

# **TRIPURA UNIVERSITY**

**(A Central University)**

Suryamaninagar- 799022

## **SYLLABUS**

**Master of Tourism Administration (MTA)**

**FROM JUNE 2019**

# MTA- FIRST YEAR

## SEMESTER-I

Module Code	Subject Title of Core Module	No of credits
MTA 101	Tourism Principle and Practice	4
MTA 102	Tourism Products of India	4
MTA 103	Global Tourism Destination	4
MTA 104	Tourism Related Laws In India	4

## Semester -II

Module Code	Subject Title of Core Module	No of credits
MTA 201	Tourism Marketing	4
MTA 202	Human Resource Planning & Development in Tourism	4
MTA 203	Tourism Planning & Administration in India	4
MTA 204	Research Methodology in Tourism	4
	CSK 1 (Computer Skill – 1)	4

# MTA- SECOND YEAR

## SEMESTER-III

Module code	Subject Title of Core Module	No. of Credits
MTA 301	Management of Tourism Products & Destination Development	4
MTA 302	Management of Travel Agency & Tour Operations	4

**Students are required to pick any two subjects from the list below and one subject from other department of 4 credits**

### Subject Title of Electives

MTA 303	Meeting Incentive Conference and Exhibition Tourism	4
MTA 304	Hospitality Management	4
	Elective from Outside Department	4

### Semester- IV

Module Code	Subject Title of Core Module	No. of Credits
MTA 401	Tourism Impact Analysis	4
MTA 402	Dissertation	4

**Students are required to pick any two subjects from the list below**

### Subject Title of Electives

MTA 403	Entrepreneurship in Tourism	4
MTA 404	Planning and Management of International Tourism	4
Total Course Credit		72

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

## **TOURISM PRINCIPLES AND PRACTICES**

**(MTA101)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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 , characteristics, Components of tourism and its characteristics.

#### **Unit II:**

Domestic and International tourism: Domestic tourism: features, pattern of growth, profile. International tourism: Generating and Domestic 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, Component of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, Consequences of Industry status.

#### **Unit VI:**

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

The problems related to the coordinations and connectivity in tourism development with special reference to North East in general and Tripura state in Particular.

Air connectivity and status of different flights to the various state of the North East Region.  
The Road transportation and Rail.

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

1. Mill and Morrison- The Tourism system an introductory Text (1992) Prentice Hall
2. Cooper, Fletcher, Tourism, Principle and Practices (1993) Pitman.
3. Burkat 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 Principle and practices. Oxford of Publication.
6. Prannathseth, Successful Tourism Management.
7. R Ragde, what tourism is all about
8. M. Swant, 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/>

## **TOURISM PRODUCT OF INDIA**

**(MTA102)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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 Products: Definition, concept and classification, Cultural Heritage of India – stages of evolution, continuity. Heritage\_ Meaning types of Heritage Tourism. Heritage Management Organizations 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 Destination: 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, Shravasti, Sankisa, Vaishali, Rajgriha, Kapilavastu, Nalanda, Sanchi, Ajanta. Jain: Kashi, pavapuri, Shatrunjaya, Girnar, Mt. Abu, Shravanabelagola, Palitana, Muslim: Ajmer Sharif,, Nizamuddin ( Delhi), Fatehpur Sikri, and some vimportant Mazaras. 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, Ranthambore and Keoladeo Ghana. Hill Stations: Study Of Hill Station attractions and their environs with case studies of Mussorie, Nainital, Munnar and

Ooty, Beaches and Islands: Beaches in Goa, Kerala, Orissa, Andaman Nicobar & Lakshadweep islands.

**Unit V:**

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

**Unit VI:**

Handicrafts and textiles: important handicraft objects and centers, Craft Melas, Souvenir Industry. Indian cuisine (gastronomy), Regional variations. Craft Industry in Tripura with special reference to Bamboo craft Industry in Tripura. Local Textile & Traditional Sari Weaving, Decorative Art Forms, various Products & local antiquity products in Tripura.

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

1. Basham A.I: 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 ed.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. Swant 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 Handbook 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/3e4n/list>
5. <http://www.intach.org>
6. <http://www.icomos.org/en/>
7. Official website of state DMOs

## **Global Tourism Destinations**

**(MTA103)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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**

Definition, scope and content of Global Tourism. Approaches, Methodology and Techniques. Analysis 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, concept of elapsed of time, flyinfg time, ground time. Standa4rd time and summer time( daylight savinrg 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**

Indian Geaography, physical features of world geography, Destiation in North America( united state of America: New york, Washington, Los Angeles, San Fransisco, Orlando, and 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: IV**

Africa: South Africa, Mauritius, kenya. Middle East: Egypt, Morocco, Saudi Arab Emirates, Mecca- Madina. North & EAST Asia/ pacific: China, Malaysia, Thailand, Singapore, Australia, Jpan. South Asia: Saarc countries.

**Research Books/ Research reports/article/ study material:**



1. Bonaface 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 oof India- Government of India Publication
6. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
7. 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. <https://www2unwto.org/en>
2. [www.wttc.org](http://www.wttc.org)
3. <http://www.surveyofindia.gov.in/maps.html>
4. Oofficial websites of all destinations.

## **TOURISM RELATED LAWS IN INDIA**

**(MTA104)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, site visit etc.

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

### **UNIT: I**

Introduction to laws and legislation in India

### **UNIT: II**

Laws relating to accommodation, travel agencies and tour operator sector, law and regulation related to airlines and always, laws related to surface transport. DGCA formalities for business and recreational flying in India.

### **UNIT: III**

Special permis 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 wildlife areas and their procedure.

### **UNIT: IV**

Law designed for Adventure Tour Operation, special permis 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, foreign act, passport act and visa extention. 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: VII**

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.

## **UNIT: VIII**

Different Tourism related laws in North East, Rules Regulations and Moral Code of Ethics in North East.

Reference Books/ Research reports/article/study material:

1. The constitution of India
2. Tourism guidelines published by Govt. of india, Ministry of Tourism
3. 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 organizational 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/>

## **TOURISM MAEKETING**

**(MTA201)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

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 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 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**

Marketing 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

#### **Unit VII**

Problems of Tourism Marketing in North East Use of Media print & Electronics for aggressive Tourism Marketing Strategy for attracting Indian & Foreign Tourists.

#### **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

## **HUMAN RESOURCE PLANNING & DEVELOPMENT IN TOURISM**

**(MTA202)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

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 Perspective.

### **Unit VII:**

Major HRD problems in Tourism Industries difficulties & remedies in Tourism Training Special planning for Tourism Education, the importance of R&D at grass root levels.

### **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 Seardwell & 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 ISSE.
7. Shankar S.R. Management Of Human Resources in Public Enterprises, New Delhi 1986
8. Briggs. B. Human Resource Development Quarterly journal of Administration (ILE-ILF) Vol.II 267-82. July 1973.
9. Dwivedi R.S: Management of Human Resource L.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)

## **TOURISM PLANNING AND ADMINISTRATION IN INDIA**

**(MTA203)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

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 arketing, 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, North East Tourism Policy & Tripura Tourism Policy 2018 . Case study of Tourism Products in North East, India.

**Unit VII:**

New light on Tourists Sites in Tripura Such as Tripura Sundari, Tourist Sites such as Unakoti Devetamura Pilak & Other sites.

**Reference Books/Reserch Reports/Article / Study Material:**

1. C.Gunn, @Tourism Planning: Basic, Concepts and Casses', Cognizant Publications, 2002
2. Bezbaruah M.P. Indian Tourism Beyond the Mellennium
3. Burkart A.J and Medik, Tourism. Past Present & Future
4. Gunn. Clare A.K., Tourism Planning
5. Murphy, peter E., Tourism: A Community ApproachInskip E.,
6. Tourism Planning . An integregrated 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.o.jp/en>

## RESEARCH METHODOLOGY IN TOURISM

(MTA204)

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

Introduction: Meaning, objectives and significance of research, types of 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 collections: 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 & Bhchandarkar, Methodology and techniques of social research
3. Clark, Riley . 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 I and J smity, 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.survevmonkey.com](http://www.survevmonkey.com)
2. <http://www.nss.gov.au/nss/bhome.nsf/pages/Sample+size+calculator>
3. <http://docs.google.com/forms/>
4. relevant videos on Youtube.com

## **MANAGEMENT OF TOURISM PRODUCT & DESTINATION DEVELOPMENT**

**(MTA301)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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 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. Nilgel Mogan, 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', Chanel 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.1979 In the wake of Tourism special places in Eight countries. The Conservation Foundation, Washington D.C
6. Bouyden Jahn N. 1978 Tourism & Development Cambridge University Press, London. Sustainable tourism perspective ' CABI Publishing, 2003.
7. Geoffrey ian Grouch, 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 Rade, Tourism Infrastructure Management for sustainable Eco-Tourism Development : A case Study of Lonar Crater.

**Online Reference Lings:**

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

## MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS

(MTA302)

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

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 II:**

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:**

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

#### **Unit VII:**

State and conditions of Travel Agencies & Tour operators in North East India. Problems & remedies for bright future of the travel agencies in North East.

**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)
4. [www.Travtalkindia.com](http://www.Travtalkindia.com)
5. <http://www2.unwto.org/en>
6. [www.wttc.org](http://www.wttc.org)
7. [www.travelagentsofindia.com](http://www.travelagentsofindia.com)
8. [www.iato.in](http://www.iato.in)
9. [www.iata.org](http://www.iata.org)

## **M.I.C.E. TOURISM**

**(MTA303)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

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)



## **Unit-VII:**

Study of important Festivals in North East such as Nagaland Hornbill, Assam Bihu, Arunachal Pradesh-Moyoko, Meghalaya –Wangala, Manipur-Lai-ngai, Mizoram-Anthurium and Tripura-Durga Pooja Festival , Hojagiri Festival and brief introduction to Tripura Sundri Festival.

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

1. G. Fnich, Meetings, Expositions, Events and Conventions: An Introduction to the Industry
2. Coleman, Lee & Frankle (191) , Powerhouse Conferences Educational Institute of AH & A.
3. Hoyle, Dort & 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. cA Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions (The Wiley Event Management Series)
8. P Robinson, Event Management, CAB?I 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.incredibleindi.org](http://www.incredibleindi.org)
3. [www.icpb.org/](http://www.icpb.org/)

## **HOSPITALITY MANAGEMENT**

**(MTA304)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

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 service-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 'Hotel for Tourism Development', S.Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant anager (London communica, Barril, Jenkins)
6. Anand M.M-Tourism and Hotel Industry in India,
7. U.K.Singh, J.M.DewanHotel Management Gloval Management Series
8. Jones –Introduction to Hospitality operations.
9. Jones & Lockwood-The anagement 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. in-ra.com
4. <https://www.irctc.co.in>

## **TOURISM IMPACT ANALYSIS**

**(MTA401)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

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 abstracts 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.

#### **Unit VII:**

Impact analysis of Tourism products in North East study of various products and their marketing potentials . Efforts needed for the environment of local community in tourism development. Sociological Tools & Techniques of Market Survey to evaluate the impact.

**Reference Books/Reserch 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. Samgadhan, G.Raju, Tourism and Sustainable Economic Development –Indian and Gloval Perpespectives
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 impacs 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.wtfc.org](http://www.wtfc.org)

## **ENTREPRENEURSHIP IN TOURISM**

**(MTA403)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

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 Rimmingotn, C Williams , Entrepreneurship in the Hospitality, tourism and Leisure industry
3. Vasant Desai, Entrepreneurship & Small Business Management
4. R 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.nsdcindia.org](http://www.nsdcindia.org)
7. <http://digitalindia.gov.in/>
8. <http://www.makeinindia.com/home>
9. [www.entrepreneurscouncil.in](http://www.entrepreneurscouncil.in)

## **PLANNING AND MANAGEMENT OF INTERNATIONAL TOURISM**

**(MTA404)**

**No. of Credits: 04**

**Assignments: 30 Marks**

**Contact Hours/weeks: 04**

**Semester Exam: 70 Marks**

Pre Requisite:

Regular attendance and active participation during the course of the semester, Book and Literature surveys, Long Essays, seminar presentation, Group discussion, 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:**

International Tourism Growth, Characteristics

#### **Unit II**

Processes and factors affecting International Tourism

#### **Unit III**

International Tourism, Institutions and organizations, and their role to 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. Problems of attracting Foreign Tourist in North East India Connecting North East with World major Tourism destinations. North East Tourism Potentials while connecting it with South East Asia.

#### **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 Inskip, Tourism Planning: An Integrated and Sustainable Development Approach
5. Colley G. International Tourism Today (London: :Lioyds)
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/>