

			Credit: 03		
Course Name: Business Environment in Tourism	Course Type: Core	Course Code 10100	Lecture 42	Tutorials 0	Practical 0
<b>Objective:</b> The course is aimed at imparting the students with the various factors within which the tourism industry operates. This will help the students to understand the dynamics of tourism business environment.					<b>Marks</b>
<b>Unit 1: Introduction to Business Environment</b> Meaning of Business – nature and scope, objectives of business, characteristics of today’s business; Business Environment – meaning, constituents of environment (external and internal environment), factors influencing environment, features; Environmental analysis – meaning, process of environmental analysis, limitations of environmental analysis.					10
<b>Unit 2: Globalisation</b> Meaning – nature, reasons for going global, process of globalization/internationalization, benefits and problems of globalization, globalization in tourism and hospitality; Drivers of globalization; Impacts of Globalization upon hospitality and tourism; Globalization and international competition- industrial strategies, alliances; Globalization and marketing.					15
<b>Unit 3: World Trade Organisation (WTO) &amp; Forex Management</b> General Agreement on Trade in Services (GATS) - Air Transport services; Tourism services - GATS commitments in Air Transport services, India’s strategy in Air Transport and Tourism services in the context of WTO, An overview of Foreign Exchange, Foreign Exchange Market, Participants in Forex Market, Functions of Forex Market, Spot Market and Forward Market Exchange Rate Determinations.					10
<b>Unit 4: Economic Environment for Tourism</b> Meaning – factors constituting economic environment; Sectoral Approach – economic systems – Policies and Reforms etc.; Transnational Business integration - Foreign market entry strategies, foreign investments, mergers and acquisitions, strategic alliances, franchising, management contracts, joint ventures; Globalization and human resource management and development - working conditions in the tourism and hospitality industry, unskilled workers and pay- legislation, turnover of personnel.					10
<b>Unit 5: Other Issues In Tourism Business</b> Political and Legal Environment in Tourism – regulatory issues, Govt. Intervention and controls - rationale for govt. interference, Socio-Cultural Environment and Tourism; Technological and Natural Environment - meaning of technology, features of technology, impact of technology (social, economic and plant level implications), technology in tourism; Natural environment and impact on tourism business.					15
<b>References:</b> 1. Aswathappa K, Essentials of Business Environment, Himalaya Publishing House 2. Cherunilam F, Business Environment, Himalaya Publishing House Delhi 3. Chadha G K, WTO and Indian Economy 4. Kotler P, Marketing Management, Prentice Hall. 5. Knowles Tim, Diamantis Dimitrios et al, Globalization of Tourism and Hospitality-Strategic Perspective. Continuum, London, edition 2001.					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each trolling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks) End Semester Examination: 60 marks.

**Credit: 03**

Course Name Principles of Management	Course Type Core	Course Code 10200	Lecture 42	Tutorials 0	Practical 0
<b>Objective:</b> The course is directed to impart the students with core concept of management principles and their application in tourism industry.					<b>Marks</b>
<b>Unit 1: Management: Science, Theory and Practice</b> Definition of Management – nature and significance, objectives of management, levels of management; Principles of Management – Need for principles, Management Vs Administration; Functions of management – Role, attributes and qualities of manage, approaches to management; Social Responsibility and Ethics - concept of social responsibility – managing ethical behavior, tools of ethics; Corporate Governance					10
<b>Unit 2: Planning and Decision Making</b> Nature and purpose of planning – types of plans, Steps in planning, Planning process, Advantages and limitations of planning; Objectives - nature of objectives, process of managing by objectives; Strategies, policies and planning premises - nature and purpose of strategies and policies; Decision Making – Process, decision making techniques, importance and limitations of decision making.					10
<b>Unit 3: Organizing</b> Nature and purpose of organizing – formal and informal organization, organization levels and span of management; Organizational structure – Departmentation, Line/Staff Authority, Delegation of authority and responsibility; Decentralization					10
<b>Unit 4: Staffing</b> Nature and purpose of staffing – human resource planning and management; Recruitment – selection, training; Compensation and performance appraisal					10
<b>Unit 5: Directing &amp; Controlling</b> Nature and importance of Direction; Motivation - meaning and importance, theories of motivation (Maslow’s need hierarchy theory, Herzberg’s Motivation-Hygiene theory, Vroom’s Expectancy theory, Stacy Adam’s Equity theory); Leadership – meaning, theories of leadership (Trait theory; Behavioral theories; Situation theories; the path-goal theory – integrated leadership model); Communication - meaning, process of communication, barriers in communication, effective communication; Controlling – Meaning, nature of organizational control, basic control process, techniques and tools of control.					20
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Koontz H &amp; Weihrich Heinz, Essentials of Management, Mc Graw Hill</li> <li>2. Sherleker, ManagementH,imalaya Publishing House</li> <li>3. Agarwal R D, Organization and Management</li> <li>4. Prasad L M, Principles and Practices of Management , Sultan Chand &amp; Sons</li> <li>5. Chakravarthy S K, Business Ethics , IIM, Calcutta.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each trolling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Accounting & Finance for Tourism	Core	10300	42	0	0
<b>Objective:</b> The course is aimed to impart the fundamentals of accounting and finance and their application in the various field of hospitality and tourism industry.					<b>Marks</b>
<b>Unit 1: Basic Accounting</b> Accounting Principles - Concepts and conventions; Double Entry System – Journal, Ledger, Trial Balance and Its Preparation; Final Accounts of Proprietary concerns.					15
<b>Unit 2: Accounts of Hotel Industry:</b> Calculation of occupancy rate and room rent; Final Accounts of Hotel Industry; Problems on the above					10
<b>Unit 3: Cost Accounting:</b> Concepts, Classification of Costs, Preparation of Cost Sheet, Methods of costing relevant to Tourism Industry - Operating Costing (Transport Costing), Preparation of Operating Cost Sheet.					15
<b>Unit 4: Financial Management:</b> Meaning and Definition – Scope, Aims of Finance Function and Objectives of Financial Management; Working Capital - Concept of Working Capital, Requirements of Working Capital, Control of Working.					10
<b>Unit 5: Tourism Finance:</b> Financing of Tourism Projects, Financing Options - Tourism Finance Corporation of India, Assam Tourism Development Corporation, etc., Preparing Reports and proposal for securing finance.					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Gupta S K and Sharma R K, Financial Management Theory and Practice</li> <li>2. Khan and Jain, Financial Management</li> <li>3. Jain and Narang Cost Accounting, Vikas Publishers.</li> <li>4. Khan &amp; Jain, Financial Management, Tata.</li> <li>5. Mc Graw Hill M N Arora, Cost Accounting , Vikas Publishers</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Principles, Policies & Practices of Tourism	Core	10400	42	0	0
<b>Objective:</b> The objective of the course is directed to impart knowledge & understanding of the general policies and principles governing hospitality and tourism industry and its operation in various aspects.					<b>Marks</b>
<b>Unit 1: - Motivation and Organization of Tourism</b> Motivation - Definition-Basic motivations of tourism – Categories of Tourist motivation - Other elements of motivation for tourism –Factors influencing the organizations, National Tourist Organizations, Functions of Tourism Organizations - Organization Structure.					10
<b>Unit 2: Socio-Cultural &amp; Economic Impacts of Tourism</b> Social impact & benefits - Cultural impact & benefits - Economic impact & benefits – Environmental Impacts of Tourism .					10
<b>Unit 3: Tourism planning and Development</b> Common Features of Tourist Destinations – Components of Destination Amalgam – Essential facilities and Services for Tourism Development. Tourism Planning process – Steps in tourism planning – Environmental Planning and Environmental Impact Assessment.					15
<b>Unit 4: Dynamics and Growth of Tourism</b> Definition of tourism demand, types, Indicators of Tourism Demand – Determinants of tourism demand – Life style factors – personal and world view – Incentives granted by central and state govt. for the Tourism industry in India – Future tourism perspectives – Demographic – Political – Technological changes – Changing Business Practices – Tourist Health and safety aspects – Sustainability and Environment – Managing Change in Tourism					15
<b>Unit 5: Other issues</b> Gender and Other Related Issues in Tourism; Position of Women – Managers’ Responsibilities, Sexual Harassment, Code of conduct, Conducting Enquiry, Child Labor Human Rights and Consumer Protection.					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Mcnitosh G - Tourism, Principles, Practices, Philosophies.</li> <li>2. Bhatia, A. K - Tourism, Principles &amp; Practices, Sterling Publications.</li> <li>3. Praveen Seth - Successful tourism planning and Management, Cross section publications.</li> <li>4. Page J Stephen, Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London.</li> <li>5. Burkart A. J &amp; Medlik S. - Tourism Past, Present and Future. Heinemann London 1974.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks) **End**

**Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Tourism Products	Core	10500	42	0	0
<b>Objective:</b> The course is designed to impart the students with the fundamental knowledge and understanding of the travel and tourism industry.					<b>Marks</b>
<b>Unit 1: Tourist Resources:</b> Definition and Differentiation; Natural Tourist Resources – Rich Diversity in Landform, Landscape, Outstanding Geographical features, Climate, Flora, Fauna; Mountain Tourist Resource – with special reference to the Himalayas and other Hill stations across India; Islands and Beaches - River Islands in Assam, Andaman and Nicobar Islands, Goa, Lakshadweep, Coastal Areas; Desert Resources in India – Geological structure, existing facilities, Safaris, Festivals					15
<b>Unit 2: Socio Cultural Resources:</b> Performing Arts of India, Classical Dances and Dance Styles; Indian Folk Dances; Music and Musical Instruments; Handicrafts of India, Craftsmanship; Indian Painting; Fairs and Festivals; Tourist Promotional Fairs – Kite Festival, White Water Festival, Snake Boat Race etc.; Indian Folk Culture – Custom and Costumes, Religious Observation, Folk-lore and Legends; World Heritage sites in India					15
<b>Unit 3: Architectural Heritage of India:</b> India’s Architectural Styles adopted over the ages; Historic Monuments of Tourist significance - ancient medieval and modern; Important Historic / Archaeological sites, Museums, Art Galleries, Libraries their location and assets; Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others; Ayurveda, Yoga, Meditation					10
<b>Unit 4: Tourism and Travel Vendors:</b> Products and the end users – Tourism Services, features, serving traveler needs; Levels of distribution channels for tourism products- one level, two level and three level tourism distribution channels; Consolidators and travel clubs – Tourism information sources and services.					10
<b>Unit 5: Accommodation:</b> Hotel rates and terms; Room tariffs – Room accommodation and facilities, Room categories; Bedding types – meal plans and codes, Room rate categories; Cruise ships - cruise categories, volume, premium , luxury and specialty cruises; cruise accommodation and deck plan – facilities; Basics of planning a cruise – popular cruise itineraries.					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Cook A Roy, Yale J Laura et al, Tourism –The Business of Travel, Prentice Hall Edn. 1999</li> <li>2. Foster Denisl, An Introduction to Travel and Tourism, Mc Graw – Hill Int. Edn. 1994</li> <li>3. Negi, Jagmohan, Tourist Guide and Tour Operations, Kaniska Publisher Edn 2004</li> <li>4. Walker, Introduction to Hospitality, Delmar Publishers Edn. 1999</li> <li>5. A. K Bhatia International Tourism</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each trolling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Geography, History and Culture of India & North East	Core	10600	28	0	28
<b>Objective:</b> Historical knowledge and geographical understanding bears great significance in travel & tourism. The course is designed to impart the to provide deep understanding of the geography and historical knowledge of India along with special reference to northeastern states of India.					<b>Marks</b>
<b>Unit 1: Geography of India &amp; North East</b> Elements of Geography – Themes of Geography, Importance of Geography in Tourism ; The world’s climates – climatic elements and tourism; Latitude, Longitude, Time Zones; Major features of India and the North East’s Geography; Map work					10
<b>Unit 2: History &amp; Culture of India</b> Introduction to Indian History, Sources of Indian History, Geography of India, Important Phases of Ancient, Medieval and Modern Indian History; Evolution of Indian Culture and Traditions, Major Festivals, Fairs and Rituals					15
<b>Unit 3: History of Assam and North East</b> Important Phases of Ancient, Medieval and Modern History of Assam and the North East					10
<b>Unit 4: People and Society, Architectural Heritage and Tourist Sites in Assam</b> Linguistic and Religious pattern of the Brahmaputra and the Barak Valleys and Places of Religious interest, Towns of Historical Importance, Archaeological sites and Monuments, National Parks and wildlife attractions and places of scenic beauty, Folk Cultures, Traditional Festivals, Tourist Festivals					10
<b>Unit 5: People and Society, Architectural Heritage and Tourist Sites in the Rest of North East</b> Linguistic and Religious pattern of each of the States and Places of Religious interest, Towns of Historical Importance, Archaeological sites and Monuments, Natural Tourist Resources: Rich Diversity in Landforms and landscape, water-bodies, flora and fauna, Places of scenic beauty, Folk Cultures, Traditional Festivals, Tourist Festivals.					15
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. A.L. Basham (Ed), Cultural history of India</li> <li>2. K.M. Munshi (Ed), History and Culture of Indian people – Vols. 1-12 Bharatiya Vidya- Bhavan.</li> <li>3. R.C. Majumdar, An Advanced History of India.</li> <li>4. D.D. Kosambai, An Introduction to Indian History</li> <li>5. Radhey Shyam Chaurasia, History of Ancient India – Earliest times to 1000AD.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (25 marks practical and 10 marks from two sessional examination and 05 marks from attendance)

**End Semester Examination:** 60 marks.

		Credit: 03			
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Tour Operations & Air Ticketing	Core	20100	42	0	0
<b>Objectives:</b> The course is designed to enlighten the students with the dynamics of functions performed by travel and tourism firms.					<b>Marks</b>
<b>Unit 1: Travel Agency &amp; Tour Operators</b> Definition and Scope; Functions of Travel Agents – History of Travel Trade; The Travel Market - Business Travel, Corporate Travel, Commercial Group Travel, Institutional Travel, Leisure Travel, Family Travel, Single Resort travel, Special Interest Travel; Segments of travel industry; Travel agencies – Airlines, Lodging establishments, Tour wholesalers, Cruise liners, Car rentals, Rail transportation					10
<b>Unit 2: Functions of Travel Agency</b> Travel information – Documentation; Passports -Types and requirements; Visas – Various types and requirements; Health Certificate – customs and Immigration; Airline codes; City Codes; Issuance of tickets Domestic and International; Products and services of a travel agency; pleasure/vacation travel – commercial travel, tours ; Ancillary Tourism Services- Services to tourists; Guide Services; Financial Services – Services to the Suppliers					15
<b>Unit 3: Tour Industry</b> The Modern Tour Industry – Package tours, Custom Tours, Tour Wholesalers; Types of Package Tours - Independent Package, hosted tour, escorted tour, sight-seeing tours, Group, Incentive and convention tour; Types of Tour Operators; Components of Package Tour – Basic Principles on packaging, factors affecting tour design and selection, Booking a Tour, Mass Market Package holidays; Specialist tour operators; Outbound, Inbound and Domestic tour operators; Tour operators reliance on other organizations					15
<b>Unit 3: Tour Itinerary</b> planning and producing a tour, planning an itinerary, costing of tours, Reservation and documentation, Routing, Programming daily activities – transport, transfers, accommodation, meals, sight seeing , single supplement, Escorting a tour; Servicing inbound tours – Marketing inclusive tours					10
<b>Unit 5: Air Ticketing</b> Passenger Air Tariff, Background information, Passenger Air Tariff Editions - IATA areas of the world, Global Indicators, One country rule, International sale indicators; Types of Journeys – One way Trip, Round Trip, Circle Trip, Open Jaw, Counting Transfers and Stopovers; OW through Fare Construction – Maximum Permitted Mileage (MPM), Extra Mileage Allowance (EMA), Excess Mileage Surcharge (EMS), Higher Intermediate Point (HIP) Check, Backhaul Check (BHC)					10
<b>References:</b> <ol style="list-style-type: none"> <li>1. An Introduction to Travel and Tourism, McGraw Hill Int. Editions. 1994</li> <li>2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997</li> <li>3. Chand Mahinder, Travel Agency Management: An Introductory Text, Anmoll Publication, Edition 2000</li> <li>4. Negi, Jagmohan, Tourist Guide and Tour operation, Kanishka Publishers 2004.</li> <li>5. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each trolling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Communication Management in Tourism	Core	20200	42	0	0
<b>Objective:</b> The course is aimed in imparting the students with fundamental of communication and the various processes of business communication in tourism.					<b>Marks</b>
<b>Unit 1: Communication Process</b> Importance of Communication – Process of Communication, Objectives; Methods of Communication – Verbal, Oral, Written, Non Verbal, Body Language; Graphics – Barriers to Communication; Physical Barriers – Language (Semantic Barriers); Socio Psychological Barriers – Cross Cultural Barriers; How to overcome Barriers.					15
<b>Unit 2: Communication Media &amp; Modes</b> Media and Modes; Conventional Modes – Mail, Courier, Telegraph, Telex; Electronic Communication – Telephone, Cellular Phones, Fax, Email, Tele conferencing; Internet – Use of Computers for Communication; Media of Mass Communication – Notice Board, Hoarding, Newspaper, Magazines, Film, Television					15
<b>Unit 3: Written Communication</b> Letter – Job applications, Personal Letters; Enquiries and Replies, Orders and replies; Complaints and Claims; Sales Letters; Credit letters and Status Enquiries; Collection Letters					10
<b>Unit 4: Formal Communication</b> Meeting Notices – Agenda and Resolution, Minutes; Reports – Structure of a report, Summarization; Drafting Telegrams; Representations					10
<b>Chapter 5: Verbal Communication</b> Speeches and Presentations – Making a Presentation, Preparing the text, Using Visual Aids, Dialogue skills; Feedback skills; Telephone Dialogue – Telephone Etiquette					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Rai Urmila and Rai S.M – Business Communication, Himalaya Publishing House, Mumbai Edn 2004</li> <li>2. Sharma R.C and Krishna Mohan, Business Correspondence and Report writing, Tata McGraw Hill, Edn 1996</li> <li>3. Edward Rothschild and Helen Burnett E Rebecca, Business Communication, Prentice hall, Edn 1997</li> <li>4. Lesikar, Raymond V, Business Communication, McGraw Hill Edn 1999.</li> <li>5. A. K Bhatia International Tourism.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.



			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Marketing for Hospitality & Tourism	Core	20300	42	0	0
<b>Objectives:</b> The course is design to give fundamental knowledge of marketing as well the core concept of hospitality and tourism marketing.					<b>Marks</b>
<b>Unit 1: Introduction</b> Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – Specific features of Tourism Marketing – Marketing Environment (Macro) – Economic, Natural, Technological, Political – Legal and Socio Cultural					15
<b>Chapter 2: Market Segmentation</b> Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning – Marketing Strategies – Alternative Strategies by Market Focus-Ps of Marketing- Product Mix – salient features of Tourism Products – New Product Development – Product Life Cycle – Strategies – Brand decisions.					15
<b>Unit 3: Pricing</b> Pricing Considerations – Internal and External Factors – Pricing Approaches: Cost based – Break Even Analysis – Value based pricing – Competition based Pricing – Pricing Strategies – New Product Pricing Strategies – Existing Product Pricing Strategies – Psychological Pricing – Promotional Pricing					10
<b>Unit 4: Promotion</b> Promotion in Tourism Industry-objectives-Methods-Advertising-Sales Promotion— Personal selling-Public Relations-Publicity in Tourism; Direct Marketing –Characteristics of each Promotion					10
<b>Unit 5: Packaging and Programming</b> Reason for the Popularity of Packaging and Programming – The distribution Mix – Nature and Importance in Travel Trade – Distribution Channels – Marketing of Tourist Destinations.					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Morrison Alistair. M, Hospitality and Travel Marketing, Delmar Thomson Publications, Edn. 2002</li> <li>2. Christian Gronroos, Service Management and Marketing MA, Lexington Books Edn. 1996</li> <li>3. Ravishankar, Service Marketing</li> <li>4. Kotler P, Marketing Management, Prentice Hall.</li> <li>5. Kamra, Krishna K, Managing Tourist Destination – Development, Planning, Marketing, Policies, Kanishka Publishers, New Delhi</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Sustainable Tourism	Core	20400	42	0	0
<b>Objective:</b> The course is designed with the aim of educating the students with the core concept of sustainability and sustainable tourism development along with emphasis on various global issues related to travel and tourism industry.					<b>Marks</b>
<b>Unit 1: Sustainable Tourism:</b> Definition – Forces which promote Sustainable Tourism, Economic Forces which resist Sustainable Tourism; Principles of Sustainable Tourism – Carrying Capacity; The Environmental Impact of Tourism; Basic Properties of Ecology – Definition of Ecology, Environment, Ecosystem; Relationship of Ecology Tourism – Tourism Activities and their Linkages to Ecology and Environment; Pollution – Cultural, Social and Economic Cost – Merits and Demerits					15
<b>Unit 2: Global Concerns:</b> Factors Creating the issues of Global Concerns – Rise in Temperature, Melting of Snow Caps, Rise in Sea Level, Monsoon and its Changes; The Impact of Global Concerns on Tourism – Prevention of Hazards					10
<b>Unit 3: Strategies for Sustainable Tourism:</b> Definition of Sustainable Development in the context of the Tourism Industry, Sustainable Tourism Strategies					10
<b>Unit 4: Sustaining Various Types of Tourism:</b> Eco-Tourism – Interaction of Ecology and Environment for Tourism Activities, the various types of Eco-Tourism; Health Tourism; Heritage Tourism; Adventure Tourism; Farm Tourism; Angling – Water sports related Eco-Tourism Activities; Business of Eco Tourism-Forms of Recreation and Related Activities					15
<b>Unit 5: Conservation:</b> Conservation of Ancient Monuments, Conservation of Wildlife and Nature, Conservation of Other Tourist Spots, Various Conservations Acts, Rules and Regulations in place.					10
<b>References:</b> <ol style="list-style-type: none"> <li>1. Negi J, Tourism Development and Resource Conservation, Metropolitan, New Delhi.</li> <li>2. Butter R W, Tourism Environment and Sustainable Development Business.</li> <li>3. Inskeep E, Tourism Planning – An Integrated and Sustainable Development Approach</li> <li>4. Kotler P, Marketing Management, Prentice Hall</li> <li>5. Knowles Tim, Diamantis Dimitrios et al, Globalization of Tourism and Hospitality-Strategic Perspective. Continuum, London, edition 2001.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each trolling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
IT Applications in Tourism Management	Core	20500	28	0	28
<b>Objective:</b> Information technology plays a significant role in travel & tourism industry. The following course is designed to impart theoretical as well as practical implications of IT in travel and tourism industry.					<b>Marks</b>
<b>Unit 1: IT Application Areas &amp; Productivity Tools</b> Introduction to IT – basic concepts; IT and the tourism industry – relevance, importance and dependence; Word processors and word processing; electronic spreadsheets; presentation tools; database; preparing computer generated reports.					10
<b>Unit 2: Information and Reservation Systems</b> Tourism and Information needs, Definition, Advantages, Disadvantages and Types of Information Systems, Importance of Information and Reservation Systems and their role in the tourism industry; requirements of such systems and their use as marketing tools; Passenger Reservation Systems - CRS versus GDS					10
<b>Unit 3: Information Technology Applications to Travel intermediaries</b> Travel Agency use of IT- Global Distribution System; Electronic ticketing; Internet usage by travel agents- travel agent back office systems; Tour Operator Use of IT- Package creations, distribution of tour packages reservations and customer management; IT applications in the accommodation sector- Property Management Systems, Telecommunications in a hotel; IT applications in the food service sector- point – of – sale systems, restaurant management systems					10
<b>Unit 4: Internet, TV &amp; Radio and Mobile Telephony</b> Internet and Services available over it; WWW, Emails, Chat, News Groups, etc. and their use in reaching out to travelers; Mobile telephony – evolution of 3G and its potential to transform the Tourism Industry; Use of TV & Radio – DTH & FM; Interactive Kiosks, Privacy issues and ethics.					10
<b>References:</b> <ol style="list-style-type: none"> <li>1. Bharihoke Deepak, Fundamentals of Information Technology, Excel Books.</li> <li>2. Introduction to Information Technology – ITL Education Solutions Ltd, Pearson Education.</li> <li>3. Gupta S, Gupta G, Mastering Internet, Excel Books.</li> <li>4. Laudon &amp; Laudon , Management Information Systems, 10<sup>th</sup> Edition, Pearson Education.</li> <li>5. Taylor D, Hospitality Sales and Promotion – Strategies for Success, Butterworth Heinemann.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (25 marks practical and 10 marks from two sessional examination and 05 marks from attendance)

**End Semester Examination:** 60 marks.

			<b>Credit: 03</b>		
<b>Course Name</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Lecture</b>	<b>Tutorials</b>	<b>Practical</b>
Field Report & Dissertation	Core	20600	14	0	56
<b>Unit 01:</b> Field Report & Dissertation Writing.					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Field study visit, excursion trip.

**Evaluation:** Internal Assessment: 40 marks (Viva)

**End Semester Examination:** 60 marks (Dissertation & Field study report)

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Tourism in North East India	Core	30100	42	0	0
<b>Objective:</b> The course is designed to give in-depth knowledge and understanding of tourists resources in north east India.					<b>Marks</b>
<b>Unit 1: Tourism In North-East India</b> Trends in domestic and foreign tourists' arrivals 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. Emerging trends of tourism in the region, trekking, adventure tourism.					15
<b>Unit 2: Fairs &amp; Festivals in the region</b> 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)					15
<b>Unit 3: Cultural Resources</b> 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).					15
<b>Unit 4: Pilgrimage</b> Kamakhya Temple, Vasistha Temple, Hajo Poa Mecca, Satras of Majuli, Temples of Sibasagar, 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.					15
<b>References:</b> <ol style="list-style-type: none"> <li>1. Bora, S., &amp; Bora, M., The Story of Tourism-An Enchanting Journey Through India's North-East, UBS Publishers' Distributors Ltd, 2006.</li> <li>2. Datta, Birendranath, N.C, Sarma and Prabin Das (eds.) A Handbook of Folklore Materials of North East India. Guwahati, ABILAC, 1984.</li> <li>3. Das, B.M , People of Assam, Gyan Book (P) Ltd., 2003</li> <li>4. Goswami, P., Festivals of Assam, Guwahati, ABILAC, 1995.</li> <li>5. Dikshit, K.R., &amp; Dikshit, J.K., North-East India: Land, People and Economy, Springer Netherlands, 2014.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Natural & Wildlife Tourism	Core	30200	42	0	0
<b>Objective:</b> The course is designed to impart in-depth concept of wildlife tourism activities in India, with special reference to north east India.					<b>Marks</b>
<b>Unit 1: Introduction to Nature-based Tourism</b> Overview of natural resources, natural resources in India; hill stations, mountain valleys. Defining natural tourism. Demand for nature based tourism, significance to environment. Planning and policy framework. Nature based tourism activities. Popular tourist destinations in India.					15
<b>Unit 2: Wildlife tourism in India</b> Defining Wildlife tourism. Demand for wildlife. Overview of the popular wildlife resources in India. Study of National Parks and wildlife sanctuaries in India. Nature based activities in India.					15
<b>Unit 3: Wildlife tourism in North East India</b> Study of major wildlife resources in northeast India, Overview of National Parks and wildlife sanctuaries in northeast, Scope of wildlife tourism in the northeast region.					20
<b>Unit 04: Management Issues</b> Understanding management issues, planning for wildlife tourism in northeast India. Conservation programmes.					10
<b>References:</b> <ol style="list-style-type: none"> <li>Aswathappa K, Essentials of Business Environment, Himalaya Publishing House.</li> <li>International Tourism, A.K Bhatia.</li> <li>Chadha G K, WTO and Indian Economy.</li> <li>Kotler P, Marketing Management, Prentice Hall.</li> <li>Tourism in North East India, K. K Drivedi.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Law & Ethics in Tourism	Core	30300	42	0	0
<b>Objective:</b> The Course is aimed with the purpose of imparting legal formalities and ethical issues in travel & tourism business.					<b>Marks</b>
<b>Unit 1: Business Ethics and Corporate Social Responsibility:</b> Meaning, Objectives, Nature, Sources and Importance of Business Ethics. Factors influencing Business Ethics. Value, Norms and Moral Standard. Rights and Duties of Employer and Employees. Code of Conduct. Whistle blowing. Introduction to Corporate Governance and Corporate Social Responsibility.					20
<b>Unit 2: Laws Related to Hospitality and Tourism:</b> Introduction to legal provisions relating to Accommodation, Sanitation, Food Safety, Travel Agency, Airways and Surface Transport, Consumer Protection, Custom and Currency. The Consumer Protection Act, 1986; The Passport Act, 1967; The Foreigners Act, 1946; The Foreign Exchange Management Act, 1999 (FEMA).					20
<b>Unit 3: Laws Relating to Wild Life and Forest Preservation:</b> The Wild life Protection Act, 1972; The Indian Forest Act, 1927.					10
<b>Unit 4: Laws Relating to The Preservation of Cultural Heritage, Art Treasures and Antiquities:</b> The Ancient Monument and Archaeological Site and Remains Act, 1958; The Antiquities and Art Treasure Act, 1972					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Business Ethics- Concept and Cases, Manuel G Velasquez, PHI.</li> <li>2. Business Ethics-Principles and Practices, Daniel Albuquerque, Oxford University Press.</li> <li>3. Business Ethics-An Indian Perspective, A. C. Fernando, Pearson</li> <li>4. Tourism Law in India, Shashank Garg, Universal Law Publishing</li> <li>5. Concerned Bare Acts</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture Discussion, Assignment, Case Study, Audio-visual teaching learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations - 10 marks each totaling 20 marks, Assignment/Presentation - 15 marks, Attendance: 5 marks)

**End Semester Examination:** 60 marks

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Basic Cargo Rating and Handling	Core	30400	42	0	0
<b>Objective:</b> The course is aimed in imparting in-depth knowledge and understanding of operations of cargo handling process in travel and tourism business.					<b>Marks</b>
<b>Unit 1: Introduction to Cargo Management:</b> Common terms used in Cargo handling, Rules governing acceptance of Cargo, Check in formalities/ Baggage rules.					10
<b>Unit- 2: Cargo &amp; Baggage Handling:</b> Cargo & Baggage rating-types of baggage and baggage handling - general, coffin, pets, Wheel-chair passenger, Un-accompanied minor.					15
<b>Unit 3: Formation of Cargo Tariffs:</b> 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.					15
<b>Unit 4: Documentation:</b> 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.					10
<b>Unit 5: Cargo Handling Formalities:</b> Handling: Cargo capacity of Air and Ships, Cargo needing special attention, introduction to dangerous goods regulations. Overview of important Cargo companies. Use of technology in this business.					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Dhar, Prem Nath, Global Cargo Management: Concept, Typology, Law and Policy, Kanishka Publication, Delhi, 2008</li> <li>2. Chand, Mohinder, Travel Agency Management, Anmol Publication, New Delhi, 2007</li> <li>3. The Air Cargo Tariff and Rules (TACT)by IATA Manual</li> <li>4. The Air Cargo Tariff and Rules (TACT)by IATA Manual.</li> <li>5. Knowles Tim, Diamantis Dimitrios et al, Globalization of Tourism and Hospitality-Strategic Perspective. Continuum, London, edition 2001</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.



			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Rural & Farm Tourism	Core	30500	42	0	0
<b>Objective:</b> The course is designed to impart the core concept of rural and farm tourism with special emphasis to north eastern states in India.					<b>Marks</b>
<b>Unit 01: The countryside- a resource for tourism</b> Introduction to the countryside: a multi-purpose resource, Tourism, agriculture and rural development. Rural tourism development, concept of farm tourism (Benefits), Rural tourism development (Costs), Rural tourism: demand factors, Rural tourism: motivation factors, The total rural tourism product.					15
<b>Unit 02: Rural tourism management</b> Management of farm tourism and rural tourism, the community and its role, socio-economic benefits. Social issues of rural tourism. Management issues of rural and farm tourism.					10
<b>Unit 03: Rural tourism in India</b> The rural tourism development, popular destinations, rural products in India, Scope, Government policies and schemes for rural development, need for planning and management. Community participation in rural tourism.					10
<b>Unit 04: Rural northeast India</b> Rural and farm tourism in north-eastern India, major and minor destinations, characteristics of rural northeast, scope and issues.					15
<b>Unit 05: Issues in rural development</b> Understanding the global issues and trends in rural tourism, creative tourism, guest host relationship, sustainable rural development.					10
<b>References:</b> <ol style="list-style-type: none"> <li>1. Sharpley, R., and Sharpley, J., (1998) Rural Tourism: An Introduction. Singapore: International Thomson Business Press</li> <li>2. Roberts, Lesley. (2001) Rural Tourism and Recreation: Principles and Practice. Massachusetts: CABI Publishing.</li> <li>3. Hitchcock, M. (1994) Tourism in South-East Asia: Tourism and rural handicrafts, New York: Routledge.</li> <li>4. Gannon, A.(1994) Rural Tourism as a Factor in Rural Community Economic</li> <li>5. Bramwell, B. (1993) Tourism Strategies and Rural Development, Paris: OECD.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Understanding Global Tourism Affairs	Core	30600	42	0	0
<b>Objective:</b> The course is designed with the aim of imparting global scenario of travel and tourism industry.					<b>Marks</b>
<b>Unit 1: Growth of Tourism in the Developed World</b> Tourism growth in the developed world, Major tourist destinations in the world, Tourism economy in the developed world, current trends, strategy and planning for tourism.					15
<b>Unit 2: Emerging Tourist Destinations</b> Emerging tourist destinations, tourism growth in the developing world, scenario and trend of tourism in the developing world, Impact on economy, emerging issues and concerns, opportunities and scope.					15
<b>Unit 3: Tourism in Asia</b> Popular tourist destinations in Asian continent, understanding tourist trends, planning, strategy development, Emerging issues, socio-cultural and environmental impacts.					15
<b>Unit 4: Other Issues</b> Emerging issues of tourism industry, new trends in travel and tourism, new market development strategies, global concerns on emerging trends of tourism. social implications of tourism. gender issues. Sustainability issues in tourism.					15
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Cherunilam F, Business Environment, Himalaya Publishing House Delhi</li> <li>2. Chadha G K, WTO and Indian Economy</li> <li>3. A. K Bhatia, International Tourism Management.</li> <li>4. Knowles Tim, Diamantis Dimitrios et al, Globalization of Tourism and Hospitality- Strategic Perspective. Continuum, London, edition 2001</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Research Methods in Tourism	Core	40100	42	0	0
<b>Objective:</b> The course is designed with the aim to imparting the core concept of business research and to inculcate with research in hospitality and tourism sector.					<b>Marks</b>
<b>Unit 1: Introduction to Research:</b> 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 <b>Unit 2: Sources of Data:</b> Types of data sources, primary data & secondary data. <b>Unit 3: Scales of Measurement, Validity and Reliability</b> 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. Interview methods. Observation- Various types; Criteria of selection of an ideal method in different situations. <b>Unit 4: Sampling:</b> 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, <b>Unit 5: Data Analysis:</b> Decoding, and data entry; tools and techniques of data analysis. Hypothesis formulation, Hypothesis Testing, Type I error, Type II error.					15  05 15  15  10
<b>References</b> <ol style="list-style-type: none"> <li>1. Flick, U., An Introduction to Qualitative Research, SAGE Publications Ltd, 2014.</li> <li>2. Gigmund &amp; Pamella s. Schindler</li> <li>3. Levin, R.I. &amp; Rubin, D.S., Statistics for Management, Pearson India, 7th Edition.</li> <li>4. Malhotra, N. K. &amp; Dash, S. B., Marketing Research:An Applied Orientation, Pearson India, 7th Edition.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Entrepreneurship in Tourism	Core	40200	42	0	0
<b>Objective:</b> The course is designed to inculcate the core concept of entrepreneurship development and to edify with the scope and process of entrepreneurship development in hospitality and tourism.					<b>Marks</b>
<b>Unit 1: Introduction to Entrepreneurship</b> 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.					10
<b>Unit 2: Small Scale Enterprises</b> Characteristics of an entrepreneur, Functions, Entrepreneurial traits and qualities; Classifications of entrepreneurs, Entrepreneur vs Manager, Entrepreneurial competencies, Understanding enterprises. Small Scale Enterprises, Characteristics and relevance of small scale enterprises.					10
<b>Unit 3: Government Policy on Tourism</b> Institutional interface and Set up; Government policy; ITDC, ATDC. NTOs.					10
<b>Unit 4: Entrepreneurial Process:</b> Identification of opportunity, Market assessment, Analysing competitive situation, Understanding trade practices, Resource mobilization. Ownership structures and organizational framework.					10
<b>Unit 5: Management Issues</b> 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.					10
<b>Unit 6: Business Plan</b> Technology determination, Site selection, Financial planning, Financial institutions for small enterprises; Elements of Business Plan, Preparation of Business Plan, Feasibility report.					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Lowry, L., Introduction to Entrepreneurship - Resources for Feasibility Study Research Business, Librarian James A. Gibson Library Brock University, 2007</li> <li>2. Drucker, P.F., Innovation &amp; Entrepreneurship, Harper Business, 2006.</li> <li>3. Khanka, S. S., Entrepreneurial Development, S. Chand &amp; Company Ltd, New Delhi, 4th Edition, 2007.</li> <li>4. Rimmington, M., Williams, C. &amp; Morrison, A., Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Routledge, 1st Edition, 2009</li> <li>5. Sharma, J. K., Hotel Management and Hospitality Enterprise, Kanishka Publishing House, 2009.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each trolling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks) End Semester Examination: 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Front Office & Housekeeping Management	Core	40300	28	0	28
<b>Objective:</b> The course is designed to inculcate with various operations associated with front office management and basic functions of housekeeping.					<b>Marks</b>
<b>Unit 1: Introduction to hospitality industry:</b> Definition and spread, Its composition and role as a part of tourism; History of accommodation sector.					10
<b>Unit 2: Different types of accommodation:</b> 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.					15
<b>Unit 3: Front Office Management:</b> 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.					15
<b>Unit 4: Housekeeping (HK):</b> 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, types, Abrasives, Polishes, Chemical agents and commercial products, Bed-making and cleaning.					10
<b>Unit 5: F &amp; B Service Management:</b> 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. Different types of beverages- Alcoholic beverages (Wines, Beer, Spirits, Aperitifs, Liqueures) Food Service: Table Lay-up; Tray/trolley set-up; Procedure of serving meal; Social skill.					10
<b>References:</b> 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. 5. Andrews, S., Hotel Food and Beverage Service Training Manual, Tata McGraw Hill Education Pvt. Ltd, 1st edition, 2013.					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each trolling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Mice Tourism	Core	40400	42	0	0
<b>Objective:</b> In view of the growing demand and scope of meeting, incentives, conference and exhibition tourism (MICE), the course is designed to educate with various aspects and operations of MICE tourism.					<b>Marks</b>
<b>Unit 1: Concept of MICE</b> 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.					10
<b>Unit 2: Introduction to professional meeting planning</b> 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. Convention/exhibition facilities, Benefits of conventions facilities, Inter-related venues, Project planning and development.					15
<b>Unit 3: Conference venues</b> 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.					10
<b>Unit 4: Role of travel Agency</b> Role of travel Agency in the management of conferences; Hotel convention service management, Transportation, Group fares, Airline negotiation, Extra services, Logistics movement transportation.					10
<b>Unit 5: Latest meeting technologies</b> 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).					15
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Singh, R., Meeting Conference Association, Event and Destination Management, Kanishka Publishers and Distributors, 2006</li> <li>2. Hoyle, L. H., Dorf, D.C., &amp; Jones, T. J. A., Convention Management and Service. Educational institute of AH &amp; MA., 1995</li> <li>3. Montgomery, R. &amp; Strick S.K., Meetings, Conventions, and Expositions: An Introduction to the Industry, John Wiley &amp; Sons Inc., 1995</li> <li>4. International Tourism, A. K Bhatia (2006)</li> <li>5. Swarbrooke, J., &amp; Horner, S., Consumer Behaviour in Tourism. Butterworth Heinemann, 2nd edition, 2007.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks)

**End Semester Examination:** 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Human Resource Management in Tourism	Core	40500	42	0	0
<b>Objective:</b> The course is directed to impart core concept of human resource management in travel and tourism related organizations.					<b>Marks</b>
<b>Unit 1:</b> Concept of HRM, Its importance and challenges, Objectives and function, Policies, Procedure and programme.					10
<b>Unit 2:</b> HRM in the service Industry, Differences of tourism HRM with other industrial sectors, Emerging trends and perspectives of HRM in Tourism.					10
<b>Unit 3:</b> HR Planning: Definition, Need and process, Job analysis, Job description and specifications					10
<b>Unit 4:</b> Recruitment and selection: different methods of recruitments, Process of recruitment and selection, Placement and induction process. Employee Training and Development: Need of training, Methods and evaluation of training Need of executive development and its process, Techniques, Career planning.					10
<b>Unit 5:</b> Performance Monitoring and Appraisal: Meaning, importance and purpose, techniques of appraisal, Discipline and Disciplinary action, Employee Grievance handling process					10
<b>Unit 6:</b> Compensation and reward management: Principles, purpose and components of Compensation and salary administration, Salary structures, Reward and incentives, Benefits and welfare.					10
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Aswathappa K, Essentials of Business Environment, Himalaya Publishing House.</li> <li>2. Nickson, Dennis, Human Resource Management for Hospitality and Tourism Industries, Elsevier (Butterworth-Heinemann), 2007</li> <li>3. Dessler, G, Human Resource Management, Pearson, New Delhi, 2007</li> <li>4. Ashwathappa, K, Human Resource and Personnel Management, Tata Mc Graw Hill, New Delhi, 3rd Ed. 2004</li> <li>5. MadhukarMonoj, Human Resource Management in Tourism, Rajat Publishing, New Delhi, 2000.</li> </ol>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Assignment, Discussion, Audio-visual learning.

**Evaluation:** Internal Assessment: 40 marks (2 sessional examinations- 10 marks each troling 20 marks), Attendance: 5 marks, Assignment/Presentation class participation: 15 marks) End Semester Examination: 60 marks.

			Credit: 03		
Course Name	Course Type	Course Code	Lecture	Tutorials	Practical
Report Presentation	Core	40600	14	0	56
<b>Objective:</b> The course is aimed at impart practical exposure and experience to the various operations of a tour operator.					
<b>Internship (One month)</b>					

**Pedagogy:** Teaching methods and techniques: Lecture mode, Internship (One month)

**Evaluation:** Internal Assessment: 40 marks (Report presentation & viva)

**End Semester Examination:** 60 marks (Training report)