

**DR. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**



**SYLLABUS**

**MASTER OF  
TOURISM ADMINISTRATION**

( Approved as per Circular No: SU/ CBC & GS/ M.T.A./13/2016)  
(EFFECTIVE FROM JUNE 2016 )

**MTA – FIRST YEAR**

**SEMESTER – I**

Module Code	Subject Title of Core Module	No. of Credits
TOU401	Tourism Principles and Practices	4
TOU402	Tourist Products of India	4
TOU403	Global Tourism Destinations	4
<b>TOU404</b>	<b>Soft Skills and Communication for Tourism</b>	4
TOU405	Tourism Related Laws in India	4
IC001	Constitution of India	2
<b>Subject Title of Electives (Any Two)</b>		
TOU421	Seminar Course (R)	4
TOU422	Foreign Language	4
TOU423	Tourism Products of Maharashtra	4
<b>Total Credit Semester I</b>		<b>28</b>

**SEMESTER – II**

Module Code	Subject Title of Core Module	No. of Credits
TOU406	Tourism Marketing	4
TOU407	Human Resource Planning & Development in Tourism	4
TOU408	Tourism Planning & Administration in India	4
TOU409	Financial Management in Tourism	4
TOU410	Research Methodology in Tourism (R)	4
<b>Subject Title of Electives (Any Two)</b>		
TOU424	Project Report (R)	4
TOU425	Quantitative Methods	4
TOU426	Foreign Language	4
<b>Total Credit Semester II</b>		<b>28</b>

#An On the Job Training of six weeks is compulsory for each student after completion of second semester

**MTA – SECOND YEAR**

**SEMESTER – III**

Module Code	Subject Title of Core Module	No. of Credits
TOU501	Planning & Management of International Tourism	4
TOU502	Management of Tourism Products and Destination Development	4
TOU503	Hospitality Management	4
TOU504	Management of Travel Agency & Tour Operations	4
TOU505	Research Tour and Survey Report (R)	4
<b>Subject Title of Electives (Any Two)</b>		
TOU521	M.I.C.E Tourism	4
TOU522	Business Policy and Corporate Social Responsibility	4
TOU523	Tourist Transport (Surface)	4
<b>Total Credit Semester III</b>		<b>28</b>

**SEMESTER – IV**

Module Code	Subject Title of Core Module	No. of Credits
TOU506	Tourism Impact Analysis	4
TOU507	Aviation Management	4
TOU508	E - Tourism	4
TOU509	Eco Tourism	4
TOU510	Dissertation (R)	4
<b>Subject Title of Electives (Any Two)</b>		
TOU524	Tourism Economy and Regional Revitalization	4
TOU525	Entrepreneurship in Tourism	4
TOU526	Niche Tourism	4
<b>Total Credit Semester IV</b>		<b>28</b>
<b>** (R) - Total Credit for Research Component (4+4+4+4)</b>		<b>20</b>
<b>Total Course Credit</b>		<b>112</b>
<b>Service Course Offered</b>		
TSC601	Tourism Products of Marathwada Region (Semester IV)	4

\*All theory courses comprise of Lectures, Tutorials, Seminar presentations, Group Discussions and other related assignments

**MASTER OF TOURISM ADMINISTRATION**  
**SEMESTER - I**

No. of Credits : 04

Assignments: 20 Marks

Contact Hours/ Week: 04

Semester Exam: 80 Marks

**Pre Requisite:**

Regular attendance and Active Participation during the course of the semester, Book and Literature surveys, Long Essays, Seminar Presentations, Group discussions, site visit etc.

Students are advised to refer to the Reference Books/ Research reports / article / Study material and online links given below.

**THEMES AND TOPICS**

**Unit I:**

**Tourism: Concepts :** Definitions and Historical development of tourism. Distinction between Tourist-Traveler-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics.

**Unit II:**

**Domestic and International tourism: Domestic tourism :** features, pattern of growth, profile. International tourism: Generating and Destination regions. Pattern of growth and Profile.

**Unit III:**

**Tourism Demand and Supply:** Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

**Unit IV:**

**Tourism Impacts: Impacts:** Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political

**Unit V:**

**Status of Tourism in India The Tourism Industry :** Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, consequences of Industry status.

**Unit V:**

International Tourism Institutions and organizations, and their role in promoting international movement-UNWTO , WTTC, TAAI, IATO, IATA, ITC.

**Reference Books/ Research reports / article / Study material :**

1. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
2. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
3. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
4. Rowe, Smith, Borein, Career Award in Travel and Tourism: Standard Level (2002), Cambridge.
5. Swain and Mishra, Tourism Principles and practices. Oxford Publication.
6. Prannath Seth, Successful Tourism Management
7. R Ragde , What tourism is all about
8. M. Sawant, Socio economic impacts of tourism development in Aurangabad District.
9. India Tourism Handbooks and Brochures
10. UNWTO, Handbooks relevant to the syllabus (e.g. handbook on Food tourism, City tourism etc.)

**Online Reference Links :**

1. <http://www2.unwto.org/en>
2. [www.wttc.org](http://www.wttc.org)
3. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
4. [www.iato.in](http://www.iato.in)
5. [www.iata.org](http://www.iata.org)
6. <http://indiantourismcongress.org/>

## Module TOU 402 : TOURISM PRODUCT OF INDIA

No. of Credits : 04

Assignments: 20 Marks

Contact Hours/ Week: 04

Semester Exam: 80 Marks

Pre Requisite : As per Module -TOU401

### THEMES AND TOPICS

#### Unit I:

**Tourism Products:** Definition, Concept and classification. Cultural Heritage of India - Stages of evolution, continuity. **Heritage** – Meaning, types, of Heritage Tourism, Heritage Management Organisations- UNESCO, ASI, ICOMOS, INTACH.

#### Unit II:

**Architectural Heritage of India** : glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Buddhist and Islamic. Selected case studies of World Heritage Sites in India

#### Unit III :

**Pilgrimage Destinations:** **Hindu-** Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar. **Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. **Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana **Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars. **Sikh:** Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

#### Unit IV:

**Natural Resources:** Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana) **Hill Stations:** Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshadvip islands.

#### Unit V:

Important Museum, Art Galleries and Libraries. **Performing art of India:** Classical dances, folk dances and folk culture. **Fairs and Festivals** : Social, religious and commercial fairs of touristic significance.

#### Unit VI:

Handicrafts and textiles : important handicraft objects and centres, craft melas, souvenir industry. Indian cuisine (gastronomy) , regional variations.

#### Reference Books/ Research reports / article / Study material :

1. Basham A. L. : The Wonder that Was India.
2. Percy Brown : Indian Architecture
3. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
4. Gupta M. L. and Sharma D. D. : Indian Society and Culture
5. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
6. R Ragde, Dr Babasaheb Ambedkar : Culture, Heritage and Tourism
7. R Ragde, Potential of Fort tourism in Maharashtra: A comparison with Rajasthan
8. Sawant M., Organization and Management of Ecotourism and Cultural Monuments in Maharashtra
9. Cultural Contours of Culture and Archeology: Vol. VIII and X
10. India Tourism Handbooks and Brochures

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. <http://asi.nic.in/>
3. <http://incredibleindia.org/>
4. <http://whc.unesco.org/en/list/>
5. <http://www.intach.org/>
6. <http://www.icomos.org/en/>
7. Official websites of State DMOs

No. of Credits: 04  
Contact Hours/ Week: 04

Assignments: 20 Marks  
Semester Exam: 80 Marks

Pre Requisite: As per Module -TOU401

#### THEMES AND TOPICS

##### Unit I:

Definition, scope and contents of Global tourism. Approaches, Methodology and Techniques. Analyses in Geography of Global Tourism destinations. Natural and climatic regions of the world in brief. How to read a map.

##### Unit II:

Latitude, Longitude, International date line, time zones and calculation of time. Time differences, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time). Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy. Types, forms, patterns and linkages in Tourism.

##### Unit III:

Impact of weather and climate on Tourist destinations. Geographical Determinants : Diversities and disparities. Typology of area and Linkages flows and orientation.

##### Unit IV:

Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

##### Unit V:

Political and physical features of world geography. **Destinations in North America (United States of America:** New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. **Canada:** Ottawa, Montreal, Vancouver, Mexico). **Central America** (Costa Rica, Panama, Belize etc) **Europe:** France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

##### Unit VI :

**Africa:** South Africa, Mauritius, Kenya. **Middle East:** Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. **North & East Asia/ Pacific:** China, Malaysia, Thailand, Singapore, Australia, Japan. **South Asia :** SAARC Countries.

##### Reference Books/ Research reports / article / Study material :

1. Boniface B. and Cooper C. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
2. Burton Rosemary : the Geography of Travel and Tourism (London).
3. Rohinson H. |A.A. Geography of Tourism (Macdonald and Evans, London).
4. The Geography of India – Gopal Singh – Delhi (1988).
5. National Atlas of India – Government of India Publication.
6. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
7. Sinha, P.C. Tourism Geography, Anmol Publication
8. Dixit, M. Tourism Geography and Trends, Royal Publication
9. International Atlas, Penguin Publication and DK Publication
10. The Tower of Babel of Tourism Destinations Worldwide

##### Online reference Links :

1. <http://www2.unwto.org/en>
2. [www.wttc.org](http://www.wttc.org)
3. <http://www.surveyofindia.gov.in/maps.html>
4. Official websites of all destinations

No. of Credits: 04  
Contact Hours / Week: 04

Assignments: 20 Marks  
Semester Exam: 80 Marks

Pre Requisite: As per Module -TOU401

### THEMES AND TOPICS

#### Unit I :

Meaning, Definition, Nature and Scope and importance of Communication

#### Unit II :

**Employment Communication:** Resume Styles, Resume Writing, Elements of an Effective Resume, Writing Application Letters; Other Employment Messages Job Interview – Purpose, Types, Interview Skills – Before, During and After the Interview, Interview Dressing, mock interviews – Following up an Application, Accepting an Interview Invitation, Following up an Interview, Accepting Employment, Resigning from a Job.

#### Unit III :

**Introduction to Personality Development:** Elements of a Good Personality; Importance of Soft Skills; Introduction to Corporate Culture; Professionalism in Service Industry, Group discussions – structure and types, Mock GD using video samples.

#### Unit IV :

**Presentation skills and techniques:** Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management.

#### Unit V :

**Business Reports:** Types and Characteristics; Components of a formal Report; Business Proposals – Types, Contents, Elements

#### Unit VI :

**Cross Cultural Communication:** Understanding Cultural and Business Protocol differences across countries – UK, USA, China, Japan, France, and Germany.

#### Reference Books/ Research reports / article / Study material :

1. Jon Lisa, Integrated skills in Tourist Travel Industry. Longman Group Ltd.
2. Robert T. Reilly – Effective communication in tourist travel Industry. Dilnas Publication.
3. J Eastwood, English for travel, Oxford University Press
4. F Peter, Soft skills and Professional Communication
5. S Philips, Correct Etiquette and Manners
6. William B. Gudykunst, Cross-Cultural and Intercultural Communication,
7. Deena R. Levine M.A., Mara B. Adelman , Beyond Language: Cross Cultural Communication
8. Chaudhary M, S Kumar, Personality development for Professionals
9. Ragde R., The making of a Tourism Professional
10. Ragde R, Cross cultural communications with international tourists

#### Online Reference Link:

1. <http://dictionary.cambridge.org/>
2. <https://www.oxforddictionaries.com/>
3. Videos of soft skills and communication for tourism on youtube

No. of Credits: 04  
Contact Hours / Week: 04  
Pre Requisite: As per Module -TOU401

Assignments: 20 Marks  
Semester Exam: 80 Marks

**THEMES AND TOPICS**

**Unit I:**

Introduction to laws and Legislation in India,

**Unit II:**

Laws relating to accommodation, travel agencies and tour operation sector, Law and regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.

**Unit III:**

Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.

**Unit IV:**

Law designed for Adventure Tour operation, special permits for rafting, paragliding, helisking and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.

**Unit V :**

Travel Insurance and Consumer Protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife.

**Unit VI:**

Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation.

**Unit VI :**

RBI Regulations for Tour Operators Consumer protection law, 1986, and Competition act applicable to the tourist as consumers. Master Key on customer care and master key proposed by WATA and ASTA. Corporate Travel Policy. Travel insurance

Fiscal and non-fiscal incentives offered to hotel industry in India,, ethical and regulatory aspects in a hotel, international hotel regulations.

**Reference Books/ Research reports / article / Study material :**

1. The Constitution of India
2. Tourism Guidelines published by Govt. of India, Ministry of Tourism.
3. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
4. Sajnani Manohar (1999) Indian Tourism Business : A Legal Perspective, New Delhi.
5. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
6. S Chainani, Legislative and Organisational policies for India
7. Ragde R N., Tourist Police: Problems and prospects of Tourism Administration in India
8. Ragde R N., Tourism related laws in India
9. All relevant Bare acts
10. All relevant policies of the Government of India

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.tafionline.com](http://www.tafionline.com)
3. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
4. [www.passportindia.gov.in](http://www.passportindia.gov.in)
5. [www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in)
6. <http://www.mea.gov.in/>



**Module TOU 421 : SEMINAR COURSE AND VIVA VOCE**

**No. of Credits: 04**  
**Contact Hours/ Week: 04**

**Assignments: 50 Marks**  
**Semester Exam: 50 Marks**

**Course Objective:**

Seminar course which may include assignments such as field work, seminar, practical training, report writing, review of literature or any other innovative practices. The course would focus on the modules in the first semester. The seminar course would be for 50 marks evaluated by the concerned guide and 50 marks would be assigned for viva-voce, to be conducted by one internal and one external expert.

**Module TOU 422 : FOREIGN LANGUAGE**

**No. of Credits: 04**  
**Contact Hours / Week: 04**

**Assignments: 20 Marks**  
**Semester Exam: 80 Marks**

**One of the following Foreign Languages will be offered by the students for detailed study during the course of Semesters First & Second**

**Course Objective:**

Being a functional course, after the course the learner should be in a position to understand the native speakers of the Foreign Language and communicate with them in the Foreign Language itself in correct simple sentences with tolerable fluency under given circumstances. Since most of the situations the learner might encounter in future demand oral communicative competence rather than written competence, more emphasis is to be laid on Speech Practice, to train the learner to cope with the situations.

**Pre Requisite:** As per Module -TOU401

The student will select any one foreign language (**German or French or Japanese or Chinese**) and will have to continue the same language in the Second Semester

**A) GERMAN****Oral Examination Must**

**Text Book:** Since no single textbook can cater effectively to the needs of the course, the teacher is free to use different lessons from different textbooks depicting relevant situations, which the learner is likely to come across.

**THEMES AND TOPICS**

Sr. No.	Intentions	Structures
1	Pronunciation of German Vowels Modified Vowels, Diphthongs and Consonants	--
2	Greetings, asking about name, Nativity, destination, taking leave	Present Tense conjugation, Imperative, Wo-woher-wohin aus, in, nach confirmative questions word order
3	Personal data	Sein, heissen, werden def. Article possessive pronouns wer-was-wie
4	Buying, asking about prices, Clock timings (asking and answering)	Numbers, basis Arithmetic Clocktimings Indef. Article (ein, Kein)
5	Spelling	Alphabet
6	Looking for a hotelroom, reservation on telephone and self identification	Present and past tense of haben and sein Accusative (Indef.article indef.pronoun) Negation Ja-Nein-Doch
7	Asking about persons and things (kennen and wissen; Indirect question after wissen)	Accusative (def.article and Personal pronouns) Separable and inseparable Verbs.
8	Expressing intentions, possibilities, necessities, guess etc.	Present tense of Modal verbs Modal verb + Infinitiv werden + Ininitiv (Future and guess)
09	Requesting for help speak about conditions and reasons; giving an assignment (order)	Conditional clauses, Causal clauses (wenn- weil-denn) Word-order in main-and sub-clauses
10	Borrowing, giving, presenting something: offering help; congratulating	Dative (articles, possessive & personal pronouns); Accusative and Dative objects in sentences; Reflexive Pronouns.

**Paper Pattern :**

1. Translation German to English (20)
2. Short Composition (20)
3. Grammar (40)

**Oral :** Reading comprehension and general questions

## **B) FRENCH**

### **Objectives :**

To familiarize with necessary elements of Grammar and build basic skills in verbal and written comprehension.

## **THEMES AND TOPICS**

### **Unit I :**

Translation from French into English from text book

### **Unit II :**

Easy Unseen translation from French into English

### **Unit III :**

Questions on Grammar

### **Unit IV :**

Essay/Composition

### **Unit V :**

Questions on the text to be answered in French.

### **Prescribed Text Books**

1. Sans Frontieres Part – I and part II (Text book)
2. Sans Frontieres Part 1 and part II (Exercise Book) By Michele Verdelhan Bourgade, Michele Verdelhan and Philippf Dominique

### **Books Recommended**

1. Cartes sur table Part I and part II by Richterich, Suter
2. Archipel Part-I and part II by J. Courtilon S. Raillard

## C) JAPANESE

### Objectives :

To familiarize with necessary elements of Grammar and build basic skills in verbal and written comprehension.

## THEMES AND TOPICS

### Unit I :

1. Introduction of the Script Hiragana.
2. Self Introduction / Third person introduction
3. Yes / No questions and answers
4. Nationalities, Languages, Countries
5. Introduction to Numbers

### Unit II :

1. Questions referring to objects (Kore / Sore / Are)
2. Introduction of particles \_\_\_\_\_
3. Introduction of \_\_\_\_\_ (Imasu / Arimasu)
4. Ni – Ga – Arimasu → \_\_\_\_\_ → Introduction
5. Introduction of Counters

### Unit III :

1. Identifying the pictorial script (Kanji)
2. Identifying Katakana (script for foreign words)
3. Writing about → myself, my friend, my room
4. Translating simple sentences (Japanese to English and English to Japanese)

### Unit IV :

1. Introduction of Adjectives and their different forms.
2. Asking about the price and requests.
3. “Masu” \_\_\_\_\_ Forms of the verbs (Present tense).
4. “Mashita” \_\_\_\_\_ form of the verbs (Past tense)

### Unit V :

1. Days and dates / Birthdays
2. Introduction of particle ^ → (e) → particle used for destinations.
3. Introduction of \_\_\_\_\_ (from) - \_\_\_\_\_ (to)
4. Describing various activities.
5. Time

### References :

1. Nihongo Shoho – Japanese Language association of Pune University.
2. Atarashi Nihongo – Gakken
3. Japanese for Busy People – Association for Japanese Language



No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite : As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

**THEMES AND TOPICS**

**UNIT I**

History of Maharashtra. Tourism related Government Organizations. Tourism trends and statistics. Tourism Policy of Maharashtra 2016

**UNIT II**

Historical sites and monuments: World heritage sites, Caves, Forts and Palaces.

**UNIT III:**

Cultural heritage of Maharashtra: Arts and crafts, Performing arts: Folk and tribal music and dance, Fairs and festivals, Museums, art galleries, Libraries.

**UNIT IV:**

Pilgrimage destinations: Hindu (Ashtavinayak, Jyotirlingas, Shaktipeethas etc.), Buddhist, Sikhism, Jain, Muslim and Sufi, Christian. Spiritual centres (Vipashyana centre, Osho Ashram etc.), Other.

**UNIT V:**

Natural tourism resources: Hill stations, National Parks – Tiger Eco tourism places, Wildlife and bird sanctuaries, Lakes and Dams, Beach and Coastal tourism, Lonar Crater.

**UNIT VI:**

Niche / Special interest tourism: Adventure, Rural and Agri- tourism, culinary tourism, Film, MICE, Medical and Wellness, Personality, Theme parks.

**Reference Books/ Research reports / article / Study material :**

1. Ghulam Yazdani : The Art and Architecture of Deccan
2. M Gunaji, Offbeat Tracks in Maharashtra
3. Dulari Qureshi : Daulatabad Fort
4. Maharashtra Gazetteers of all districts : 1977
5. R Ragde, Dr Babasaheb Ambedkar : Culture, Heritage and Tourism
6. R Ragde, Potential of Fort tourism in Maharashtra: A comparison with Rajasthan
7. Sawant M., Organization and Management of Ecotourism and Cultural Monuments in Maharashtra
8. M Sawant and R Ragde, Contemporary Tourism Planning: Introspecting Problems and Prospects
9. Tourism Policy of Maharashtra, 2016
10. Maharashtra Tourism Development Corporation, All Tourism Brochures, Magazines and publications

**Online Reference Link:**

1. [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in)
2. <http://www.asiaurangabad.in/>
3. [www.tourism.gov.in](http://www.tourism.gov.in)
4. <http://whc.unesco.org/en/list/>
5. [www.maharashtra.gov.in](http://www.maharashtra.gov.in)

**MASTER OF TOURISM ADMINISTRATION**  
**SEMESTER - II**

No. of Credits: 04

Assignments: 20 Marks

Contact Hours / Week: 04

Semester Exam: 80 Marks

Pre Requisite : As per Module -TOU401

**THEMES AND TOPICS**

**Unit I :**

Introduction to tourism marketing, Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its issues and challenges : Marketing mix

**Unit II :**

**Tourism Markets:** Types, world tourism markets, inbound and outbound markets for India & Domestic markets : Tourist behavior. Travel purchase and tourist buying process. Tourist discussion making models

**Unit III :**

Market segmentation, Targeting and positioning. Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning – purpose, process

**Unit IV :**

**P's of marketing.**

Product – Product management, development, product lifecycle and branding

Pricing – Factors influencing pricing, methods of price fixation and strategies

Promotion – Promotion mix and tools,

People – encounters, managing tourism experience through people and important practices to manage people

Process – Elements, managing process, developments in service processes in tourism,

Physical evidence – Concept, role & components

**Unit V :**

Marketing management information system and demand forecasting. Introduction, structure of marketing management, information support system, demand forecasting.

**Unit VI :**

**Market Research:** Definition, research and survey methodologies, application, technology and trends in tourism marketing, role of government bodies, national, state tourism offices, local bodies, private organizations, NGO's in tourism marketing.

**Reference Books/ Research reports / article / Study material :**

1. P. Kotler, Tourism marketing
2. P. Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. M. Chaudhary, Tourism Marketing 2010, Oxford University Press, New Delhi,
5. Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
6. Tourism Marketing - Lumsdon.
7. Marketing for Tourism. - J. Christophe Holloway & Chris Robinson.
8. Morrison A., Marketing and Management of Tourism destination
9. D Gupta, Tourism Marketing
10. S Pike, Destination Marketing Organisations

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.incredibleindia.com](http://www.incredibleindia.com)
3. All websites of State DMOs



**No. of Credits: 04**

**Assignments: 20 Marks**

**Contact Hours / Week: 04**

**Semester Exam: 80 Marks**

**Pre Requisite:** As per Module -TOU401

**THEMES AND TOPICS**

**Unit I:**

Human Resource Management (HRM) in Perspective: HRM: The Field and its Environment. Basic Philosophy, Approaches and Functions

**Unit II:**

Meeting Human Resource Requirements: Human Resource Planning (HRP). Job/Role Analysis. Recruitment , Selection, Orientation & Placement.

**Unit III:**

Developing Effectiveness in Human Resources: Training & Development (T&D). Performance Appraisal. Career/Succession Planning.

**Unit IV:**

Wage and Salary Administration: Wages, Salary, Its components, Monetary and non monetary benefits, fringe benefits etc.

**Unit V :**

Managing Employee Growth: Conflict and Stress management. Importance of Discipline and Counseling in Tourism.

**Unit VI:**

Human Resource Management in Tourism: HRM in the Tourism Industry. Emerging trends and Perspectives

**Reference Books/ Research reports / article / Study material :**

1. Human Resource Management: Gaining A Competitive Advantage by Raymond A. Noe, John R. Hollenbeck, Publisher: Irwin/McGraw-Hill
2. Robert L. Mathis, John H. Jackson and Sean R. Valentine, Human Resource Management
3. Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective, Macmillan
4. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata Mcgraw Hill
5. Planning commission report of the national committee Tourism, New Delhi – 1988
6. Agarwal D.V. Man power planning, selection, training development, universal publisher, New Delhi 1996.
7. Shanker S.R. Management OF Human Resources in Public Enterprises, New Delhi 1986.
8. Briggs. B. Human Resource Development Quarterly Journal of Administration (ILE-ILE) Vol.II 267-82. July 1973.
9. Dwivedi R.S. : Management Of Human Resource. I.B.H. New Delhi
10. R Ragde, Human Resource Development for Tourism in Maharashtra: Problems and Prospects

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.mhrd.gov.in](http://www.mhrd.gov.in)
3. [www.maharashtra.gov.in](http://www.maharashtra.gov.in)
4. [www.ilo.org](http://www.ilo.org)

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

Role and Functions of Ministry, Minister of State for Tourism (Independent Charge), Senior Officers in the Ministry, Divisions, India Tourism Offices in India, India Tourism Offices Overseas, India Tourism Development Corporation (PSU). Publicity and Events, Overseas Marketing, Market Research and Statistics, International Cooperation

Guidelines & Schemes : Human Resource Development , Publicity And Events, Overseas Marketing, Hotels & Restaurants, Travel Trade

#### Unit II :

Management of the tourism in the states. Role and functions of State tourism development corporations.

#### Unit III :

Evolution of Tourism planning, Importance, Planning process, Institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. its process at national levels.

#### Unit IV :

Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India.

#### Unit V :

An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, National Tourism Policy 2002, National Tourism Policy 2016.

#### Unit VI :

SWOT analysis of National Tourism Policy 2016 and Maharashtra Tourism Policy 2016. Case study of Ajanta – Ellora Tourism Conservation and Development Project.

#### Reference Books/ Research reports / article / Study material :

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
2. Bezbaruah M.P., Indian Tourism Beyond the Millennium
3. Burkart A.J. and Medlik , Tourism: Past Present & Future
4. Gunn. Clare A.k, Tourism Planning
5. Murphy, Peter E. ,Tourism : A Community Approach
6. Inskeep E., Tourism Planning: An integrated and Sustainable Approach
7. R Ragde, Tourism Planning and Administration in India
8. R Ragde, Tourist Police: Problems and Prospects of Tourism Administration in India.
9. R Ragde, The Management Study of Ajanta Ellora Development Project.
10. Equations. Tourism Policy of India: An exploratory study

#### Online Reference Links:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.civilaviation.gov.in](http://www.civilaviation.gov.in)
3. <http://planningcommission.nic.in/>
4. <http://niti.gov.in/>
5. [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in)
6. <http://www.jbic.go.jp/en>

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

**THEMES AND TOPICS**

**Unit I:**

Financial Management: Meaning, Scope, Objectives and approaches. Finance Functions, Role of the Financial Manager, Status and Duties of Financial Executives.

**Unit II:**

Financial Planning: Definition, Significance, Steps, and Importance, Factors affecting Financial Plan. Capital: Meaning, Features, Types. Capitalisation: Meaning, Definitions and Theories of capitalization: Earnings Theory of Capitalisation and Cost Theory of Capitalisation. Over capitalization: Definitions, Symptoms, Causes, Disadvantages and remedies. Under Capitalization: Definitions, Symptoms, Causes, Disadvantages and remedies. Capital Structure: Meaning, concept of capital,

**Unit III:**

Working Capital: Meaning, Types, Need and Components. Importance of Working Capital Management. Determinants of Working Capital Needs. Estimating Working Capital Needs. Financing Current Assets, Capital Budgeting (Investment Decisions): Features, Importance, Types.

**Unit IV:**

Financial Aspects of Ministry of Tourism-Government Accounts-Structure of Accounts and Flow of Funds, Accounting Operations- an overview, preparation of annual accounts of Government of India, Flow of Accounting Information, Accounting Set Up and Accounting Highlights of Ministry of, Demand for Grants for Ministry of Tourism.

**Unit V:**

Financial Management of National Tourism Organization (NTO)-Indian Tourism Development Corporation (ITDC). Financial Management of State Tourism Organization (STO)- Maharashtra Tourism Development Corporation (MTDC)

**Unit VI:**

Case Studies- Kingfisher Airlines, Boeing and other travel and tourism related organizations. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions. Financial Management of External Assistance for Tourism - A Study of Ajanta-Ellora Development Scheme

**Reference Books/ Research reports / article / Study material :**

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
3. Davis D., The Art of Managing Finance, Mc Graw Hill.
4. Van Horne, Financial Management and Policy, Prentice Hall.
5. Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.
6. Guthman and Dongall – Corporate Financial Policy
7. Agnes Defranco and Thomas Lattin, Hospitality Financial Management
8. C. Paramsivam and T. Subramaniam, Financial Management
9. Brigham and Houston, Fundamentals of Financial Management
10. Sudhindra Bhat, Financial Management Principles and Practices

**Online Reference Link:**

1. [www.tfcilttd.com](http://www.tfcilttd.com)
2. [www.tourism.gov.in](http://www.tourism.gov.in)
3. [www.icmrindia.org](http://www.icmrindia.org)
4. [www.ibscdc.org](http://www.ibscdc.org)
5. [www.boeing.com](http://www.boeing.com)
6. [theashokgroup.com/](http://theashokgroup.com/)

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Mark

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

**Introduction:** Meaning, objectives and significance of research, types of research, research process. **Social science Research:** Meaning, scope and objectivity of social science Research, Ethics in social science research. **Tourism research:** Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

#### Unit II :

**Research Design:** Meaning, need and important features, & steps. Types of research design, selection and formulation of research problem. **Hypothesis:** Nature & role in social sciences. **Measurement and scaling techniques:** Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.

#### Unit III :

**Sampling design:** Census is sample survey, sampling Techniques or methods, sample design and choice of sampling techniques, sample size, , sampling & non-sampling errors., **Data collection:** Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey, projective techniques simulation Vs. experimentation.

#### Unit IV :

**Data processing:** Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. **Data analysis:** Statistical analysis, hypothesis testing Chi-square(X<sup>2</sup>) Test, analysis of variance (ANOVA).

#### Unit V :

**Report writing and presentation:** substance of reports, formats of reports, presentation of reports.

#### Unit VI :

Computer Applications in Research SPSS, EXCEL etc.

#### Reference Books/ Research reports / article / Study material :

1. Saunders M, Lewis P, Thornhill A., Research Methods for Business Students
2. Wilkinson & Bhandarkar, Methodology and techniques of social research
3. M Clark, Riley M, Wilkie E and Wood R, Researching and writing Dissertation in Hospitality and tourism
4. C. R. Kothari, Research Methodology, Wishwa Prakashan, New Delhi (2003)
5. Dr. S. Shajahan, Research Methods for Management, Jaico Publishing House, Mumbai (2005)
6. Stephen L and J Smith, Practical Tourism Research
7. Malhotra and Dash, Marketing research
8. Salkind and Green, Using SPSS for Windows and Macintosh
9. R Ragde, Introduction to Research in Tourism
10. Brotherton, Researching Hospitality and Tourism

#### Online Reference Link:

1. [www.surveymonkey.com](http://www.surveymonkey.com)
2. <http://www.nss.gov.au/nss/home.nsf/pages/Sample+size+calculator>
3. <https://docs.google.com/forms/>
4. relevant videos on Youtube.com

**No. of Credits: 04**

**100 Marks**

**Contact Hours / Week: 04**

**Course Objective:**

The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 100 marks, which would be assessed by the Internal Guide (50 marks) and External Expert (50 marks).

No. of Credits: 04  
Contact Hours / Week: 04

Assignments: 20 Marks  
Semester Exam: 80 Marks

Pre Requisite: As per Module -TOU401

**THEMES AND TOPICS**

**UNIT I:**

Concentration: Mean, Median, Mode Scatter, Measures of Dispersion. Deviation (Range, Quartile, Mean Standard.)

**UNIT II**

Relationships: Correlation, regression, Forecasting

**UNIT III**

Reliability: Probability, Poisson, Normal distribution, Sampling, Linear Programming.

**UNIT IV**

Time Series Analysis.

**UNIT V**

Quantitative Techniques: Game Theory and Queuing Theory, Assignment Problem, Transportation Problems.

**UNIT VI**

Operations Research: Allocation; Sequencing, Scheduling; Replacement: Competition.

**Reference Books/ Research reports / article / Study material :**

1. R Baggio and J Klobas, Quantitative methods in Tourism
2. Matias Alvaro, Nijkamp, Peter, Quantitative methods in Tourism Economics
3. Elhance, Fundamentals of Statistics (Allahabad Chaitanys)
4. Lovin and Kirkpatrick, Quantitative Techniques for Management (New York, McGraw Hill)
5. Richard, Lewin, Statistics for Management, Prentice Hall
6. Curison and Slater – Quantitative Methods for Business Decision, ITP
7. Samuel Bockly R. Larroway, S. Freq and P. Quantitative Business Analysis, Tata McGraw.
8. U K Singh and J M Dewa, Operation Management
9. Raja Raman, Computer Oriented Numerical methods.
10. Introductory methods of Numerical analysis

**No. of Credits: 04**  
**Contact Hours / Week: 04**

**Assignments: 20 Marks**  
**Semester Exam: 80 Marks**

**Course Objective:**

Being a functional course, after the course the learner should be in a position to understand the native speakers of the Foreign Language and communicate with them in the Foreign Language itself in correct simple sentences with tolerable fluency under given circumstances. Since most of the situations the learner might encounter in future demand oral communicative competence rather than written competence, more emphasis is to be laid on Speech Practice, to train the learner to cope with the situations.

**Pre Requisite:** As per Module -TOU401

**THEME AND TOPICS**

<b>Sr. No.</b>	<b>Intentions</b>	<b>Structures</b>
<b>11</b>	Day-to-day conversation Make agreements, Thanking	Preposition + Accusative Preposition + Dative Womit – damit etc.
<b>12</b>	Ask about a restaurant, way, looking for a seat, ask for information	Prepositions + Dat or Acc setzen – stellen – legen – haengen ; hin – her
<b>13</b>	Make preparations for a journey; admit a mistake; reserving a seat; reporting	Perfect Tense; Perfect with haben / sein
<b>14</b>	Buy a dress; ask about sizes and designs; accepting or rejecting an offer	Predicative and attributive Adjective Adjective declension; Comparative as attribute
<b>15</b>	Expressing possession	Genitive
<b>16</b>	Argument; justifying oneself	Past Tense (Praeteritum)
<b>17</b>	Expression of regret Irreal wish	Konjunktiv II of auxillary and modal verbs
<b>18</b>	Sepak about welfare and illness; Expression of sympathy, uncertainty	Indirect Questions (ob, dass-sentences) Comparative and Superlative of Adjectives : Comparisons – so .... Wie, als ....
<b>19</b>	Discussing an invitation; Introducing somebody; Introducing self	Main-&- sub-clauses; Relative clauses & Relative Pronouns Infinitiv with zu.
<b>20</b>	Job searching; dealing with administrative authority; ask about conditions; defending oneself	Passive (present, past & present perfect); Passive with Modal verbs

- Paper Pattern** :
1. Translation German to English (10)
  2. Translation English to German (10)
  3. Grammar (20)
  4. Short Composition (10)

**Oral** : Reading comprehension and general questions

- Internal Assessment:**
1. Test 1 : Grammar (10)
  2. Test 2 : Complete the conversation (10)
  3. Tutorial 1 : G>E Translation (10)
  4. Tutorial 2 : E>G Translation (10)
  5. Seminar – Viva-Voce : Short composition and questions on it to be answered in German (10)



**(B) FRENCH**

**Objective**

To familiarize with necessary elements of Grammar and build basic skills in verbal and written comprehension.

**THEMES AND TOPICS**

**Unit I :**

Translation from French into "English from text book. Easy unseen translation from French into English.

**Unit II :**

Basic elements of grammar laid down in the prescribed textbooks.

**Unit III :**

Written comprehension : Short simple French text based on the prescribed textbooks to test the ability of the student to understand a French text. Four tests will be given out of which two will have to be answered.

**Unit IV :**

Written expression : students to be given texts, e.g. posters, comic strips, advertisements, photographs, sports shots scenes at a railway station, etc. and asked to write short paragraph of 10 lines in French on it. Two texts to be answered out of four in the question paper.

**Unit V :**

Role play: at the airport, tourist office, at the monument

**Unit VI :**

French terminology for hospitality and tourism industry.

**Prescribed Textbooks :**

1. Sans Frontiers Part – II (Text books)
2. Sans Frontiers Part – II (Exercise Book) By : Micheif Verdehan Bourgade Micheif Verdehan and Philippe Dominique.

**Books Recommended :**

1. Cartes Sur Table Part – II By : Richterich, Sutor
2. Archipel Part – II By: J. Courtillon SI Raillard B. Ganvenet and Margaud.

## (C) JAPANESE

### Objective

To familiarize with necessary elements of Grammar and build basic skills in verbal and written comprehension.

## THEMES AND TOPICS

### Unit I :

- i) Introduction of the verb → to become → \_\_\_\_\_ (ni nani)
- ii) Seasons and different types of weather.
- iii) Writing about → my daily schedule, seasons in India, my country India
- iv) Translation → English → Japanese and Japanese → English

### Unit II :

- i) Use of particles \_\_\_\_\_ (Ni).
- ii) Usage of particles \_\_\_\_\_ (To) \_\_\_\_\_ (Ni).

### Unit III :

- i) C (Te) Form and its usage.
- ii) \_\_\_\_\_ (Ta) Form and its usage.
- iii) Usage of particles \_\_\_\_\_ (de).

### Unit IV :

- i) Negation \_\_\_\_\_ (Nai) Form and its usage.
- ii) \_\_\_\_\_ (Te Kudasai Form) and its usage.

### Unit V :

- i) Specific verbs and their usage.
- ii) Present continuous tense.

### Unit VI :

- i) Writing → my daily schedule, my Japanese class.
- ii) Dialogue writing on daily situation.
- iii) Translation → English → Japanese.

### References :

1. Nihongo Shoho – Japanese Language Association of Pune University.
2. Atarashii Nihongo – Gakken
3. Japanese for Busy People – Association for Japanese Language Teaching



**MASTER OF TOURISM ADMINISTRATION**  
**SEMESTER - III**

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### UNIT I

International Tourism Growth, Characteristics

#### UNIT II

Processes and factors affecting International Tourism

#### UNIT III

International Tourism, Institutions and organizations, and their role in promoting international movement, UNWTO, PATA, WTTC, UFTAA, IUOTO, WATA, TAAI, IATO, ASTA and other important organizations

#### UNIT IV

Multinationals: their role and inputs in different sectors/components of Tourism, Hotels, Tours and Travel Management, Publicity Management and Promotion.

#### UNIT V

Growth of World Tourism: - Trends in World Tourist Arrivals, World Tourism Earnings, and Future Prospects of World Tourism.

#### UNIT VI

International tourism collaborations for sustainable world tourism

#### Reference Books/ Research reports / article / Study material :

1. Young G. Tourism: Blessing or Blight Penguin Book 1973.
2. T Powell, International tourism: Planning and management
3. K Kamra, Tourism Planning, Marketing And Management
4. E Inskeep, Tourism Planning: An Integrated and Sustainable Development Approach
5. Colley G. International Tourism Today (London: Lloyds)
6. Davis H.D. Potentials for Tourism of Developing countries (London: Finance and Development 1968)
7. Gray H. Peter International Travel International Trade (Lexington – Health Lexington Books 1970)
8. Hiller Herbert L. The Development of Tourism in the Carbean Region' Air Travel and Tourism (August 1972)
9. Lickorish I.J.: Tourism and International Balance of Payments (Geneva: International Institute of Scientific Travel Research 1954)
10. R Ragde, Planning and Management of International Tourism

#### Online Reference Link:

1. <http://www2.unwto.org/en>
2. <https://www.pata.org>
3. [www.wttc.org](http://www.wttc.org)
4. [www.uftaa.org](http://www.uftaa.org)
5. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
6. [www.iato.in](http://www.iato.in)
7. [www.iata.org](http://www.iata.org)
8. <https://www.asta.org>
9. <http://www.wata.net/>

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

**Tourism product development:** conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability of tourism product- interpretation.

#### Unit II :

Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.

#### Unit III :

**Cultural tourism product:** designing, development, issues and considerations. Religious tourism product: designing, development, issues and considerations. Heritage tourism product: designing, development, issues and considerations.

#### Unit IV :

**Medical and health tourism product:** designing, development, issues and considerations. **Special interest tourism product:** designing, development, issues and considerations **Cruises as tourism product:** designing, development, issues and considerations.

#### Unit V :

**Ecology and wildlife tourism product:** designing, development, issues and considerations. **Adventure tourism product:** designing, development, issues and considerations. **Beaches and islands as tourism product:** designing, development, issues and considerations.

#### Unit VI :

Resorts, types of resorts. **Resort as a tourism product:** designing, development, management, issues and considerations.

#### Reference Books/ Research reports / article / Study material :

1. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
2. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
3. Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
4. Shalini (EDT) Singh, Dallen J.Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003
5. Bosselman Fred P.1979In the wake of Tourism special places in Eight countries. The Conservation Foundation, Washington D.C.
6. Bouyden Jahn N. 1978Tourism & Development Cambridge University Press, London.
7. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing,2003
8. M Sawant, Organisation and Management of ecotourism and Cultural Products of Maharashtra
9. R Ragde, Destination Management : A case study of Ajanta Ellora
10. R Ragde, Tourism Infrastructure Management for Sustainable Eco-Tourism Development: A Case Study of Lonar Crater.

#### Online Reference Links:

1. <http://www2.unwto.org/en>
2. [www.wttc.org](http://www.wttc.org)
3. [www.tourism.gov.in](http://www.tourism.gov.in)

**No. of Credits: 04**

**Assignments: 20 Marks**

**Contact Hours / Week: 04**

**Semester Exam: 80 Marks**

**Pre Requisite:** As per Module -TOU401

**THEMES AND TOPICS**

**Unit I :**

Introduction to accommodation industry – Types of accommodation and their grouping, classification, categorization and forms of Ownership - Activities in Accommodation Management – Front office – House keeping – Bar and Restaurant - Supporting services.

**Unit II :**

The Room division - the food and beverage division - the engineering and maintenance division - the marketing and sales division - The A/C division - the HR division and the security division. Managerial issues: Trends, Problems; success-factors; study of the working of selected Hotels/Motels/Restaurant, etc.

**Unit III :**

Introduction to Hospitality industry and its distinctive characteristics – inflexibility, perishability, fixed location, relatively large financial investment.

**Unit IV :**

Introduction to Restaurant Management, Eating by drinking places, Hotel operations - Food services for the transportation market. Food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services - Trends in lodging and food services.

**Unit V :**

Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels. Role of Associations in hospitality management- Functions and operations.

**Unit VI :**

Concept of Ecotel, Eco-friendly measures of Hotel industry: Renew, reuse, recycle

**Reference Books/ Research reports / article / Study material :**

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata Mcgraw Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S. Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager( London communica, Barril, Jenkins)
6. Anand M.M. – Tourism and Hotel Industry in India,
7. U.K. Singh, J.M. Dewan – Hotel Management Global Management Series
8. Jones – Inroduction to Hospitality operations,
9. Jones & Lockwood – The Management of Hotel Operations
10. Sudhir Andrews – Front Office Training Manual and House keeping Training Manual.

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.fhrai.com](http://www.fhrai.com)
3. [ih-ra.com](http://ih-ra.com)
4. <https://www.irctc.co.in>

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of travel agencies. An overview of the travel agents and Tour Operator in India. Types of tour operators.

#### Unit II :

How to set up Travel agency, Tour operation Company in India

#### Unit III :

**Management of In-house operations:** Product knowledge, linkages, itinerary preparation, costing a tour package : FIT and GIT tariffs, confidential tariffs, voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements. Briefing, planning and scheduling, pick up and transfers and feedback assessment.

#### Unit IV :

**Managing field operations:** Inbound and outbound. Developing linkages with principle suppliers. Managing recruitment and trained manpower. Inbound Tour Operations, outbound tour operations and its marketing. Guides and escorts: types, role and responsibilities. Communication and interpretation skills. Dealing with emergencies and complaint handling.

#### Unit V :

**Publicity and promotion:** Issues related to sales, promotional issues , marketing communication, public relations. Present business trends and future prospects-problems and issues.

#### Unit IV :

**Managing Distribution:** Role of distribution in Exchange process, selling in tourism through distribution chains. Logistics in tour operations. Managing distribution system in Tour Operations.

#### Reference Books/ Research reports / article / Study material :

1. Chunk, James, Dexter & Boberg, Professional Travel Agency Management
2. D.L. Foster , The Business of Travel Agency Operations and Management
3. Mohinder Chand, Travel Agency Management-An Introductory Text, Anmol Publication
4. Chand M. and Kamra K., Basics of Tourism: Theory, Operation and Practice
5. Bhatia A, Business of Travel agency and Tourism operation
6. N Chaudhary, Handbook for Tour Guides
7. Pender L. and Sharpley R., The management of Tourism
8. IATA, Travel agent application guide, India
9. IATA, Travel agent Handbook
10. R Ragde, Travel agency and tour operation

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.adtoi.in](http://www.adtoi.in)
3. [www.Travelbizmonitor.com](http://www.Travelbizmonitor.com)
7. [www.Travtalkindia.com](http://www.Travtalkindia.com)
8. <http://www2.unwto.org/en>
9. [www.wttc.org](http://www.wttc.org)
10. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
11. [www.iato.in](http://www.iato.in)
12. [www.iata.org](http://www.iata.org)



**No. of Credits: 08**

**100 Marks**

**Contact Hours / Week: 04**

**Course Objective:**

It would be compulsory for the students to attend the research tour to the tourist centers for at least one week and conduct the field survey and submit a comprehensive research Tour and Survey Report to the Department and appear for the Viva - Voce. The students failing to attend the research tour would not be allowed for appearing Viva – Voce Examination, such students will have to undertake the research tour during the next academic year's programme. The report would consist of 50 marks which would be assigned by the Internal Expert and Viva – Voce will be of 50 marks which would be assigned by the Internal Expert (25 marks) and External Expert (25 marks).

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

Conceptual foundations of events; Major characteristics; Five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events.

#### Unit II :

**Introduction to MICE:** Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention visitor Bureaus – functions, structure and funding sources.

#### Unit III :

**Events venues:** concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

#### Unit IV :

**Trade shows and exhibitions/expositions:** types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

#### Unit V :

Incentive tour- characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Human resource requirements.

#### Unit VI :

**Case studies: Tourism festivals :** Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals, Destination wedding (Any two) **Trade Fairs :** World Travel Mart, ITB, TTW, PTM (any one)

#### Reference Books/ Research reports / article / Study material :

1. G. Fenich, Meetings, Expositions, Events and Conventions: An Introduction to the Industry
2. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
3. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
4. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
5. T Rogers, Conferences and Conventions: Global Industry (3<sup>rd</sup> edition)
6. Getz D, Event Management and Event Tourism
7. c A Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (The Wiley Event Management Series)
8. P Robinson, Event Management, CABI Publication
9. Nicole Ferdinand, Events Management: an international approach
10. R Ragde, Tourism Promotion: A case study of Ellora Festival

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.incredibleindia.org](http://www.incredibleindia.org)
3. [www.icpb.org/](http://www.icpb.org/)

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:** As per Module - TOU401

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

### THEMES AND TOPICS

#### Unit I:

Business: Meaning, Definition, Characteristics, Functions and Objectives. Types of Business Entity in India. Business Policy: Definitions, History and Types. Procedure to Formulate Business Policy. Importance, Purpose and Objectives of Business Policy.

#### Unit II:

Strategy: Definitions and Levels. Strategic Management: Definitions, Nature, Scope, Necessity, Advantages, Limitations and Approaches. Mission: Definitions, Requirement and Basis of Mission. Objectives: Definition and Need. Business Environment: Nature and Scope, Micro Environment, Macro Environment.

#### Unit III:

Merger and acquisitions: Meaning, significance and impacts. Important Merger and acquisitions in Travel and Tourism Industry.

#### Unit IV:

Corporate Social Responsibility: Meaning and Definitions, Approaches and History. Carrols Model of CSR. Major Arguments for and Against CSR.

#### Unit V:

Legal Status of CSR in India. CSR Policy 2014 by Ministry of Corporate Affairs. CSR guidelines 2014 for PSU by Ministry of Heavy Industries and Public Enterprises.

#### Unit VI:

Case studies: Strategy: McDonalds Quick Service Restaurant. CSR: ITC Group Hotels, Marriot Hotels, Airport Authority of India and Air India. Other relevant Case Studies from Travel and Tourism Industry.

#### Reference Books/ Research reports / article / Study material :

1. Ghosh P.K. (ED.), Business Economics and Planning Kalyani Publishers, Delhi, 1976
2. Holloway, J.D. Business of Tourism, Polymoth, Macdonald and Evans Ltd., 1983.
3. Taylor, J.B. Policy choice and Economic structure, New York, Group of Thirty, 1982.
4. Schellenberger, Robert, Policy Formulation and Strategy Management: Text and cases, John Wiley and Sons, New York, 1982.
5. Ham, Christopher, The Policy Process in the Modern Capitalist, State Wheelsheet Books, Sussex, 1984.
6. Beeslory, Michel and Evens, Corporate Social Responsibility
7. Keith Davis and Robert Blostrom, Business and its Environment
8. Chrstensen, A.B. Business Policy (Company and its Requirements).
9. Mathur and Agrawal, Responsibilities of Business Community to Indian Society and Social Institution.
10. Philip Kotler and Nancy Lee, Corporate Social Responsibility: Doing the most Good for Your Company and Your Cause.

#### Online Reference Link:

1. [www.mca.gov.in](http://www.mca.gov.in)
2. [www.dpe.nic.in](http://www.dpe.nic.in)
3. [www.mcdonaldsindia.com](http://www.mcdonaldsindia.com)
4. [www.itshotels.com](http://www.itshotels.com)
5. [www.marriot.com](http://www.marriot.com)
6. [www.aai.com](http://www.aai.com)
7. [www.businesscasestudies.co.uk](http://www.businesscasestudies.co.uk)
8. [www.icmrindia.org](http://www.icmrindia.org)

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

Evolution of tourist transport system - importance of transport in tourism. Marketing of passenger transportation. Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Transport mode selection methods.

#### Unit II :

International air transport regulations including freedoms of air. Functions ICAO, IATA, DGCA, AAI and Open Sky Policy in India. Indian aviation - case studies of Air India, Jet Airlines, Sahara airlines and Air Deccan. Legal environment for air taxi operations, air charters in India. Forces likely to affect the future of air transport industry.

#### Unit III :

**Surface Transport System:** Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Regional Transport Authority. Road transport documentation and insurance. Contract carriage, state carriage, all India permit, maxi cab, motor car etc.

#### Unit IV :

**Rail transport system:** Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rail. **Introduction to Indian Railways:** Past, present, future. Types of rail tours available in India, Indrail pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains). GSA's abroad, facilities offered like rail yatri nivas, tourist police and railway tourist guides (Kiosks and ORIS), IRCTC.

#### Unit V :

**Water Transport System** – An overview. Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2. Major water based leisure practices and their future in India.

#### Unit VI :

Transportation Laws and regulations.

#### Reference Books/ Research reports / article / Study material :

1. Transport for Tourism : Stephen Page
2. Tourism System : Mill, R.C. and Morrison
3. Successful Tourism Management : P.N. Seth
4. David Timothy Duval, Tourism and Transport: Modes, Networks and Flows
5. Gui Lohmann, Transport and Tourism
6. Sven Gross and Louisa Klemmer, Introduction to Tourism Transport
7. Lesley Pender, Travel Trade and Transport: An Introduction
8. Mohinder Chand, Travel Agency Management-An Introductory Text, Anmol Publication
9. Ministry of Tourism/Railways/Civil Aviation : Annual Report
10. Motor Vehicle Act

#### Online Reference Links :

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. <https://www.irctc.co.in>
3. [www.iata.org](http://www.iata.org)
4. [www.icao.int/](http://www.icao.int/)
5. [www.dgca.nic.in](http://www.dgca.nic.in)
6. <http://www.pata.org>
7. <http://www.indianrailways.gov.in/>

**MASTER OF TOURISM ADMINISTRATION**  
**SEMESTER - IV**

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

**Sustainable Tourism development:** Meaning, definition, significance, principles, benefits and issues. Standardization and Certification for tourism sustainability  
Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development.

#### Unit II :

**Economic impacts :** Characteristics, applications, types, Regional, National and local economic impact, steps for conducting a tourism economic impact study. Facilitating employment in tourism and obstacles to economic development through tourism.

#### Unit III :

**Social impacts :** Theories of guest – host interaction, changes in society, attitudes, language photography and staged shows, gambling, drugs, sex tourism

#### Unit IV :

**Cultural impacts:** Unification of culture, natural and contrived, commercialization and trends.

#### Unit V :

**Environmental impacts:** With special reference to Caves, lakes, wildlife, Islands & beaches, hills & mountains, bird sanctuaries.

#### Unit VI :

**Political impacts:** International, National and regional. Carrying capacities : General approaches to assessing carrying capacities, control measures and strategic planning. Community based approach to tourism development.

#### Reference Books/ Research reports / article / Study material :

1. Mathieson and Wall, Tourism : Economic, Physical and Social impacts
2. Satish C. Nigam, 2006, Eco Tourism & Sustainable Development.
3. K Glenn, the Impacts of Tourism
4. Martin Mowforth and Ian Munt, Tourism and Sustainability
5. M. Sarngadharan, G.Raju, Tourism and Sustainable Economic Development-Indian and Global Perspectives
6. David Leslie, Tourism Enterprise and Sustainable Development –International Perspectives on Responses to the Sustainability Agenda
7. Faulkner and Tideswell, A framework for monitoring community impacts of tourism (Journal of Sustainable tourism )
8. M Sawant, Study of Socio –economic impacts of Tourism development at Aurangabad district
9. M Sawant, An Analytical Study of Implementation of Tourism Development Schemes by the various Govt. organization in Aurangabad District
10. R Ragde, Impact Assessment of Rural Tourism Development Project at Shulibhanjan - Khultabad, Dist - Aurangabad (Sufi tradition and Culture).

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. <http://www2.unwto.org/en>
3. [www.wttc.org](http://www.wttc.org)

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

History, growth and development of aviation industry. Aviation in India, present status of airline companies, airports, airport security etc.

#### Unit II :

Role of IATA and its function, ICAO its role and function, DGCA, Airport Authority of India, Open sky policy, International conventions ; Warsaw convention, Chicago convention 1944.

#### Unit III :

**Management of Airlines** – Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower, Airport facilities and special passengers, airport access, check in facilities, landing facilities for departing passengers, in-flight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment, classes of service with more comfort.

#### Unit IV :

**Familiarization with OAG** : three letter city and airport code, airline designated code, minimum connecting time, global indicator, familiarization with Air tariff : currency regulation, NUC conversion factors, general rules, planning itinerary by air, Introduction to fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge.

#### Unit V :

One Way and Return Trip, Circle trip journey, open jaw, add-on, mixed class journey, HIP check, Back Haul Minimum Check (BHC), CTM check Indirect Travel Limitation, Around the world fare, special fares.

#### Unit VI :

Issue of manual ticket, reservation procedure. MPD, MCO, PTA and their purposes, universal air travel plan: types of air travel card. Bank Settlement Plan (BSP)- Case studies of selected Airlines Modules.

#### Reference Books/ Research reports / article / Study material :

1. Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi,2005
2. Swain and Mishra, Tourism Principles and practices. Oxford Publication.
3. OAG, Consultant, IATA, Geneva
4. Stephen Shaw, 'Airlines in Shifts & Mgt', Ashgate Pub, USA,2004
5. IATA Handbook, Geneva
6. R. Doganis, 'Airport Business'
7. K.Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002
10. Air tariff book

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.icao.int](http://www.icao.int)
3. [www.iata.org](http://www.iata.org)
4. [www.dgca.nic.in/](http://www.dgca.nic.in/)

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:** As per Module - TOU401

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

### THEMES AND TOPICS

**Unit I :**

Information and Communication Technology (ICT), Hardware and Software, Introduction to e-tourism, Historical development- Electronic technologies for data processing and communication- - Strategic, tactical, and operational use of IT in tourism.

**Unit II :**

E-commerce- Starting an e-business- E-marketing of tourism products- Typologies of e-tourism- Business models in the wired economy, B2B, B2C, OTA.

**Unit III :**

Distribution of services: CRS, GDS , Current distribution channels

**Unit IV :**

**MIS :** Organizational Theory and systems approach to MIS ,Conceptual Design phase of MIS, Detail design of MIS, Implementation phase ,Quality Assurance and Control, Management Knowledge system. Destination Management System (DMS).

**Unit V :**

**e – Marketing** – strategies and importance in tourism, travel websites design, social media marketing strategies – role of user generated contents in tourism.

**Unit VI :**

Current debates in e-tourism- Future of e-tourism

**Reference Books/ Research reports / article / Study material :**

1. Lucas Jr., H. C. ( 2005) Information Technology For Management McGraw Hill.
2. Burch, J. and Grudnitski G. (1989). Information Systems: Theory and Practice. 5th ed., John Wiley, New York.
3. David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.
4. D Chaffey, Fiona and Kevin, Internet Marketing : Strategy, implementation and Practices
5. Eliason, A. L. (1987). On-line Business Computer Applications, 2nd ed., Science Research Associates, Chicago.
6. Estrada, S. (1993). Connecting to the Internet, O'Reilly, Sebastopol, CA.
7. Buhalis and Laws, Tourism Distribution Channels: Practices, Issues and Transformations
8. Journal of Information technology and tourism
9. P.J. Benckendorff and P.J. Sheldon, Tourism Information Technology, 2nd Edition.
10. P. K. Sinha, Computer Fundamentals

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.irctc.co.in](http://www.irctc.co.in)
3. [digitalindia.gov.in/](http://digitalindia.gov.in/)
4. Websites of all OTAs
5. Websites of GDSs



No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

**Environmental Studies** : Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles,

#### Unit II :

**Environmental Pollution** – Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

#### Unit III :

**Concept and Origin** : Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

#### Unit IV :

**Eco-tourism Resources in India** – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.

#### Unit V :

**Eco-tourism Planning and development strategies** – Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product development, Marketing and Promotion, Infrastructure development, Industry involvement training programme both at operational and promotional level.

#### Unit V :

Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh.

#### Reference Books/ Research reports / article / Study material :

1. Ralf Buckley , Ecotourism: Principles and Practices
2. David fennell, Ecotourism (4<sup>th</sup> edition)
3. Ralf Buckley, Ecotourism: Principles and Practices (CABI Publication)
4. Singh Ratandeeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.
5. Mridula & N. Dutt (1991) Ecology and Tourism (New Delhi, Universal Publishers)
6. Ministry of Tourism, Ecotourism and Environment Handbook
7. Kandari O. P., Chandra Ashish : Tourism Biodiversity & Sustainable Development, Isha Books, Delhi.
8. Sawant M., Organization and Management of Ecotourism and Cultural Monuments in Maharashtra
9. R Ragde, The Management Study of Ajanta Ellora Development Project.
10. R Ragde, The Lonar Crater

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.moef.gov.in](http://www.moef.gov.in)
3. [www.envfor.nic.in](http://www.envfor.nic.in)
4. [www.in.undp.org](http://www.in.undp.org)
5. [www.unep.org](http://www.unep.org)

**No. of Credits: 08**

**100 Marks**

**Contact Hours / Week: 04**

**Course Objective :**

The students will be assigned a selected theme for writing a Dissertation. The Dissertation will be an outcome of field enquiry and data analysis as well as review of the existing literature in the particular area of study. The Dissertation will be of 100 marks which would be assessed by the Internal Guide (50 marks). The Viva – Voce will be of 50 marks which would be assigned by the Internal Expert (25 marks) and External Expert (25 marks).

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

**Unit I :**

Nature, scope and application of economics in tourism sector

**Unit II :**

Nature of tourism demand analysis and its forecasting; Determinants of tourism supply

**Unit III :**

Liberalization, privatization, globalization and tourism

**Unit IV :**

Tourism development and economic planning, review of the economic planning of tourism through the annual and five year plans, foreign exchange earnings and contribution to GDP through tourism.

**Unit V :**

Tourism and regional revitalization, Policy initiatives of central and state government

**Unit VI :**

Case studies : Khajuraho , Aurangabad, Sindhudurga, Tirupati, Goa, Rajasthan, Shimla -Kullu- Manali

**Reference Books/ Research reports / article / Study material :**

1. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
2. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Busi. Press.
3. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge
4. Sipra Mukhopadhyay, 2008, Tourism Economics, New Delhi, Ane Books India.
5. Guido Cardelle and Paolo Figini, Economics of Tourism destination
6. Stabler, Papaptheodorou and Sinclaiz, The Economics of Tourism
7. M Sawant, Socio –economic impacts of Tourism development at Aurangabad district
8. R Ragde, Promotion and Development of Aurangabad as an Tourist Dollar Earning District
9. Data based reports: Yearly Publications of Department of Tourism, Govt. of India.
10. Reports and publications of IATA and PATA.

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. <http://www2.unwto.org/en>
3. [www.wttc.org](http://www.wttc.org)
4. <https://www.rbi.org.in/>
5. <http://finmin.nic.in/>
6. <http://planningcommission.nic.in/>
7. <http://niti.gov.in/>

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

### THEMES AND TOPICS

#### Unit I :

Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.

#### Unit II :

Entrepreneurial Competencies, MSME at a glance 2016, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development.

#### Unit III :

Institutional Interface and Set up; Government Initiatives and Policy: Entrepreneur Policy 2015, National scheme on Entrepreneurship development; tourism enterprises/units eligible for assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

#### Unit IV :

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.

#### Unit V :

Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises

#### Unit VI :

Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Tour Operators i.e Cox & Kings, Raj Travels, SOTC, etc. and Hotels i.e Taj, Radisson, Welcome, etc.

#### Reference Books/ Research reports / article / Study material :

1. Jovo Ateljevic and S Page, Tourism and Entrepreneurship: International Perspective
2. A Morrison, M Rimmington, C Williams, Entrepreneurship in the Hospitality, tourism and Leisure industry
3. Vasant Desai, Entrepreneurship & Small Business Management
4. Peter Drucker, Innovation & Entrepreneurship
5. S S Khanna, Entrepreneurial Development
6. C B Gupta, N P Srinivasan, Entrepreneurial Development
7. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India
8. R Ragde, Entrepreneurship in Tourism
9. V.Rao, Tourism Entrepreneurship,
10. Latest Entrepreneurship schemes of the Government of India

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.msde.gov.in](http://www.msde.gov.in)
3. [www.skilldevelopment.gov.in](http://www.skilldevelopment.gov.in)
4. [www.msme.gov.in](http://www.msme.gov.in)
5. <http://thsc.in/>
6. [www.nsdindia.org](http://www.nsdindia.org)
7. <http://digitalindia.gov.in/>
8. <http://www.makeinindia.com/home>
9. [www.entrepreneurscouncil.in](http://www.entrepreneurscouncil.in)

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

**THEMES AND TOPICS**

**Unit I :**

Niche tourism : Definition, types and its product development

**Unit II :**

Heritage and culture: Definition, types, Heritage and cultural tourism circuits in India

**Unit III :**

Spiritual tourism: Definition, types, important Spiritual tourism destinations in India

**Unit IV :**

Personality based tourism: Definition, types, case study of Ambedkar tourism, Gandhi tourism.

**Unit V :**

Medical tourism, Agri tourism, Rural tourism, River/ backwater tourism, Cruises / coastal / island tourism, Golf tourism, Gastronomy tourism, Bollywood tourism, Heritage walks, shopping tourism

**Unit VI :**

Other contemporary and emerging trends in tourism

**Reference Books/ Research reports / article / Study material :**

1. Shalinin Singh, Cultural tourism and heritage management
2. Marina Novelli, Niche Tourism : Contemporary issues, trends and cases
3. Norman Douglas and Ngaire Douglas, Special Interest Tourism
4. Gartner and Lime, Trends in Outdoor Recreation Leisure and Tourism
5. INTACH, Heritage conservation and urban development
6. UNWTO, Handbooks relevant to the syllabus (e.g. handbook on Food tourism, City tourism etc.)
7. R Ragde, Ambedkar Tourism
8. Tourism Policy of Maharashtra, 2016
9. National Tourism Policy, 2015
10. All current articles, news items in the magazines, news papers, electronic media etc.

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in)
3. [www.incredibleindia.org](http://www.incredibleindia.org)
4. <http://www2.unwto.org/en>

## Service Course Offered (Semester IV)

### Module TSC601 : TOURISM PRODUCTS OF MARATHWADA REGION

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite :** As per Module -TOU401

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

### THEMES AND TOPICS

#### UNIT I

History of Marathwada Region. Tourism related Government Organizations. Tourism trends and statistics.

#### UNIT II

Historical sites and monuments: World heritage sites, Caves, Forts and Palaces.

#### UNIT III:

Cultural heritage of Marathwada Region: Arts and crafts, Performing arts: Folk and tribal music and dance, Fairs and festivals, Museums, art galleries, Libraries.

#### UNIT IV:

Pilgrimage destinations: Hindu, Buddhist, Sikhism, Jain, Muslim and Sufi, Christian. Spiritual centre's, other.

#### UNIT V:

Natural tourism resources: Hill stations, Wildlife and bird sanctuaries, Lakes and Dams

#### UNIT VI:

Niche / Special interest tourism: Adventure, Rural and Agri- tourism, culinary tourism, Film, MICE, Medical and Wellness, Personality, Theme parks.

#### Reference Books/ Research reports / article / Study material :

1. R.Gupte, Aurangabad, Ajanta and Ellora Caves
2. D Qureshi, Fort of Daulatabad
3. M Sawant, Socio –economic impacts of Tourism development at Aurangabad district
4. M Sawant, R Ragde, Tourism Products of Marathwada Region
5. R Ragde, Promotion and Development of Aurangabad as an Tourist Dollar Earning District
6. R Ragde, Sufi Tourism in Aurangabad Region
7. M Sawant, R Ragde, Fort Tourism in Marathwada
8. Maharashtra State District Gazetteers : Aurangabad, Jalna, Beed, Parbhani, Nanded, Latur, Osmanabad and Hingoli
9. R Ragde, M Sawant, Cave tourism in Aurangabad region
10. Tourist Literature by Maharashtra tourism development Corporation, Maharashtra State Archeology, Archeological Survey of India, Maharashtra Waqf board.

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in)
3. <http://www.asiaurangabad.in/>
4. <https://gazetteers.maharashtra.gov.in/>