction to tourism Life Cycle Theories.

Unit-III

Tourist Behaviour: Tourist behaviour, Factors influencing tourist behaviour, Tourists' decision making process, tourism behaviour typologies.

Unit-IV

Tourism Product Development and Packaging: Tourism Product, Creating Experience Set, Product development, Tourism product packaging.

Unit-V

Tourism Pricing and Distribution: Factors influencing tourism pricing, Methods of price fixation, Pricing strategies, Tourism distribution, Distribution channel.

Unit-VI

Tourism promotional Mix: introduction, Integrated Marketing Communication, Tourism Marketing Communication (TMC)

Text Books:

1. Chaudhary, M., *Tourism Marketing*, Oxford University Press, New Delhi, 2010.
2. Kotler, P., *Principles of Marketing*, Prentice hall of India, New Delhi, 2003.

References:

1. Kenner, H.K., *Selling Tourism*, CENGAGE Delmar Learning, 2002.
2. Dahiya, V.S., *Tourism Marketing and Advertising*, Oscar Publication, 2006.
3. Briggs, S., *Successful Tourism Marketing: a Practical Handbook*, Cogan Page, London, 2001.
4. Dasgupta, D., *Tourism Marketing*, Pearson, New Delhi, 2011.

TM 543 HUMAN RESOURCE MANAGEMENT

L3- T0- P0-CH3=CR3

Unit-I

Concept of HRM, Its importance and challenges, Objectives and functions, Policies, Procedure and Programme. Contemporary Issues in HRM.

Unit-II

HRM in service industry, Differences of tourism HRM with other industrial sectors, Emerging trends and perspectives of HRM in Tourism.

Unit-III

HR Planning: Definition, Need and process, Job analysis, Job description and specifications

Unit-IV

Recruitment and selection: different methods of recruitments, Process of recruitment and selection, Placement and induction process.

Employee Training and Development: Need of training, Methods for evaluation of training needs and its process, Career planning.

Unit- V

Performance Monitoring and Appraisal: Meaning, Importance and Purpose, Techniques of appraisal; Discipline and Disciplinary action, Employee grievance handling process

Unit-VI

Compensation and reward management: Principles, Purpose and Components of compensation and salary administration, Salary structures, Reward and incentives, Benefits and welfare.

Text Books:

1. Nickson, D., *Human Resource Management for Hospitality and Tourism Industries*, Elsevier (Butterworth-Heinemann), 2007.
2. Dessler, G., *Human Resource Management*, Pearson, New Delhi, 2008.

Reference:

1. Ashwathappa, K., *Human Resource and Personnel Management*, Tata Mc Graw Hill, New Delhi, 3rd Ed. 2004.
2. Madhukar M., *Human Resource Management in Tourism*, Rajat Publishing, New Delhi, 2000.

TM 544 TRAVEL AGENCY AND TOUR OPERATION

L3- T0- P0-CH3=CR3

Unit -I

Basic concepts of travel agency and tour operators: Travel agency, Types of travel agencies, Tour Operator, Types of tour operators, Package tours.

Unit -II

Travel Agent: Functions of a Travel Agent, Understanding the functions of a travel agency, travel information and counselling to the tourists, Documentation-Passport, Visa, Health Certificate, Customs, and Immigration. Sources of income for the travel agency: Commission, Service charges.

Ancillary service and Travel Insurance, Itinerary preparation, reservation, ticketing.

Unit - III

Functions of a Tour Operator: Market research and tour package formulation, Assembling, processing and disseminating information on destinations, Liaisoning with principals, Preparation of Itineraries, Reservation procedure of Transportation, Accommodation, Food, Guide, and other ancillary services, Situation handling technique, Handling company money; Post tour management.

Unit-IV

Approvals of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways; Various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour operation businesses.

Unit-V

Package Tour: Definition and structure of package tour.

Stages of Package Tour formulation: Initial Research- pre experience and post experience; Development of itinerary; Appointment of destination Coordinators; Negotiation with vendors, Tour costing and pricing, Designing tour brochure, Developing reservation system, Common package types, different trip types, Different types of tour itinerary

Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit-VI

International and National level Tourism Related Organizations: Exposure to functions of Tourism Organizations- United Nations World Tourism Organization (UNWTO), International Civil Aviation Organization (ICAO), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Federation of Hotels and Restaurant Association of India (FHRAI), India Tourism Development Corporation (ITDC).

Text Books:

1. Holloway, J.C., *The Business of Tourism*, Mc Donald and Evans, Plymouth, 1983.
2. Seth, P., *Successful Tourism Management*, Sterling Publications, Delhi, 2011 .

Reference:

1. Syrratt, G., *Manual of Travel Agency Practice*, Butterworth Heinmann, London, 1995.
2. Stevens, L., *Guide to Starting and Operating Successful Travel Agency*, Delmar Publishers Inc., New York, 1990.
3. Chand, M., *Travel Agency Management: An introduction text*, Anmol Publication, 2009.
4. Laws, E., *Managing Packaged Tourism*, International Thomson Business Press, 1997.

TM 561 TOUR GUIDING AND LOCAL HANDLING

L2- T0- P1-CH4=CR3

Unit-I

Concept of Tour Guiding: Meaning, Emerging areas of tour guiding-Prerequisites for becoming a Tour Guide- Tour guide as profession, Skills, Interests and Qualities; Understanding the safety of tourists; Duties and Responsibilities: Dealing with arrivals and departures, Luggage Pull and Transfer to Hotels, Check in, Check out, Knowledge about other services, Billing, Route map preparation, Pre Tour and post tour briefing and presentation. Review of itinerary, Planning and designing of customized tour itinerary, Accreditations and associations for tour guides.

Unit-II

Group leading skills: Greeting participants, leading the participants, Skills in leading a group, Welcome speech. General instruction to participants at monuments, Preparing tourists for cultural shock, Sacred places, Crowded areas, Giving commentary, answering Questions, Concluding a tour; Tour guides and environmental consciousness.

Unit-III

Knowledge about travel formalities: Passport, Visa, Health requirements, Taxes, Customs, Currency, Travel insurance, Baggage and airport information; Special Permits, Protected Area Permits, Restricted Area Permits. Knowledge about special arrangement for travellers, Complain handling skills. Knowledge about First Aid and life saving measures, Importance of Physical Health Culture for a Guide.

Unit-IV

Co-ordination: Coordinating with participants, Conducting various types of tours, Relevant and accurate information delivery.

Knowledge in foreign exchange, Reading of maps and charts, Reaction in emergency situation, Disaster management; Ensuring cooperation from police and other authorities and dealing with them.

Unit-V

Practical: Real life guiding project on reputed nearby attractions (Cultural & pilgrimage attractions, Wildlife & Natural landscapes)

Unit-VI

Practical: Field level exposure on leadership skills, Collection and dissemination of information.

Text Books:

1. Pond, K.L., *The Professional Guide: Dynamic of Tour Guiding*, Van Nostrand Reinhold, New York, 1993.
3. Chowdhury, N., *Handbook for Tour Guides*, Matrix Publishers, New Delhi, 2013.

References:

1. Collins, V. R., *Becoming a Tour Guide*, Continuum, London, 2002.
2. Goddy B. & Parkin I., *Urban Interpretation- Issues and Settings, Techniques and Opportunities*, Working Papers, School of Planning, Oxford Polytechnic, 1991.

TM 562 BASIC CARGO RATING AND HANDLING

L2- T0- P1-CH4=CR3

Unit-I

Introduction to Cargo Management: Common terms used in Cargo handling, Rules governing acceptance of Cargo, Check in formalities/ Baggage rules.

Indian legal regime – Aircraft Act 1934 and Aircraft Rules: 1937, 2003.

Unit-II

Cargo rating-types of baggage and baggage handling - General, Coffin, Pets, Wheel-Chair Passenger, Un-Accompanied Minor.

Unit-III

Familiarization of Cargo tariffs, Weight system-Rounding off of the weights/dimensions/ currencies, Chargeable weight rating-general & specific commodity rates, class rates and valuation charges.

Unit-IV

Documentation: Airway bill, International air transport, Charges correction advice, Irregularity report, Cargo manifesto, Cargo transfer manifesto, Documents concerning postal mails and diplomatic mails, Shippers declaration for dangerous goods.

Unit-V

Handling: Cargo capacity of Air and Ships, Cargo needing special attention; Dangerous goods and DGR- Aircraft rules for dangerous goods – Legal basis and regulations

Unit-VI

Some important Cargo companies. Use of technology in cargo management.

Text Books:

1. Dhar, P. N., *Global Cargo Management: Concept, Typology, Law and Policy*, Kanishka Publication, Delhi, 2008.
2. Chand, M., *Travel Agency Management*, Anmol Publication, New Delhi, 2007.

Reference:

1. *The Air Cargo Tariff and Rules (TACT)* by IATA Manuel
2. *Live Animals Regulation (LAR)* by IATA Manuel

Third Semester Detailed Syllabus

TM 601 RESEARCH METHODS

L3- T0- P0-CH3=CR3

Unit-I

Introduction to Research and Statistics: Role of research in business - especially in tourism business, Value of information, Cost of information, Ethics in research

Research process, Decision to undertake research, Introduction to Research Design, Types of research

Unit - II

Sources of Data: Sources of secondary data in India, Quality of secondary data.

Effects of changes in technology in overall research design, Use of Information Technology in tourism research.

Unit-III

Scales of Measurement, Validity and Reliability

Methods of primary data collection: Questionnaire design, Components of the questionnaire, Steps in questionnaire design, Question content, Response format: Open ended question Vs. Multiple choice questions including various types for question formats. Question wordings – various principles thereof, Common blunders while designing questionnaires, Creative questionnaire design.

Various types of Interviews: Mail interview, Person to person interviews, Telephonic interviews, Face to face interviews and Digital interview.

Data collection through electronic interface.

Observation- Various types; Criteria of selection of an ideal method in different situations,

Pilot survey and how to conduct one

Unit-IV

Sampling: Population defined, Sampling Frame, Sampling Vs. Census, Steps in selecting a sample.

Various types of Sampling Methods – Probabilistic: Simple Random Sampling, Stratified Random Sampling, Cluster Sampling. Non Probabilistic: Convenience Sampling, Judgment Sampling, Quota Sampling and snowball sampling. Dangers of Non Probabilistic Sampling Procedures.

Sample Size determination

Concepts of errors in research – Sampling and Non sampling errors and measures to reduce errors,

Unit-V

Quantitative Data Analysis: Introduction to STATCRAFT package; Data processing: Editing, Coding, Decoding, and data entry;

Hypothesis formulation, Hypothesis Testing, Type I error, Type II error

Univariate Data Analysis Techniques: z- test, t-test

Bivariate Data Analysis Techniques: Chi Square, Z- test for difference between means, Paired Sample T test (t-tests for difference between means)

Introduction to Multivariate Data Analysis Techniques

Unit-VI

Qualitative Data Analysis: Making use of literature in qualitative research, Designing qualitative research, Verbal data, Observation and mediated data. Writing qualitative research.

Research Report Writing: The structure, major referencing styles.

Text Book:

1. Mishra, P., *Business Research Methods*, Oxford University Press India, 2015.
2. Flick, U., *An Introduction to Qualitative Research*, SAGE Publications Ltd, 2014.

Reference:

1. Levin, R.I. & Rubin, D.S., *Statistics for Management*, Pearson India, 7th Edition.
2. Malhotra, N. K. & Dash, S. B., *Marketing Research: An Applied Orientation*, Pearson India, 7th Edition.

TM 602 TOURISM ENTREPRENEURSHIP

L2- T0- P1-CH4=CR3

Unit-I Introduction to Entrepreneurship:

Entrepreneurship- Definition, Role and expectation. Entrepreneurial motivations, Types; Entrepreneurship opportunities in tourism; Entrepreneurial skill for travel, Tourism and hospitality trade; Problems of entrepreneurship in travel trade.

Unit-II Small Scale Enterprises:

Characteristics of an entrepreneur, Functions, Entrepreneurial traits and qualities; Classifications of entrepreneurs, Entrepreneur vs Manager, Entrepreneurial competencies, Understanding enterprises, Franchises & buyouts, Family business, Small business and large business, Company, etc. Small Scale Enterprises, Characteristics and relevance of small scale enterprises.

Unit-III Government Policy on Tourism:

Institutional interface and Set up; Government policy; Tourism enterprises/units eligible for assistance under MoT scheme. Relevance of “Start-up India, Stand-up India” in the context of tourism.

Unit-IV Entrepreneurial Process:

Identification of opportunity, Market assessment, Analysing competitive situation, Understanding trade practices, Resource mobilization. Ownership structures and organizational framework.

Unit-V Management Issues:

Management issues in tourism and hospitality industry- Financial management issues, H R issues, Strategies for growth and stability,

Entrepreneurial case studies of major Travel Agencies/ Tour Operators viz. Cox & Kings, Raj Travels, SOTC, etc. and Hotels viz. Taj, Radisson, Welcome, etc.

Unit-VI Business Plan:

Technology determination, Site selection, Financial planning, Financial institutions for small enterprises; Elements of Business Plan, Preparation of Business Plan, Feasibility report.

Text Book:

1. Lowry, L., *Introduction to Entrepreneurship - Resources for Feasibility Study Research Business*, Librarian James A. Gibson Library Brock University, 2007

References:

1. Drucker, P.F., *Innovation & Entrepreneurship*, Harper Business, 2006.
 2. Page, S. & Ateljevic, J., *Tourism and Entrepreneurship: International Perspectives*, Routledge, 2009.
 3. Khanka, S. S., *Entrepreneurial Development*, S. Chand & Company Ltd, New Delhi, 4th Edition, 2007.
 4. Bhuyan, A., *Tourism Entrepreneurship in Assam*, VDM Verlag, 2010.
 5. Botha, M., Wessels, F.F. & Lubbe, B., *Tourism Entrepreneurs*, Juta Legal and Academic Publishers, 2007
 6. Rimmington, M., Williams, C. & Morrison, A., *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*, Routledge, 1st Edition, 2009
 7. Sharma, J. K., *Hotel Management and Hospitality Enterprise*, Kanishka Publishing House, 2009.
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Unit I: Computer Fundamentals

Computer Basics: Basics of Computer Hardware and its functional units, Concept of Software: Application and System Software, Basics of Operating Systems, Computer Codes.

Networking Basics: Computer Network, Network Categories, Network Structure, TCP/IP Reference Model, IP address, Cloud Computing.

Unit II: Handling Basic Packages

Handling MS Office: Creating basic applications of Microsoft Word like Mail Merge, Preparing spreadsheet using MS Excel, Designing presentation with MS PowerPoint.

Handling Web Designing Packages: Designing websites using web designing packages like Microsoft FrontPage.

Unit III: Database Concepts

Introduction to Database, DBMS vs RDBMS concepts, Creating tables using MS Access, Creating relations between Tables in MS Access, Designing Forms, Queries and Reports in MS Access.

Unit IV: Introduction to Airlines

Introduction to Airline Management- Types of Aircrafts and facilities, Coding and decoding technique, Air ticketing related terminology, Multinational regulations for air transportation and travel industry-freedoms of Air, Chicago, Montreal, and Warsaw conventions, Function of IATA, DGCA and ICAO.

Unit V: Basics of Computerised Reservation System (CRS)

Concept of CRS, Familiarization of Official Air Guide (OAG) Book, Division of World by IATA. Global indicators and sales indicators

Types of journeys- One Way (OW), Return (RT), Circle Trip (CT), Open Jaw, Round the World, Transfer and Stopovers, Universal Air Travel Plan (UATP), Air Itinerary Planning and practice.

Unit VI: Basic Concepts of Ticketing

Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel,

Air fare construction: Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check, Add-ons. Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares etc., baggage rules.

Hands-on training using Galileo: Checking airlines time table and seat availability and procedure to booking seat, Create PNR. Itinerary Planning for passenger.

Text Books:

1. Goel, A., *Computer Fundamentals*, 3rd Edition, Pearson India, 2010.
2. Behl, R., *Information Technology for Management*, 2nd Edition, Tata McGraw Hill, 2012.
3. Negi, J., *Air Travel Ticketing & Fare Construction*, Kanishka Publishing House, 2009.

References:

1. Kulkarni, P., Jahirabadkar, S. & Chande, P., *E-Business*, Oxford University Press, 2013.
2. Gupta, S. K., *International Airfare and Ticketing-Methods and Technique*, UDH Publisher, 2007.

TM 604 HOSPITALITY MANAGEMENT

L2- T0- P1-CH4=CR3

Unit-I

Introduction to hospitality industry: Definition and spread, Its composition and role as a part of tourism; History of accommodation sector.

Unit II

Different types of accommodation: Hotels, Resorts, Motels, Bread and Breakfast (B&B), Home Stay network, Special types of accommodation- Capsule hotels, Hostels, Car camping/Caravanning, Camping, Vacation renting. Utilities and features available in modern accommodations.

Common structure of an accommodation unit, Different departments – Front office, Housekeeping, Food production and service; Other specialised divisions - Lounge, Restaurant, Bar, Gym, Spa, Laundry, Disco etc.

Unit III

Front Office Management: Guest Cycle- Pre arrival, Arrival, Stay, Departure, Post departure; Reservation – Importance, Modes of reservation, Channels and sources (FITs, TAs, Airlines, GIT etc.), Types of reservation (Tentative, Confirmed, Guaranteed, etc.), Cancellations, Amendment, Overbooking; Room selling techniques – Up selling, Discounts; Message and mail handling; Key handling; Complaint handling; Guest history; Types of rooms, Common tariff plans; Technology and Front Office operation.

Unit IV

Housekeeping (HK): Planning and organising House Keeping department - Area inventory list, Frequency schedules, Performance and productivity standards, Time and motion study in HK operations, Standard Operating manuals – Job procedures, Job allocation and work schedules, Calculating staff strengths and planning duty rosters, Team work and leadership in HK, Training, Inventory level for non-recycled items; Budget and budgetary controls; Purchasing systems – methods of buying; Storage, including different storage modes. Stock records – issuing and control; HK in institutions and facilities other than professional accommodation sector; Energy and water conservation; Knowledge on first aid; Business Process Outsourcing in HK.

Practical exposure on stain removal, Handling of chambermaid trolley and other laundry equipment, Inspection of guest rooms and public areas with check list, Use of cloth and their types, Abrasives, Polishes, Chemical agents and commercial products, Bed-making and cleaning.

Unit V

Food and Beverage: Role of food and beverage; Equipment used in food production; Menu planning for different categories of clients; Indenting- Principles of indenting for volume feeding, Portion sizes and its importance, Practical difficulties; Planning- Space allocation, Equipment selection, Staffing; Volume feeding – Institutional catering, Scope and Problems of institutional catering; Hospital catering- catering for patients, Staff and Visitors; Off premises catering; Introduction to regional Indian cuisines, Exposure to National and International cuisines,

Different types of beverages- Alcoholic beverages (Wines, Beer, Spirits, Aperitifs, Liqueurs)

Food Service: Table Lay-up; Tray/trolley set-up; Procedure of serving meal; Social skill.

Food Safety Regulations, Licencing, Nutrition, and Hygiene & Sanitation.

Unit VI

Brief discussion on Indian and International commercial hospitality organisations including hotel chains. Function and scope of Federation of Restaurant and Hotel Associations of India (FRHAI)

Text Books (one recommended book from each functional area):

1. Bhatnagar, S.K., *Front Office Management*, Frank Bros, India, 2009.
2. Raghubalan, G. & Smritee. *Hotel Housekeeping*, Oxford, 2nd Edition, 2009.
3. Lillicrap, D., Weekes, S., and Cousins, J., *Food and Beverage Service*, Hodder Education, 9th edition, 2014.
4. Arora, K., *Theory of Cookery*, Frank Brothers & Company (PUB), New Delhi, 2011.

Training Manuals:

1. Andrews, S. *Hotel Front Office Training Manual*, Tata McGraw Hill Education Pvt. Ltd, 3rd edition, 2013.
2. Andrews, S., *Hotel Housekeeping Training Manual*, Tata McGraw Hill Education Pvt. Ltd, 3rd edition, 2013.
3. Andrews, S., *Hotel Food and Beverage Service Training Manual*, Tata McGraw Hill Education Pvt. Ltd, 1st edition, 2013.

Reference Books:

1. Dhawan, V., *Food And Beverage Service*, Frank Bros, 2008.
2. Arora, R. K., *Front Office- Operation and Management*, APH Publishing Corporation, 2010.
3. Negi, J., and Gaurav, M.J. , *Reception and Front Office Management*, Kanishka Publishiners Distributors. 2011.
4. Lennox, M., and Branson, J. C., *Hotel, Hostel & Hospital Housekeeping*, BP, 5th Edition, 1990.
5. Arora, R. K. *Professional Housekeeping*, APH Publishing Corporation, 2010.
6. Sharma, A., & Bagchi, S.N., *Food and Beverage Service*, Aman Publications, 2007.
7. Lillicrap, D., and Cousins, J., *Essentials of Food and Beverage Service*, Edward Arnold, 7th edition, 2006.
8. Montagne, P., Courtine, R.J., *Larousse Gastronomique: The world's Greatest Cookery Encyclopedia*, Octopus Publishing Group, 2007.
9. David, F., and Ceserani, V., *The Theory of Catering*, Hodder Education, 2007.
10. Philip, T. E. *Modern Cookery: For Teaching and Trade, Vol- I, II, III*, Orient BlackSwan, 6th Edition, 2010.

TM 611 TOURISM IN NORTH EAST INDIA

L3- T0- P0-CH3=CR3

Unit I:

Trends in domestic and foreign tourists' arrivals in India- especially in Northeast India;

Major tourist attractions in Northeast India: Guwahati, Kaziranga National Park, Majuli, Sivasagar, Haflong, Sualkuchi, Tezpur, Shillong, Cherrapunji, Mawlynnong, Aizawl, Champhi, Lawngtlai, Lunglei, Imphal, Bishnupur, Tamenglong, Kohima, Dimapur, Mokokchung, Agartala, Tawang, Roing, Ziro, Bhalukpong, Pasighat, Namdapha National Park, Mechuka.

Unit II:

Fairs and Festivals: Kherai dance, Mohoho, Joydam Festival, Hangseu Manaoba , Ali Ai Ligang , Me Dam Me Phi, Mono Ke-En, Bihu, and Ambubachi (Assam) Saga Dawa, Losoong, Namsung or Nambone Bhumchu at Tashiding (Sikkim) Mangan Music Festival Ka Shad Suk Mynsiem, Ka Pom-Blang Nongkrem, Dorbar Shnong (Meghalaya) Kut-Festival, Gang-Ngai-Festival, Cheiraoba, Ningol Chak-Kouba, Lui-Ngai-Ni (Manipur), Sekrenyi, Ngada, Mimkut Bushu, Thsukhenyie & Sukrenyu, Naknyulem, Moatsu, Metumniu, Hornbill Festival (Nagaland), Chapchar Kut , Pawl Kut Festival, Thalfavang Kut Festival (Mizoram), Losar Festival, Saga Dawa, Sangken Festival, Tamladu Festival, Torgya, Ziro Music Festival (Arunachal Pradesh), Pilak Festival, Neermahal Festival, Pous Sankranti, Kharchi Festival (Tripura)

Unit III:

Folk Dances and Folk Songs: Bihu, Bagurumba, Bhortal Dance, Jhumur Dance (Assam) Hajgiri, Lebang Bumani Dance (Tripura), Thang-ta & Dhol-Cholom (Manipur), Nongkrem (Meghalaya), Bardo Chham (Arunachal Pradesh), Cheraw Dance, Khuallam, Chailam, Chawnglaizawn (Mizoram), Lu Khangthamo, Rechungma, Namsung or Nambone Bhumchu, Yak Chaam & Singhi Chaam, Mask Dance (Sikkim).

Unit IV:

Wildlife (National Parks and Wildlife Sanctuaries): Kanchendzonga National Park, Kaziranga National Park, Dibru-Saikhwa National Park, Manas National Park, Nameri National Park, Orang National Park, Balphakram National Park, Nokrek National Park, Namdhapa National Park, Keibul Lamjao National Park, Shirui National Park, Murlen National Park, Phawngpui National Park, Ntangki National Park, Trishna Wildlife Sanctuary.

Unit V:

Pilgrimage: Kamakhya Temple, Vasistha Temple, Hajo Poa Mecca, Satras of Majuli, Temples of Sivasagar, Umananda, Tawang Monastery, Malini Than, Parsuram Kund, **Rumtek Dharma Chakra Centre, Pemayangtse Monastery, Enchay Monastery**, Buddha Temple, Venuban Vihar in Agartala, Buddha temple at Kanchanpur

Unit VI:

Other Attractions:

Hill stations: Shillong, Gangtok, Kurseong, Pelling, Aizawl, Darjeeling, Mirik, Cherrapunji, Tawang, Kalimpong, Haflong, Dong, Mayudia.

Endangered Orchids of Northeast India: Arundina Graminifolia, Ascocentrum Ampullaceum, Papilionanthe Vandarum, Phaius Tankervilleae, Dendrobium Ochreatum, Dendrobium Cucullatum, Coelogyne Corymbosa , Calanthe Mannii.

Text books:

1. Bora, S., & Bora, M., *The Story of Tourism-An Enchanting Journey Through India's North-East*, UBS Publishers' Distributors Ltd, 2006.

Reference Books:

1. Datta, Birendranath, N.C, Sarma and Prabin Das (eds.) *A Handbook of Folklore Materials of North East India*. Guwahati, ABILAC, 1984.
2. Das, B.M , *People of Assam*, Gyan Book (P) Ltd., 2003
3. Goswami, P., *Festivals of Assam*, Guwahati, ABILAC, 1995
4. Dikshit, K.R., & Dikshit, J.K., *North-East India: Land, People and Economy*, Springer Netherlands, 2014.
5. Sarma, M. K., *Traditional Crafts of Assam: Development Dynamics Through Touristic Marketing*, Anshah Publications, 2008.

TM 612 PROMOTIONAL STRATEGIES IN TOURISM

L2- T0- P1-CH4=CR3

Unit-I

Introduction to Promotion – Different modes of promotion, Promotional Mix, Role of advertising in the promotional mix, Regulations and control of promotion.

Unit-II

Advertising – Advertising planning, Setting objectives, Message and media planning, Advertising budget

Unit-III

Other forms of promotional activities – Direct Marketing, Publicity, Public Relations, Sales Promotion Measures

Unit-IV

Promotional Mix for destination-Role of advertisement, Sales promotion, Role of fairs, Festivals and exhibition for destination promotion. Case discussions on promotional campaigns.

Unit-V

Practical – Development of small print advertisements for destinations, Converting web-sites into advertisements.

Unit-VI

Practical – Development of full scale advertising campaign for either a destination or resort for use of the client.

Text Books:

1. Aaker, D.A., Batra, R., Myers, J.G., *Advertising Management*, Prentice Hall, 5th edition, 1995.
2. Dahiya, V.S., *Tourism Marketing and Advertising*, Cyber Tech Publishing, 2008.

Reference Books:

1. Chawla, R., *Tourism Promotion*, Sonali Publications, 2006.
2. Schiffman, L. G., Kanuk, L. L., *Consumer Behaviour*, Prentice Hall of India, 2004.

TM 641 DESTINATION PLANNING AND MANAGEMENT

L3- T0- P0-CH3=CR3

Unit-I

Introduction to tourism destination, Its types- Natural and man-made, Various forms of destinations, Characteristics of tourism destinations, Understanding destination as a core product of tourism, Primary destination, Secondary destination, Destination Life Cycle (Butler's product life cycle model), Concept of destination management-its need and importance for sustainable growth of destination and its business.

Unit-II

Planning- Levels of tourism planning and development, Tourism Master Plan, Assessment of tourism potential. Carrying Capacity- The concept of destination carrying capacity, Physical Vs. Psychological carrying capacity. Planning a sustainable destination- WTO Guidelines for tourism planning.

Unit-III

Destination Uniqueness: Understanding the USP of a destination, Applicability of marketing theory in destination management, Market scanning, Segmenting, Targeting, and Positioning. Importance of authenticity in destination planning, Involvement of local people in destination planning and management;

Image Management: Development of a destination image, Measurement of destination image, Branding and rebranding of the destinations, Web based destination branding, Role of User Generated Content in destination image.

Unit-IV

Managing quality of the destination Vis-a-vis tourism facility and activities planning, Condition of health & hygiene, Sanitation system, Reuse and use of renewable resource, Natural resource, Ancillary services development, etc.

Unit-V

6 A's framework for tourism destinations, Tourism stakeholders- Dynamic nature of tourism stakeholders, Host population, Tourism enterprises, Government and local bodies, Destination partnership and importance of team work.

Destination marketing mix, Development of destination as a product, Destination competitiveness.

Distribution channels- traditional channels and modern channels based on ICT.

Unit-VI

Destination Promotion and publicity: Promotional Mix for destination, Role of advertisement and publicity, Media Familiarization, Travel Writer Tours and Visiting Journalist Programmes

Sales promotion, Role of fairs, Festivals and exhibitions in destination promotion.

Case studies on destination promotion.

Tour report (Excursion) - The Department organizes all India tourist destination visits including Campuses of IITTM for exposer. After completion of the visit, the students have to prepare a tour report and present before the faculty and the students.

Text Book:

1. Pearce, D. G., & Butler, R., *Contemporary Issues in Tourism Development*, Psychology Press. 1999.

Reference Books:

1. Morrison, A. M., *Marketing and Managing Tourism Destination*, Routledge, 2013.

2. Harrill, R., *Guide to Best Practices in Tourism and Destination Management*, Educational Institute of the American Hotel and Lodging Association, 2011.

TM 642 SUSTAINABLE TOURISM

L3- T0- P0-CH3=CR3

Unit-I

Definition and principles of sustainable tourism, Influence and impact of tourism in the destination- Environmental, Social, Cultural, and Economic; Concept of carrying capacity, Concept of responsible tourism.

Unit-II

Environment and ecosystem: Climate change – Issues and concerns, Environmental Impact Assessment, Aspects of environment management, National policy thereof, National Green Tribunal; Concept of Carbon Credit.

Unit-III

Disaster Risk and unsustainability of the tourism sector; Concept of disaster effect and impact; Post disaster damage - Loss of and impact on tourism sector; Base line information for assessment of disaster effect and impact on tourism sector; Case study on disaster effect and impact on tourism sector;

Customs, Belief system and tradition for natural conservation.

Unit-IV

Concept of sustainable development, Strategies for sustainable tourism, Classification of property rights, Common property resources- Historical review of common property resources and management, Community Based Tourism, Community conservation area, Revenue distribution in community based tourism, Social audit, Community based tourism and sustainability.

Unit-V

Sustainable tourism initiatives: Alternative tourism –Ecotourism, Adventure Tourism, Cultural tourism; Nature base tourism, Agro-tourism and other innovative forms of sustainable tourism; Understanding the concepts of eco-camp, eco-lodge; Best practices by hospitality industry with respect to environment protection.

Unit-VI

Business of Ecotourism: Operational aspects of ecotourism, Forms of recreation and related activities Vs. ecological concern, Developing leisure activities in fragile ecosystem, Measurement and analysis of potential tourism related environment impact, High volume low impact tourism, Community based ecotourism.

Case studies and examples of ecotourism initiatives to be decided by the course instructor.

Text Books:

1. Fennell, D., *Ecotourism*, Routledge, 3rd edition, 2007.
2. Chatak, G. R., *Sustainable Tourism Codes and Guidelines*, Cyber Tech, 2007.

Reference Books:

1. Singha, R. K, *Tourism Strategies, Planning & Development*, Commonwealth Publishers, 2006.
2. Raj, A., *Sustainability, Profitability & Successful Tourism*, Kanishka Publishing, 2007.

TM 643 LEGAL AND ETHICAL ISSUES IN TOURISM

L3- T0- P0-CH3=CR3

Unit-I

Principles and practices in business ethics, Ethical and legal responsibilities in tourism.

Unit-II

Political institutions and Legislature; Executive and Judiciary; Responsibility of business to government and vice-versa, role of government- Economic, Regulatory, Promotional entrepreneurial and planning, Government intervention and control.

Unit-III

Laws relating to accommodation, Sanitation, Food safety, Travel Agency, Airways, and Surface Transport, Consumer Protection Act, 1986.

Unit-IV

Ancient Monuments Preservation Act, 1904; Ancient Monuments & Archaeological Site and Remains Act, 1972;

Unit-V

Foreigners Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.

Unit-VI

Concept of social responsibility, Managing ethical behaviour, Tools of ethics, Corporate Social Responsibility (CSR)

Text Books:

1. Albuquerque. D. Business Ethics- Principles and Practices, Oxford: New Delhi, 2011.
2. Manuel G. Velasquez: Business Ethics (Concepts and Cases), Prentice-Hall of India Pvt. Ltd.: New Delhi, 2009
3. *Concerned Bare Acts*

Reference Book:

1. Moutinho, L., Strategic Management in Tourism, CABI Publishing, UK, 2000.

TM 661 MANAGERIAL AND FINANCIAL DECISIONS FOR SMALL BUSINESS

L3- T0- P0-CH3=CR3

Unit I: Introduction to Small Business and Management

Evolution and development of small business, Definition and concept of small business, Importance of small business, Environmental analysis -PEST framework, Porter's Five Forces Model, Internal environment analysis - SWOT framework, Pointers for prospects in Small Business management, Competitive strategies- Cost leadership, Differentiation and focus, Principles of competitive advantage, Value chain analysis.

Unit II: Managerial Aspects of Small Business

Managerial traits, Nature of managerial qualities, Pros and cons of managerial qualities, Gap analysis, bridging the gaps, Honing the skills, Tools and techniques of enhancing managerial skills, Long range perspective, Best models.

Unit III: Marketing Aspects of Small Business

Approaches to marketing, Core concept of marketing, Assessment of needs and wants of customers, Adaption of Marketing Mix strategies for small business, Understanding buyer behaviour, Competitor analysis, Market segment analysis, Marketing opportunities.

Unit IV: Technical aspects of Small Business

Productivity improvement, Material and machines, Alternate modes of operation, Importance of selection process and technologies, Balancing the resources to optimise costs, Maintaining quality for customers acceptability.

Unit V: Financial aspects of Small Business

Financial statement analysis- Cash flow, Fund flow, Ration analysis;
Cost-Volume-Profit analysis; Budgets- Types, Preparation of budget, Budgetary control.

Unit VI: Cost aspects of Small Business

Cost management, Elements of cost, Classification of costs; Apportionment and allocation of costs, Product costing, Marginal costing, Standard costing, Activity based costing.

Text Book:

1. Kakkar, A. *Small Business Management: Concepts & Techniques for Improving Decisions*, Global India Publications, 2009
2. Arora, M. N., *Cost and Management Accounting*, Vikash Publishing House, 2013

Reference Books:

1. Dan S., John F. B., *Small Business Management Fundamentals*, Tata McGraw-Hill Education, 1993
 2. Longenecker, J. G., *Small Business Management: Launching and Growing New Ventures*, Cengage Learning, 2009
 3. Khan, M.Y. and Jain, P.K., *Financial management Text, Cases and Problems*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2007
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TM 662 MICE MANAGEMENT

L3- T0- P0-CH3=CR3

Unit – I

Concept of MICE: Introduction of Meetings, Incentives, Conference/Conventions, and Exhibitions; Definition of conference and the components of the conference market, Nature of conference markets and demand for conference facilities, The socio economic and environmental impact of conventions on local and national communities.

Unit – II

Introduction to professional meeting planning: Definition, Types and roles – Associate, Corporate, Independent, TA's and TO's, Convention visitor bureaus – Functions, Structure and funding sources; Management of conference at site, Trade shows and exhibitions, Principal purposes, Types of shows, Benefits, Major participants, Organisation and Membership, Evaluation of attendees, Convention/exhibition facilities, Benefits of conventions facilities, Inter-related venues, Project planning and development.

Unit – III

Conference venues: Concept, Facility check-in and check-out procedures, Requirements; Room lay-outs; F & B planning for conference; Convention manager, Inter-related venues, Introduction to conference facilities in India.

Unit – IV

Budgeting a conference exhibition: Use of budget, Estimating, Fix and variable costs, Cash flow, Sponsorship and subsidies, Registration, Seating arrangements, Documentation, Interpreting press relation, Computer graphics, Teleconferencing, Recording and publishing proceedings; Interpretation and language.

Unit V

Role of travel Agency in the management of conferences; Hotel convention service management- Human resources management, Transportation, Group fares, Airline negotiation, Extra services, Logistics movement transportation.

Unit VI

Latest meeting technologies - Video conferencing and use of Information and Communication Technology (ICT). Factors including ICT affecting future of MICE, Human resource planning for conferences; Concept of incentive tour and special requirements for its organization.

History and function of International Congress and Convention Association (ICCA), Role of ICCA, Roles and function of India Convention Promotion Bureau (ICPB).

Text Books:

1. Singh, R., *Meeting Conference Association, Event and Destination Management*, Kanishka Publishers and Distributors, 2006
2. Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., *Convention Management and Service*. Educational institute of AH & MA., 1995

Reference Book:

1. Montgomery, R. & Strick S.K., *Meetings, Conventions, and Expositions: An Introduction to the Industry*, John Wiley & Sons Inc., 1995
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TM 663 TOURIST BEHAVIOUR

L3- T0- P0-CH3=CR3

Unit-I:

Introduction to Tourist Behaviour, Models of tourist behaviour, Market segmentation; Bases for segmentation, Criteria for effective targeting of market segments, Implementing segmentation strategies.

Unit-II:

Need and Motivation; Dynamic nature of motivation, Types and systems of needs, Frustration, Defence mechanism. Segmentation of tourists based on needs and motivation.

Unit-III:

Personality and Tourist Behaviour; Theories of personality, Personality and understanding tourist diversity, Self and self-image. Service and destination selection based on personality types. Positioning strategies for different segments of tourists based on self-image.

Unit-IV:

Perception, Dynamic of perception, Consumer imagery, Perceived risk, Risk handling by tourists, Developing strategies for reduction of perceived risk.

Unit-V:

Learning and Tourist Involvement; Behavioural learning theories, Cognitive learning theory, Brand loyalty.

Unit-VI:

Attitude-Formation and Change; Attitude formation, Attitude change, Measuring attitude for different destinations and tourism products. Identifying attributes with negative belief of specific destinations and other tourism products and developing strategies for attitude change.

Text Books:

1. Pearce, P., *Tourist Behaviour: Themes and Conceptual Schemes*. Channel View Publications, 2005.
2. Swarbrooke, J., & Horner, S., *Consumer Behaviour in Tourism*. Butterworth Heinemann, 2nd edition, 2007.

Reference Books:

1. Middleton, V., & Clarke, J., *Marketing in Travel and Tourism*. Butterworth Heinemann, 2001.
2. Pizam, A., & Mansfeld, Y., (Eds.), *Consumer Behaviour in Travel and Tourism: Concepts and Analysis*. Butterworth-Heinemann, 1999.
3. Bowen, D., & Clarke, J., *Contemporary Tourist Behaviour: Yourself and Others as Tourists*. CABI Publishing, 2009.
4. Dann, G., (Ed.), *The Tourist as a Metaphor of the Social World*. CABI Publishing, 2002.
5. Decrop, A., *Vacation Decision-Making*. Wallingford, CABI Publishing, 2006.
6. Fullagar, S., Markwell, K., & Wilson, E., (Eds.), *Slow Tourism: Experiences and Mobilities*. Channel View Publications, 2012.
7. March, R., & Woodside, A., *Tourism Behaviour: Travellers' Decisions and Actions*. CABI Publishing, 2005.
8. Reisinger, Y., & Turner, L. *Cross-Cultural Behaviour in Tourism: Concepts and Analysis*. Butterworth-Heinemann, 2003.

TM 664 BASIC AIR FARE

L2- T0- P1-CH4=CR3

Unit-I

Concept of Air Fare, Components of airfare- Types of flights and its service, Types of journey, Classes of service, Understanding fare rules and baggage rules, Familiarisation with air tariff and its related terminology, Concept of currency and neutral unit of construction by IATA.

Unit-II

Air Fare construction-Mileage principle- Fare Break Points (FBP), Maximum Permitted Mileage (MPM), Ticketed Point Mileage (TPM), Fare construction with Extra Mileage Allowance (EMA), & Extra Mileage Principle-Surcharge (EMS), Minimum Connecting Time (MCT).

Unit-III

Fare construction process- Finding origin and destinations; Draw the route (selection of flights, Time, Season, Duration, Types of journey), Check fare and baggage rules, Construction of MPM and air tariff in NUC (Neutral Unit of Construction), Simple calculation, Round off, Add exchange value for local selling.

Use of technology for airfare construction-Galileo and other software.

Unit-IV

International money exchange value (rate of exchange) and policies, Rules of Reserve Bank of India (RBI), Basic Travel Quota (BTQ) of RBI, Concept of payment mode-credit cards, Cashless system, Travel card by American Express etc.

Unit- V

Air fare construction: Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check, Add-ons. Mixed Class Journeys, Special Fares etc.

Unit- VI

Cash Valued Documents, Miscellaneous Charges Order (MCO), Prepaid Ticket Advice (PTA), Conjunction Ticket, Time limit Booking, Requirements of mandatory documentations for International Air Ticketing.

Text Books:

1. ABC World-wide Airways Guide (Red & Blue)

Reference Books:

1. Air Tariff Book 1 Worldwide Fares
2. Air Tariff Book 1 Worldwide Rules, IT Fares
3. Air Tariff Book 1 Worldwide Maximum Permitted Mileage
4. IATA Ticketing Hand Book
5. IATA, Travel Information Manual (TIM)
