



Department of M. T. A.

**Dr. Rammanohar Lohia Avadh University,
Ayodhya (U.P.)**

**Ordinance and Syllabus of
Master of Tourism Administration (M.T.A.)**

**Faculty of Arts
Admission- 2023-24 Onwards**

AM

Master of Tourism Administration (M.T.A.)

M.T.A. Course is running under the Department of Master of Tourism Administration (M.T.A.) Dr. R.M.L. Avadh University, Ayodhya (U.P.) proudly stands in the listing of School of World of Tourism Education (World Tourism Dictionary) The newly sprung Department formally came into existence on July 2005 in the Faculty of Arts, Dr. R.M.L. Avadh University, Ayodhya (U.P.). The young and multi-disciplinary faculty of the department is dedicated to transform it in learning center.

Objective:- The course familiarize the students with the Tourism Business. The course is blend of theory and practical to develop a professional attitude & skills for trade in students. Being professional in nature the course aims to inculcate professional values and ethics with the focus on Tourism Business and operations.

Approaches:- Lectures, Group discussions, Presentations, practical, Seminars, Case Studies, Business Games and field tours.

Qualification for Admission- Graduate in any discipline.

Attendance Requirements:-

Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately. Provided that deficiency in the attendances may be condoned for special reasons, as per the relevant ordinances on the subject.

The following changes/modification are proposed in the Department:-

- i) There will be Four semester overall stretched in two full Academic sessions.
- ii) Each semester will have Five papers with maximum of 100 marks. Out of these 100 marks, 75 marks will be acquired by a student through theory examination and rest 25 marks will be awarded by course teacher.
- iii) Each paper will be of three hours and questions will be covered evenly from each and every unit of the prescribed syllabus of the course.
- iv) There should be three sections in each paper, Section A will be very short type (2x10=20). The section B will be medium answer type (5x5=25) and section C will be Long answer type (10x3=30).
- v) The internal assessment will be evaluated by (Tutorials, seminars, Tours, Projects, attend and self-assessment of the course Teacher).
- vi) Minimum marks requirement should be 40% of the aggregate in the each paper.
- vii) Amount of examination fee to be paid by a candidate for each semester shall be as fixed by the university from time to time.
- viii) The students are allowed to take examination in maximum three back paper in a semester.

Structure of Syllabus Developed by			
Name of BoS Convener/ BoS Member	Designation	Department	College/ University
Prof. Ajay Pratap Singh	Convener	Tourism Administration	Dr. Ram Manohar Lohia Avadh University, Ayodhya
Prof. Rajwant Rao	External Expert	Department of History	D. D. U. Gorakhpur University
Prof. S. N. Kapoor	External Expert	Ancient History, Culture & Archeology	University of Lucknow, Lucknow
Dr. Amar Kumar Tiwari	External Expert	Institute of Tourism Studies	University of Lucknow, Lucknow
Dr. Anil Kumar Singh	External Expert	Department of Tourism	Banaras Hindu University, Varanasi

Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
SEMESTER I (YEAR I)						
A600701T	CORE	Tourism Concept and Principles	5	T	25	75
A600702T	CORE	Tourism Products of India	5	T	25	75
A600703T	CORE	Concept of Management in Tourism	5	T	25	75
A600704T	FIRST ELECTIVE (Subject Elective)	Management of Travel Agency & Tour Operation	5	T	25	75
A600705T	(Select any one)	Adventure and Wildlife Tourism	5	T	25	75
A600706P	SECOND ELECTIVE (Subject Elective)	Academic Writing Skills	5	P	50	50
A600707P	(Select any one)	Project Presentation on Tourism Destination	5	P	50	50
SEMESTER II (YEAR I)						
A600801T	CORE	Basics of Hotel Management	5	T	25	75
A600802T	CORE	International Tourism Products	5	T	25	75
A600803T	CORE	Tourism Marketing	5	T	25	75
A600804T	THIRD ELECTIVE (Generic Elective)	Communication Skill & Personality Development	5	T	25	75
A600805T	(Select any one)	Event Management	5	T	25	75

A600806P	FOURTH ELECTIVE (Subject Elective) (Select any one)	Summer Training/ Internship – I	5	P	50	50
A600807P		Summer Training/ Internship – II	5	P	50	50
SEMESTER III (YEAR II)						
A600901T	CORE	Human Resource Management	5	T	25	75
A600902T	CORE	Air Travel Management	5	T	25	75
A600903T	CORE	Foreign Language (French)	5	T	25	75
A600904T	FIFTH ELECTIVE (Subject Elective) (Select any one)	Basic Research Methods and Quantitative Techniques	5	T	25	75
A600905T		Tourism Ethics and Law	5	T	25	75
A600906P	SIXTH ELECTIVE (Subject Elective) (Select any one)	Tour Report and Presentation	5	P	50	50
A600907P		Seminar Presentation on Tourism Destinations	5	P	50	50
SEMESTER IV (YEAR II)						
A601001T	CORE	Tourism Impact	5	T	25	75
A601002T	CORE	Tourism Geography	5	T	25	75
A601003T	SEVENTH ELECTIVE (Subject Elective) (Select any one)	New Age Tourism	5	T	25	75
A601004T		Inbound and Outbound Tourism	5	T	25	75
A601005P	RESEARCH PROJECT/ DISSERTATION	Dissertation	10	P	50	50

NOTE:

1. Do not mark any Code/Information in Column-A, it will be indorsed by the University.
2. T/P in Column-E stands for Theory/Practical.
3. CIE in Column-F stands for 'Continuous Internal Evaluation' and depicts the maximum internal marks. Respective examination will be conducted by subject teacher.
4. ETE in Column-G stands for 'External Evaluation' and depicts the maximum external marks. Respective Examination will be conducted by the University.
5. Column-B defines the nature of course/paper. The word **CORE** herein stands for **Compulsory Subject Paper**.
6. Column-D depicts the credits assigned for the corresponding course/paper.
7. **First Elective:** It will be a Subject Elective. Students may select one of the two subject papers under this category.
8. **Second Elective:** It will designate a Practical Paper or equivalently a Field Visit or Project Presentation. In case of Field Visit, student is required to submit a detailed report of the visit for the purpose of evaluation. The report should include the observational features and benefits of the visit. In case of Project Presentation, the student may be assigned to go for a survey/practical or theoretical project/assignment or seminar with

presentation.

9. **Third Elective:** It will be a Generic Elective. The student may study or receive training of the any subject of his interest (depends on the availability in his institution of enrollment). The Generic elective paper will be evaluated in two parts, first part (50 marks) would be a continuous internal evaluation (03 tests 20+20+10 marks) whereas the examination and evaluation of the second part (50 marks) would be arranged by the college itself (01 exam).
10. **Fourth Elective:** It will accommodate a practical paper or Industrial Training or Project Presentation. In case of Industrial Training, student may be allowed for the summer training and is required to submit a detailed training report including training certificate for the evaluation.
11. **Fifth Elective:** It will be a Subject Elective. Students may select one of the four subject papers under this category.
12. **Sixth Elective:** It will be a Practical Paper or equivalently a Project Presentation based on Study Tour/Survey/ Seminar/ Assignment. In case of Project Presentation, student has to submit an exhaustive report on respective topic and to face an open presentation for the evaluation.
13. **Seventh Elective:** It will be either Subject Elective or Practical Elective.
14. There will be a Major Research Project or equivalently a research-oriented Dissertation in Semester-IV. The student straight away will be awarded 05 credits if he publishes a research paper on the topic of Research Project or Dissertation.
15. Methodology for the practical examination and examiner appointment will be governed by the Clause-13 of the NEP Guideline of RMLAU dated 27-06-2022 except the marks distribution for continuous internal evaluation and external evaluation.
16. The Hon'ble conveners may take flexibility to rearrange the credits of the papers as 4/5/6 as per need, but within the limit of 25 credits assigned for each semester.

Subject Prerequisites:
Program Outcomes (POs):
<ul style="list-style-type: none"> • After Completing this course the students will be able to understand the in-depth knowledge of tourism and hospitality industry. • The students will opportunity of working as executives in the tourism and hospitality. • The programme will definitely enhance the critical thinking, analytical and decision making abilities of the students. • It will help the students to manage a tourism company. • The Course will develop personal and professional skills among the students which is very essential for tourism and hospitality sector those are considered important for this sector • It will create Business leadership skills among the students. Alternatively, they may also decide to raise their own ventures.
Program Specific Outcomes (PSOs)
First Year : Bachelor (Research) in Tourism Administration
<ul style="list-style-type: none"> • After completing the first year the students will be able to understand the basic of tourism and its operations. • Students will learn the basic concepts of hotels and its operations. • The students will be familiar with different tourism products available in India. • Internship is an essential component of first year curriculum through which the students learn practical knowledge and skills as per industry requirement. • The communication and personality development of the students will improve.

Second Year : Master in Tourism Administration

- In the 2nd year of this course, the students will aware with basic concept of human resource management and its importance.
- The students will be familiar with airlines industry and air travel management.
- The course will provide a basics of French language which is important for international tourism
- The student will equip with statistical tools and techniques for their research purpose.
- The students will be able to build their career in tourism and hospitality sector.
- Entrepreneurship will be a cherished the value of M.T.A. programme.

SEMESTER I

**Paper 1
(Theory)**

Programme/Class: Bachelor with Research	Year: First	Semester: First
Subject: Tourism Administration		
Course Code: A600701T	Course Title: Tourism Concepts & Principles	
Course outcomes: After studying this course, students will be able to learn the meaning and history of tourism along with various national and international tourism organizations.		
Credits: 5	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 09-25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures
I	• Introduction: Tourism Concepts, Definition and History	20
	• Types of Tourism: Domestic & International	
	• Forms of Tourism	
	• Types of Tourist: Tourist, Traveler and excursionist	
	• Components of Tourism	
	• Sanskaras in Hinduism	
II	• Tourism as an Industry and its Characteristics	17
	• Determinants and motivators of Tourism	
	• Typologies of Tourism	
	• Concept of Sustainable Tourism Development	
	• Emerging Trends in Tourism	
III	• An Overview of Ministry of Tourism Govt. of India	

	<ul style="list-style-type: none"> • Tourism Policies of India • Tourist Offices in India & Abroad • Significance of Tourism: Economics, Social and Environmental 	17
IV	<ul style="list-style-type: none"> • National Tourism Association: ITDC, TAAL, IATO, FHRAI. • International Tourism Association: WTO, IATA, ACAO, PATA. 	21

Suggested Readings:

1. Bhatia, A.K.: Tourism Development
2. Negi, Jagmohan: Travel & Tourism – Concepts & Principles
3. Bhatia A.K. : International Tourism
4. Tiwari, S.P. : Tourism Dimension
5. Mill & Morrison : Concepts & Principles
6. Chand, Mohinder : Basics of Tourism

Suggestive digital platforms web links-

<http://heecontent.upsc.gov.in/Home.aspx>

This course can be opted as an elective by the students of following subjects: Open to all

Suggested Continuous Evaluation Methods:

Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)

Course prerequisites: Open to all.

Suggested equivalent online courses:

SWAYAM, COURSERA

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

**Paper 2
(Theory)**

Programme/Class: Bachelor with Research	Year: First	Semester: First
Subject: Tourism Administration		
Course Code: A600702T	Course Title: Tourism Product of India	
Course outcomes: After completing this course students will be able to understand the significance of a natural and cultural tourism resources of India. It will creating awareness about our past, present and		

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future condition of our heritage and other resources.

Credits: 5		Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none"> • Tourism Product: Meaning, Definition and concept • Elements, characteristics and classification • Difference between tourism product and consumer product. Sources of tourism product • PLC 	18
II	<ul style="list-style-type: none"> • Indian Heritage – Ancient, Medieval and Modern • Important Archaeological sites, World Heritage Sites • Different Stupas, caves and rock cut architecture. Music: Classical and Folk lore, musical instruments, Indian Classical dances, Indian folk dances. • Fair and Festivals: Social, Religious and commercial. • Handicraft: History and different types. 	21
III	<ul style="list-style-type: none"> • Museum: Definition, History and Types • Historical and Religious monuments: Hindu, Buddhists, Jain Muslims and Christians. 	15
IV	<ul style="list-style-type: none"> • Medical Tourism: Definition, growth and role in Tourism. • Beach Tourism: Concepts and Development in India. • Yoga and Meditation: Concepts and their importance. • India's main desert areas: Development of desert tourism in India. 	21

Suggested Readings:

1. Dixit and Charu Sheela : Tourism Products of India.
2. Basham , A.L. : The wonder that was India
3. Gupta, I.C.: Tourism Products of India
4. Shobita Punja : Museums of India
5. Shobita Punja : Great Monuments of India

Suggestive digital platforms web links-
<http://heccontent.upsdc.gov.in/Home.aspx>

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)

Course prerequisites: Open to all.

Suggested equivalent online courses:

SWAYAM, COURSERA

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

Paper 3
(Theory)

Programme/Class: Bachelor with Research	Year: First	Semester: First
Subject: Tourism Administration		
Course Code: A600703T	Course Title: Concept of Management in Tourism	
Course outcomes: After studying this paper students will be able to understand the basic concepts of management and leadership skills.		
Credits: 5		Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures

I	<ul style="list-style-type: none"> • Management concept, nature, process and functions, management levels. Management skills and roles • The external environment, Corporate social responsibility • Planning: Nature, purpose, types and process. Management by Objectives 	18
II	<ul style="list-style-type: none"> • Organising: Concept of organizing and organization Line and staff authority and their responsibility, span of control, organizational structure, Organizational development. 	20
III	<ul style="list-style-type: none"> • Directing: Communication process, types, barriers and quality of effective communication. Fundamental of Directing. Motivation theories and practices, leadership concept. 	21
IV	<ul style="list-style-type: none"> • Controlling: Process, methods and techniques, MIS: Introduction, definition, Status and designing MIS. 	16
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. H. Koontz : Management 2. V.S.P. Rao : Management Concept 3. Prasad , L.M.: Organisational Behaviour 4. Peter F. Drucker : Principles of Management <p>Suggestive digital platforms web links- http://heecontent.upsdc.gov.in/Home.aspx</p>		
<p>This course can be opted as an elective by the students of following subjects: Open for all</p>		
<p>Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)</p>		
<p>Course prerequisites: Open to all.</p>		
<p>Suggested equivalent online courses: SWAYAM, COURSERA</p>		

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

**Paper 4
(Theory)**

Programme/Class: Bachelor with Research		Year: First	Semester: First
Subject: Tourism Administration			
Course Code: A600704T		Course Title: Management of Travel Agency & Tour Operation	
Course outcomes: After pursuing this paper student will be able to learn the historical background of travel agency business in India along with the functions of travel agent and tour operators.			
Credits: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 09-25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topics		No. of Lectures
I	<ul style="list-style-type: none">Travel Agency: History, Concept definition & types of Travel agency. Present scenario of Travel agency in India, Rights and duties of Travel agents. Travel agency linkage and resources.		20
II	<ul style="list-style-type: none">Process for approval of travel agents, tour operator by Ministry of Tourism, Govt. of India and IATA. Forms of Travel agency business.Tour Operator: concept, types and functions, difference between travel agent and tour operator.		20
III	<ul style="list-style-type: none">Traffic document, travel insurance policy, baggage transportation. Booking Tools, Hub and spokes. No show and stand by Travel. Different types of Rail Passes- Ind rail, Eu rail, Amtrack, Brit rail etc. Car booking procedure.		20
IV	<ul style="list-style-type: none">Tour Package - definition and types, Itinerary Preparation. Liabilities of travel agencies. Inbound		15

	and Outbound tourism: definition and operations.	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Negi Jagmohan : Travel Agency and Operator 2. Chand Mohinder : Travel Agency Management 3. K.K. Kamra & Mohinder Chand : Basics of Tourism , theory and operation 4. Foster Dennis L : The Business of Travel Agency, Operator and administration 5. Syrat Gwenda: Manual of Travel Agency Practice. <p>Suggestive digital platforms web links- http://hqscontent.upsdc.gov.in/Home.aspx</p>		
<p>This course can be opted as an elective by the students of following subjects: Open to all</p> <p>.....</p>		
<p>Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)</p>		
<p>Course prerequisites: Open to all.</p>		
<p>Suggested equivalent online courses: SWAYAM, COURSERA</p>		
<p>Further Suggestions: </p>		

At the End of the whole syllabus any remarks/ suggestions:

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**Paper 5
(Theory)**

Programme/Class: Bachelor with Research	Year: First	Semester: First
Subject: Tourism Administration		
Course Code: A600705T	Course Title: Adventure and Wildlife Tourism	
Course outcomes: After studying this course, the student will be able to understand about the brief scenario of adventure and wildlife tourism in India and role of Government in the conservation and protection of wildlife.		
Credits: 5		Elective
Max. Marks: 25+75		Min. Passing Marks: 09-25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none"> Concept of Adventure tourism- Classification of Adventure Tourism. Adventure on ground- Mountaineering, Trekking, Rock Climbing and Skiing etc. 	15
II	<ul style="list-style-type: none"> Adventure on water- River Rafting, Canoeing, kayaking, White water rafting, wind surfing etc. 	20
III	<ul style="list-style-type: none"> Introduction to wildlife, wildlife conservation & protection, Value of wildlife, Protected Areas & Protected area network in India. National parks, wildlife sanctuaries 	20
IV	<ul style="list-style-type: none"> Selected National Park & Sanctuaries in India 	20
Suggested Readings: <ol style="list-style-type: none"> Jacob Robinet, Joseph Sindhu & Philip Anoop: Indian Tourism Products Gupta, S.P. & Lal Krishna: Cultural Tourism in India. Romilla Chawla: Tourism the cultural heritage Prem Nath dhar: Heritage, cultural and natural site tourism Ravee chauhan: Heritage and cultural tourism 		
Suggestive digital platforms web links- http://heecontent.upsc.gov.in/Home.aspx		
This course can be opted as an elective by the students of following subjects: Open to all		
Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)		
Course prerequisites: Open to all.		
Suggested equivalent online courses: SWAYAM, COURSERA		
Further Suggestions:		

At the End of the whole syllabus any remarks/ suggestions:

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**Paper-6
(Practical)**

Programme/Class: Bachelor with Research		Year: First	Semester: First
Subject: Tourism Administration			
Course Code: A600706P		Course Title: Academic Writing Skills	
Course outcomes: After completing this course the learners will be able to communicate effectively in academic and corporate world. It will also enhance their writing skills as per global standard.			
Credits: 5		Elective	
Max. Marks: 100		Min. Passing Marks: 34	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-2			
Units	Topics		No. of Lectures
I	<ul style="list-style-type: none">• Functional use of writing- personal-academic and business writing.• Reading Comprehensions		15
II	<ul style="list-style-type: none">• Formal letter and emails.• Key Elements in CV• Tour report, training report and research report/dissertation		20
III	<ul style="list-style-type: none">• Introduction to Research articles, research papers and research proposals writing.		20
IV	<ul style="list-style-type: none">• Meaning and Importance of listening; Traits of a good listener; interviews, group communication, public speaking.• Components/elements of Presentation and Quality of an effective presentation.		20
Suggested Readings: 1. Mitra, Barun. K.: Personality Development and Soft Skills 2. Lehman,C. & DuFrene, D. Business Communication, 3. Raman, Singh, M. & Prakash. Business Communication, 4. B. Das / I Satpathy: Business Communication & Personality Development, 5. Lucas, Stephen. Art of Public Speaking. Suggestive digital platforms web links- http://heercontent.upsdc.gov.in/Home.aspx			
This course can be opted as an elective by the students of following subjects: Open to all			

Suggested Continuous Evaluation Methods: Assignment (05 Marks), Attendance (05 Marks)
Course prerequisites: Open to All
Further Suggestions:

**Paper- 7
(Project Presentation)**

Programme/Class: Bachelor with Research	Year: First	Semester: First
Subject: Tourism Administration		
Course Code: A600707P	Course Title: Project Presentation on Tourism Destination	
Course outcomes: After completing this course the communication and presentation skills of students will improve, which is very essential in service industry.		
Credits: 5	Elective	
Max. Marks: 100	Min. Passing Marks: 34	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-2		
Suggested Topics	No. of Lectures (1 hr. each))	No. of Practical (2 hr. each)
The students has to prepare a project presentation on major tourism destinations of India.	30	30

SEMESTER II

**Paper 1
(Theory)**

Programme/Class: Bachelor with Research	Year: First	Semester: Second
Subject: Tourism Administration		
Course Code: A600801T	Course Title: Basics of Hotel Management	

Course outcomes: After studying this course, a student will understand the brief scenario of hotel industry in India, its operations and major division of hotels.

Credits: 5		Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	History and Concept of Hospitality Industry. Definition, size & scope of Hotel industry, Growth of hospitality industry in India, type of Hotel, classification of hotels.	20
II	<ul style="list-style-type: none"> Type of Rooms and Rates, different meal plans, License, permit and regulation, hotel organizational structure and departments. 	15
III	<ul style="list-style-type: none"> Front office Techniques; Front office activity, Guest Reservation & role of Reception Forecasting room availability, registration procedure. Handling Guest Arrival & Departure and Billing Procedure. 	20
IV	<ul style="list-style-type: none"> Definition of Conference & Exhibition, Banquet function, Meeting room arrangement. Procedure for arrangement of Conference. Function of Banquet Personnels. 	20
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Sudhir Andrews; Hotel Front office Training Manual 2. Zulfikar Mohammad; Introduction to Tourism & Hotel Industry 3. Bhatnagar S.K; Front Office Management 4. Sudhir Andrews; Hotel Housekeeping <p>Suggestive digital platforms web links- http://heocontent.upsdc.gov.in/Home.aspx</p> <p>This course can be opted as an elective by the students of following subjects: Open to all</p> <p>Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)</p> <p>Course prerequisites: Open to all.</p>		

Suggested equivalent online courses:
SWAYAM, COURSERA

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

**Paper 2
(Theory)**

Programme/Class: Bachelor with Research	Year: First	Semester: Second
Subject: Tourism Administration		
Course Code: A600802T	Course Title: International Tourism Products	
Course outcomes: After studying this course, a student will understand the major tourism destinations of international repute and their cultural and historical significance.		
Credits: 5	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 09-25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">• Meaning of International Tourism Products, Outbound Tourism, Tools for promoting International Tourism from India, Short haul Tourism and its reason; various regions and countries therein-South East Asia; Arab World; Scandanavia; BRICS, Indo-China, International Tourist destination of south East Asian countries Malaysia, Indonesia, Singapore, Thailand, Sri Lanka, South Korea, Japan, Australasia - Australia, New Zealand Fiji, other Asian countries- China, Macau, Dubai.	20
II	<ul style="list-style-type: none">• Currencies of various countries, time difference of Europe- UK, USA from India, Making of International Itineraries, various Important	15

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	destinations of Europe- London, Paris, Rome, Venice, Vatican city, Switzerland, Belgium, Austria, Spain and Turkey.	
III	<ul style="list-style-type: none"> Wondrous or Unique international Tourism Attractions- Eiffel Tower, Great wall of China, Madam Tussauds Wax Museum, Leaning Tower of Pisa, Statue of Liberty, Niagara falls, Dead Sea, pyramids, Undersea Tunnels between Paris and London; Undersea Transparent Tunnels in Singapore. 	20
IV	<ul style="list-style-type: none"> Open sky policy of India, preparation of international Tourist circuits, Outbound Tourist statistics from India, Outbound data and trend, most popular destination countries- USA, UK, Important airport of world- France, USA, Germany , Italy, Spain, Austria, Switzerland, Belgium, Most Popular casino Destinations- Monte Carlo, Las Vegas, Macau, Casino Terminology. 	20
Suggested Readings: <ol style="list-style-type: none"> A.K. Bhatia: International Tourism Management Hardcover, Babu P George & Alexandru Nedelea: International Tourism: World Geography And Development Perspectives William E. Thenbald: Global Tourism Suggestive digital platforms web links- http://heecontent.upsc.gov.in/Home.aspx		
This course can be opted as an elective by the students of following subjects: Open to all		
Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)		
Course prerequisites: Open to all.		
Suggested equivalent online courses: SWAYAM, COURSERA		

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

**Paper 3
(Theory)**

Programme/Class: Bachelor with Research		Year: First	Semester: Second
Subject: Tourism Administration			
Course Code: A600803T		Course Title: Tourism Marketing	
Course outcomes: After learning this paper students will be familiar with marketing concept and consumer behavior along with various marketing tools and techniques of corporate world.			
Credits: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 09-25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topics		No. of Lectures
I	<ul style="list-style-type: none">Marketing, meaning and definition, evolution of marketing, core marketing concepts marketing and marketing realities. Developing marketing strategies and plans, Marketing mix, Marketing information and marketing research.		20
II	<ul style="list-style-type: none">Consumer buyer behavior- models of consumer buyer behavior, Consumer buyer decision process, Market segmentation of forecasting, Target and positioning.		15
III	<ul style="list-style-type: none">Product planning and development, Product life cycle, Branding, Pricing Place Mix- channel management and co- ordination. Marketing Environment- Micro & Macro. Marketing Research.		20
IV	<ul style="list-style-type: none">Promotion mix- Advertising, Publicity, Sales Promotion, personal selling & Public relation.		20

	Marketing of services, marketing strategy for Tourism.	
Suggested Readings: <ol style="list-style-type: none"> 1. Kotler, Phillip: Marketing Management 2. Kotler, Keller, Koshy & Jha : Marketing Management 3. Jha, S.M. Tourism Marketing 4. Foster, Denniks L ; Sales & Marketing for Travel Professional <p>Suggestive digital platforms web links- http://heecontent.upsdc.gov.in/Home.aspx</p>		
This course can be opted as an elective by the students of following subjects: Open to all		
Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)		
Course prerequisites: Open to all.		
Suggested equivalent online courses: SWAYAM, COURSERA		
Further Suggestions:		
At the End of the whole syllabus any remarks/ suggestion-----		

**Paper 4
(Theory)**

Programme/Class: Bachelor with Research	Year: First	Semester: Second
Subject: Tourism Administration		
Course Code: A600804T	Course Title: Communication and Personality Development	
Course outcomes: After learning this paper the students will be aware with the personality traits required for a tourism professional and key aspects of their professional development.		
Credits: 5		Generic Elective
Max. Marks: 25+75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures

I	<ul style="list-style-type: none"> The Meaning of personality, The Personality determinants, General Etiquette and manner, Business Etiquette and ethics. 	15
II	<ul style="list-style-type: none"> Communication- types, importance, effective listening, barrier to communication, interviews - types, conducting effective interview, Barriers of communication. Reports- Importance, types of report and steps in writing report. Modern technology- video conferencing, talk conferencing, e-mails. 	20
III	<ul style="list-style-type: none"> Speeches- characteristics of a good speech, guideline for delivering speech, body language and self developments. Writing Business letter, Bio-Data and Job Application. 	20
IV	<ul style="list-style-type: none"> Presentations - purpose of presentation, kinds presentation, factor effecting presentations do's & don'ts of presentation. SWOT analysis- by an individual and by an organization. 	20
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Pease Allan, Body Language Sharma RN ; Fundamentals of psychology Morgan & Kings: Fundamentals of Human Psychology. <p>Suggestive digital platforms web links-</p> <p>http://heecontent.upsdc.gov.in/Home.aspx</p>		
<p>This course can be opted as an elective by the students of following subjects: Open for all</p>		
<p>Suggested Continuous Evaluation Methods: Assignment, Quizzes, Project, Seminar (15 Marks), Attendance (10 Marks)</p>		
<p>Course prerequisites: Open for all.</p>		
<p>Suggested equivalent online courses: SWAYAM, COURSERA</p>		

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

**Paper 5
(Theory)**

Programme/Class: Bachelor with Research		Year: First	Semester: Second
Subject: Tourism Administration			
Course Code: A600805T		Course Title: Event Management	
Course outcomes: After studying this paper the students will understand the potential of MICE and Events tourism. The students will also understand the domain knowledge and skills required for event managers.			
Credits: 5		Generic Elective	
Max. Marks: 25+75		Min. Passing Marks: 09-25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topics		No. of Lectures
I	<ul style="list-style-type: none">Event Management- Definition-Meaning & Scope- Role of events in promotion of Tourism. Types of events- cultural- Festival, Religious, Business etc. need of Event Management.		20
II	<ul style="list-style-type: none">Aim of Event, Develop a mission, Establish objectives, Preparing event proposal, use of Planning tools, Process of Event Management- Planning- Organizing- Budgeting- Sponsorship/Subsidies- Registration- Documentation- Public Relations and Evaluation.		15
III	<ul style="list-style-type: none">Protocols, Dress Codes, Staffing, Leadership, Traits and Characteristics. Event Promotion- Marketing events- Interrelation between event & tourism Industry.		20
IV	<ul style="list-style-type: none">Entrepreneurship opportunities in Event Management- Trade fare- marriage, Conference & Meetings-Exhibitions- Case study of International Tourism Trade Fare in India.		20

Suggested Readings:

1. Bhatia A.K.: Tourism Development : Principles and Practices
2. Charles Bladen, James Kennell, Emma Abson & Nick Wilde: Event Management: An Introduction
3. Ratandéep Singh: Meeting Conference Association, Event and Destination Management
4. Saggere, Sanjay V, Singh Gaur and Sanjay: Event Marketing and Management

Suggestive digital platforms web links-

<http://heecontent.upsc.gov.in/Home.aspx>

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

Assignment, Quizzes, Project, Seminar (15 Marks), Attendance (10 Marks)

Course prerequisites: Open for all.

Suggested equivalent online courses:

SWAYAM, COURSERA

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

Paper-6
(Practical/ Summer Training/Internship-I)

Programme/Class: Bachelor with Research	Year: First	Semester: Second
Subject: Tourism Administration		
Course Code: A600806P	Course Title: Summer Training/Internship-I	
Course outcomes: After getting the summer training/internship the students will be equipped with practical knowledge and operations of travel agency of global repute.		
Credits: 5	Elective	
Max. Marks: 100	Min. Passing Marks: 34	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-2		
Suggested Topics	No. of Lectures (1 hr. each))	No. of Practical (2 hr. each)

<ul style="list-style-type: none"> Summer Training/Internship Report Presentation/Viva-Voce 	30	30
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Paper-7
(Practical/ Summer Training/Internship-II)

Programme/Class: Bachelor with Research	Year: First	Semester: Second
Subject: Tourism Administration		
Course Code: A600807P	Course Title: Summer Training/Internship-II	
Course outcomes: After getting the summer training/internship the students will be equipped with practical knowledge and operations of hotels of global repute.		
Credits: 5	Elective	
Max. Marks: 100	Min. Passing Marks: 34	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-2		
Suggested Topics	No. of Lectures (1 hr. each))	No. of Practical (2 hr. each)
<ul style="list-style-type: none">• Summer Training/ Internship Report Presentation/Viva Voce	30	30

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SEMESTER III (YEAR II)

Paper 1

(Theory)

Programme/Class: Master	Year: Second	Semester: Third
Subject: Tourism Administration		
Course Code: A600901T	Course Title: Human Resource Management	
Course outcomes: After learning this paper the students will aware with various functions of human resource management and role of training and development activities in the career advancement of the employees.		
Credits: 5		Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 34
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
	<ul style="list-style-type: none">Human resource management of an enterprise, The challenges environmental, organizational and individual challenges. Selecting HR strategies to increase firms performance (fit with organizational strategies, environmental organizational characteristics & capabilities).Concept and principles of Human Resource Management- Meaning, objectives, functions, need for HR planning in Tourism, The role of HR Manager.	
I	<ul style="list-style-type: none">Manpower policy & Planning at Macro and Micro levelStrategic planning as basis for Human Resource Planning, meaning, approaches to HR Planning, factors affecting IIR plan, process, macro & micro level scenario of HR planning in Tourism, methods & techniques, 'demand forecasting' & supply forecasting, recent trends in MRP.	20
II	<ul style="list-style-type: none">Job design , approaches, job design options, job analysis, job description, job specification recent developments in job analysis managing flexible	20

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	<p>workforce, job evaluation & its methods.</p> <ul style="list-style-type: none"> • Recruitment and selection of personnel- recruitment sources techniques and factors affecting recruitment selection process, barriers to effective selection, induction its importance. • Training & development with special reference to tourism industry- need, benefit and objectives, methods determining training programme, training methods, Evaluation, Needs, objectives of Management Development , Techniques of M. D. 	
III	<ul style="list-style-type: none"> • Performance Appraisal- meaning, purpose & methods of appraisals, problems of P. A. & how to make it effective & recent developments. • Promotions , Transfers, Reward policies (need for transfer policy, types of transfer, promotion & promotion policies, Reward policies & Processes, measurement of performance & reward, vehicles of reward. • Employee Grievances handling, employee counseling. 	20
IV	<ul style="list-style-type: none"> • Compensation and salary administration (Designing a compensation system, Aims principles, component of salary formulation, salary structure, progression & administration procedures. • Laws and Rules governing employee benefits & welfare. • Motivation and productivity, motivation and job enrichment. • HRD trend in Tourism • Gender and other related issues in tourism. 	15

Suggested Readings: <ol style="list-style-type: none"> 1. Mamoria : Personnel Management 2. Tripathi : Personnel management & Industrial relations. 3. Bhogliwal : Personnel Management & Industrial relation 4. Devar : Personnel Management & Industrial Relation 5. Flippo : Personnel Management 6. Pigors & Mayer : Personnel Management 7. Strauss & Sayles : Personnel the Human Problem of Management 8. Yader : Personnel Management & Industry Relations 9. Manappa L : Sai Personnel Management 10. Riley : Human Resource Management in Hospitality & Tourism Industry <p>Suggestive digital platforms web links- http://heecontent.upsdc.gov.in/Home.aspx</p>		
This course can be opted as an elective by the students of following subjects: Open to all		
Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)		
Course prerequisites: Open to all.		
Suggested equivalent online courses: SWAYAM, COURSERA		
Further Suggestions:		
At the End of the whole syllabus any remarks/ suggestions:		

**Paper 2
(Theory)**

Programme/Class: Master	Year: Second	Semester: Third
Subject: Tourism Administration		
Course Code: A6000902T	Course Title: Air Travel Management	
Course outcomes: By studying this course, a student will be aware with airline industry, rules and regulations governing with air transport industry and travel formalities in international tourism.		
Credits: 5	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 09-25	

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none"> Air Transportation industry <ul style="list-style-type: none"> Bilateral conventions Warsaw convention Freedom of air Carrier codes Policies: Practice and rules (Procedure at airport) 	20
II	<ul style="list-style-type: none"> Baggage allowance <ul style="list-style-type: none"> Weight concept Piece concept Check and unchecked baggage Free baggage allowance of lost and found baggage. 	20
III	<ul style="list-style-type: none"> Reservation <ul style="list-style-type: none"> How to take reservation Passport and visa (Travel Formalities) Ticket and Fares <ul style="list-style-type: none"> ABC familiarization and travel information manual (TIM) etc. 	20
IV	<ul style="list-style-type: none"> IATA Three Letter Codes and Airport Codes, Different Career Codes. 	15
Suggested Readings: <ol style="list-style-type: none"> 1. Louis Grialloredo : Strategic Airlines Management 2. Gwenda Syrratt : Manual of Travel ; Agency Management 3. ABC World Airway Guide 4. Air Traffic Book- I , World Wide Fares <p>Suggestive digital platforms web links- http://beecontent.upsdc.gov.in/Home.aspx</p>		
This course can be opted as an elective by the students of following subjects: Open to all		

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Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)
Course prerequisites: Open to all.
Suggested equivalent online courses: SWAYAM, COURSERA
Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

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**Paper 3
(Theory)**

Programme/Class: Master	Year: Second	Semester: Third
Subject: Tourism Administration		
Course Code: A600903T	Course Title: Foreign Language (French)	
Course outcomes: French language is one of widely spoken languages of the world. As part of tourism curriculum, it will help the students to be got employed in national and foreign nation. After studying this course students will be with the fundamentals of French language like days, month and numbers in French along with festival and dishes. The students will be able to understand the key terminologies of French language.		
Credits: 5		Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">• Knowledge of Fundamental Elements in French Grammar e.g. Future, Past Tense. French expression relevant for the Tourist Management personnel (e.g. Good Morning, Introduction, Welcome, Thank you etc.)	20
II	<ul style="list-style-type: none">• Names of Days, Months and Seasons. French numbers, Name of colours, Animals, Birds etc.	20
III	<ul style="list-style-type: none">• Names of Indian Festivals and their descriptions. Name of important Indian Dishes. Important Indian	20

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	religious and their salient feature.	
IV	<ul style="list-style-type: none"> Important Social and Cultural Institutions, their functioning and their relevance, Number and names of states in India and their cultural identity. 	15
Suggested Readings: <ol style="list-style-type: none"> Annie Heminway: Complete French Grammar, Premium Third Edition Myrna Bell Rochester: Easy French Step-By-Step: Master High-Frequency Grammar for French Proficiency—Fast Ronald Overy Jacqueline Lecanuet: French Three Months:: Your Essential Guide to 4. Understanding and Speaking French Oxford Essential French Dictionary 		
This course can be opted as an elective by the students of following subjects: Open to all		
Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)		
Course prerequisites: Open to all		
Suggested equivalent online courses: SWAYAM, COURSERA		
Further Suggestions:		
At the End of the whole syllabus any remarks/ suggestions:		

**Paper 4
(Theory)**

Programme/Class: Master	Year: Second	Semester: Third
Subject: Tourism Administration		
Course Code: A600904T	Course Title: Basic Research Methods & Quantitative Techniques	
Course outcomes: After learning this paper students will be able to understand the basic statistical tools and techniques required for their dissertations. It will also help the students in the analysis of data,		

writing research report and papers in their academic career.		
Credits: 5		Elective
Max. Marks: 25+75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none"> • Nature & Problems of Research in Tourism • Sources of Research in Tourism • Types of Research- Qualitative & Quantitative • Hypotheses- Meaning & Types 	20
II	<ul style="list-style-type: none"> • Sampling- Sampling & Population • Classification of sampling- Probability & Non-Probability • Characteristics of a good sample • Data collection, Sources of Data-Primary & Secondary 	20
III	<ul style="list-style-type: none"> • Tools & Techniques of data Collection Check -list, Observation , opinionair, Interview, Questionnaire, rating scale etc. • Characteristics of a good Measuring Tool - Reliability, validity etc. • Format of Research Report- Style of Writing, Presentation of Data, Chapterization & reference Writing. • Computer data Analysis- Basic Steps in Data Analysis , spread sheet (excel), SPSS (statistical Package) 	20
IV	<ul style="list-style-type: none"> • Descriptive Statistics -Tabulation & graphical Presentation of data, Central tendency, Normal Probability Curve, Correlation , Techniques- Product Moment 'r' Regression & Prediction. • Analysis of Variance- (One way & Two Way), factor Analysis. • Non Parametric Tests- Chi-Square. 	15

Suggested Readings:

1. C. R. Kothari: Research Methodology, Methods, & Techniques
2. Bill Taylor, Gautam Sinha and Taposh Ghosal: Research Methodology: A Guide for Researchers in Management and Social Sciences
3. Donald R Cooper, Pamela S Schindler, J K Sharma: Business Research Methods
4. Pervez, N. Ghauri,: Research Methods in Business Studies

Suggestive digital platforms web links-

<http://heercontent.upsdc.gov.in/Home.aspx>

This course can be opted as an elective by the students of following subjects: Open to all

Suggested Continuous Evaluation Methods:

Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)

Course prerequisites: Open to all.

Suggested equivalent online courses:

SWAYAM, COURSERA

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

Paper 5
(Theory)

Programme/Class: Master	Year: Second	Semester: Third
Subject: Tourism Administration		
Course Code: A600905T	Course Title: Tourism Ethics & Laws	
Course outcomes: After learning this paper students will be able to understand the business ethics which is required in corporate world. They will learn the basic rules and regulations associated with tourism and hospitality industry.		
Credits: 5		Elective
Max. Marks: 25/75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">• Business ethics & laws- their relevance and applicability in Travel & Tourism industry.	20

	Companies Act 1956 and Contract Act 1932.	
II	<ul style="list-style-type: none"> Consumer protection Act- Meaning & it relevance in Travel & Tourism Business. Laws related to protection, presentation & conservation of heritage & environment. 	20
III	<ul style="list-style-type: none"> Laws related to travel document (Passport, VISA & Health) Laws relating to currency exchange FEMA, Passport Act 1967. 	20
IV	<ul style="list-style-type: none"> Laws relating to passenger safety, convenience & compensation during Air Travel, Legislation related to tourist baggage. 	15

Suggested Readings:

1. Satyender Singh Malik : Ethical Legal & Regulatory Aspects of Tourism Business
2. Rodrigues Dias, Tripathi: A Tourism Professionals Handbook on Ethical, Legal and Regulatory Aspects
3. Manohar Sajani: Indian Tourism Business: A Legal Perspective
4. Linda K. Trevino: Managing Business Ethics: Straight Talk about How to Do It Right

Suggestive digital platforms web links-

<http://heecontent.upsdc.gov.in/Home.aspx>

This course can be opted as an elective by the students of following subjects: Open to all

Suggested Continuous Evaluation Methods:

Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)

Course prerequisites: Open to all

Suggested equivalent online courses:

SWAYAM, COURSERA

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

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Paper-6
(Tour Report and Presentation)

Programme/Class: Master	Year: Second	Semester: Third
Subject: Tourism Administration		
Course Code: A600906P	Course Title: Tour Report and Presentation	
Course outcomes: By studying this paper the students will aware with the rich cultural and heritage resources of India. They will learn the historical background along with significance of destinations in during their visits. This paper will also improve reading and presentation abilities of the students.		
Credits: 5	Elective	
Max. Marks: 100	Min. Passing Marks: 09-25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-2		
Suggested Topics	No. of Lectures (1 hr. each))	No. of Practical (2 hr. each)
Tour Report Presentation on the destinations visited during their study tour.	30	30

Paper-7
(Seminar Presentation on Tourism Destinations)

Programme/Class: Master	Year: Second	Semester: Third
Subject: Tourism Administration		
Course Code: A600907P	Course Title: Seminar Presentation on Tourism Destinations	
Course outcomes: Personality development is an essential element of tourism and hospitality industry. By studying this paper the communication and presentation skills of the students will improve. It will definitely act as a catalyst in the personality development of the students.		
Credits: 5	Elective	
Max. Marks: 100	Min. Passing Marks: 34	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-2		
Suggested Topics	No. of Lectures (1 hr. each))	No. of Practical (2 hr. each)
The students has to prepare a project presentation on major tourism destinations of India.	30	30

Semester IV (YEAR II)**Paper 1
(Theory)**

Programme/Class: Master	Year: Second	Semester: Fourth
Subject: Tourism Administration		
Course Code: A601001T	Course Title: Tourism Impacts	
Course outcomes: Tourism has enormous impact on society, economy and nation as a whole. After learning this paper the students be able to learn various impacts of tourism on different segments like economic, physical, socio-cultural and environmental along with the multiplier effects of tourism.		
Credits: 5	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 09-25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none"> • Introduction to tourism impacts • Economic, Physical & Socio-Cultural Impact, Costs and Benefits of Tourism. 	20
II	<ul style="list-style-type: none"> • Economic Impacts: Income, employment, skills development, multiplier effect, effect on balance of payments, benefits from tourism investments. 	20
III	<ul style="list-style-type: none"> • Physical Impacts: Tourism induced natural environmental degradation, loss of scenic value, effect of intrusion, concept of carrying capacity and sustainable tourism. Case study- Himalayas. 	20
IV	<ul style="list-style-type: none"> • Socio-Cultural Impacts: Services support, social impacts and cultural erosion. Impact assessment methods, managing impacts and developing policies. 	15
Suggested Readings: 1. Sinha P.C. : International Encyclopedia of Tourism Management (1-12 Volume,4) 2. Tiwari S. P. : Essential of Tourism		

3. Jagmohan Negi : Travel & Tourism
4. Bhatia : Tourism Development
Suggestive digital platforms web links- http://heercontent.upsdc.gov.in/Home.aspx
This course can be opted as an elective by the students of following subjects: Open to all
Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)
Course prerequisites: Open to all.
Suggested equivalent online courses: SWAYAM, COURSERA
Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

Paper 2
(Theory)

Programme/Class: Master	Year: Second	Semester: Fourth
Subject: Tourism Administration		
Course Code: A601002T	Course Title: Tourism Geography	
Course outcomes: By studying this paper, the students will be familiar with the geographical conditions of tourism destinations and its role in tourism development. It will also highlight the key terminologies associated with Geography.		
Credits: 5		Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">BASICS OF GEOGRAPHYLocate and differentiate elements of Earth's Surface Direction Latitude & Longitude Scale Maps (Cartography, Map projections & Symbols, Key/Legend)Physical Landscape Landform and landscapes resulting from fluvial,	20

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	coastal, glacial, and tectonic processes. • Climate Elements causing climatic patterns Classification Impact on tourism	
II	• Introducing Tourism Geography • Definition • Geographical components of tourism Tourist generating areas- features that stimulate demand for tourism (Push factor). Identifying main tourist markets in the world Tourist destinations/receiving areas- factors that attract tourists (Push factor). Identifying main tourist receiving markets in the world. Route travelled - explaining the transportation component of tourism industry. • Tourist flows- Measurement of tourist flows based on statistics of volume, tourist Characteristics & expenditure statistics, Source and Importance of these measurements.	20
III	• Physical Geography of India Major landscapes-Mountains, Plains, Plateaus, Desert, Arid /Semi-arid lands, Tidal areas, Ghats and Coastal plains Drainage system Climate and its impact on tourism Nature vegetations and wildlife	20
IV	• Political Geography of India Location States and Union territories City and airport codes Major tourist receiving Cities of India (Location and Importance)	15

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Suggested Readings:

1. Nelson, V.: An Introduction to the Geography of Tourism
2. A Social & Economic Atlas of India, Oxford University Press, Delhi.
3. David Collins & the Diagram Group, the Travel & Tourism Resource Pack, Cambridge University Press.
4. General Geography of India, NCERT, New Delhi.

Suggestive digital platforms web links-

<http://heecontent.upsdc.gov.in/Home.aspx>

This course can be opted as an elective by the students of following subjects: Open to all

Suggested Continuous Evaluation Methods:

Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)

Course prerequisites: Open to all

Suggested equivalent online courses:

SWAYAM, COURSERA

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

Paper 3
(Theory)

Programme/Class: Master	Year: Second	Semester: Fourth
Subject: Tourism Administration		
Course Code: A601003T	Course Title: New Age Tourism	
Course outcomes: The forms of tourism that attract larger numbers of tourist from different corners of the World are going to be elaborated in this paper. After studying this course, the students will be familiar with various emerging forms of tourism, which are very essential for their employability point of view.		
Credits: 5	Elective	
Max. Marks: 25+75	Min. Passing Marks: 09-25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none"> • The Rise of Mass Tourism • Special Interest Tourism and the Birth of New Age Tourism • Experience Economy, The New Wave/New Age Tourism: Concepts • Post-Tourism 	20
II	<ul style="list-style-type: none"> • Festivals and Event Tourism • Film and TV Tourism • Gastronomic Tourism • Literary Tourism 	15
III	<ul style="list-style-type: none"> • Space Tourism • Virtual Tourism/Cyber Tourism • The Antarctic Tourism • Sports and Adventure Tourism and Commercial Adventure 	20
IV	<ul style="list-style-type: none"> • Pro poor tourism • Health and Wellness • Mature Tourism, Mobility, Neo-colonialism, Regeneration, Self and other, tourist Gaze and Urban Tourism. 	20
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Jacob Robinet, Joseph Sindhu & Philip Anoop : Indian Tourism Products 2. Mathur Arpita: Fundamentals of Travel and Tourism 3. Charles R. Goeldner & J. R. Brent Ritchie: Tourism Principles, Practices, Philosophies 4. Jagmohan Negi: International Tourism and Travel, Concepts and Principles <p>Suggestive digital platforms web links- http://heecontent.upsdc.gov.in/Home.aspx</p>		
<p>This course can be opted as an elective by the students of following subjects: Open to all</p> <p>.....</p>		
<p>Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)</p>		
<p>Course prerequisites: Open to all.</p>		

Suggested equivalent online courses:
SWAYAM, COURSERA

Further Suggestions:
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At the End of the whole syllabus any remarks/ suggestions:
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**Paper 4
(Theory)**

Programme/Class: Master	Year: Second	Semester: Fourth
Subject: Tourism Administration		
Course Code: A601004T	Course Title: Inbound and Outbound Tourism	
Course Outcomes: After pursuing this course students will be enabled to understand the basic elements of philosophy of mind and their interrelationship like- mind, consciousness, subjectivity, other mind etc.		
Credits: 5		Elective
Max. Marks: 25+75		Min. Passing Marks: 09-25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">• Concept of Tourism Markets Meaning: Importance & Definition of Tour Packaging. Terms widely used and their meaning-travel dictionary. Understanding the tourist and their markets with prevailing trends (kind of Tourist markets).	20
II	<ul style="list-style-type: none">• Travel Formalities Passport & VISA Requirement, Currency regulation, Tax clearance, Health regulations, Information on restricted areas in India.	15
III	<ul style="list-style-type: none">• Itinerary Preparation Tailor made and readymade itinerary for FIT's and GIT's. Rate negotiations, booking & corresponding, customer service. Tour Escorting, tourist feedback etc.	20

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IV	<ul style="list-style-type: none"> Travel Motivation Study of world geography with relation to outbound tourist motivations. Study of Indian History & Geography. Marketing of the destinations. Organisation that influence tourism. Brochure Planning. 	20
Suggested Readings: <ol style="list-style-type: none"> 1. Roday Sunetra, Biwal Archana & Joshi Vandana: Tourism Operations and Management 2. Chowdhary, Nimit: Handbook for Tour Guides 3. Negi, Jagmohan : Travel Agency & Tour operation 4. Jagannathan : Plan your own holiday 5. Deninis L. Foster: An introduction to Travel and Tourism <p>Suggestive digital platforms web links- http://heecontent.upsdc.gov.in/Home.aspx</p>		
This course can be opted as an elective by the students of following subjects: Open to all		
Suggested Continuous Evaluation Methods: Mid Semester Test (15 Marks), Assignment (05 Marks), Attendance (05 Marks)		
Course prerequisites: Open to all.		
Suggested equivalent online courses: SWAYAM, COURSERA		
Further Suggestions:		

At the End of the whole syllabus any remarks/ suggestions:

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**Paper-5
(Dissertation)**

Programme/Class: Master	Year: Second	Semester: Fourth
Subject: Tourism Administration		
Course Code: A601005T	Course Title: Dissertation	
Course outcomes: Project/dissertation plays a vital role in creating the research abilities amongst the students. After completing this course, the students will be equipped with various statistical tools and techniques that will develop the temperament of research. The current paper will also enhance the writing skills of the students.		

Credits: 5	Elective	
Max. Marks: 100	Min. Passing Marks: 34	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-2		
Suggested Topics	No. of Lectures (1 hr. each))	No. of Practical (2 hr. each)
Topics related to tourism and allotted by the concerned teachers.	30	30

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