



गोंय विद्यापीठ

ताळगांव पठार

गोंय - ४०३ २०६

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(Accredited by NAAC)

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GU/Acad –PG/BoS -NEP/2023/370/1

Date: 26.09.2023

CIRCULAR

The University has notified Ordinance OA-35 governing the **Master of Tourism and Travel Management (MTTM) Programme** for implementation from the Academic year 2023-2024 onwards.

The approved Syllabus of the **Master of Tourism and Travel Management (MTTM) Programme** is attached.

The Dean/ Vice-Deans of the Goa Business School and Principals of Affiliated Colleges offering the **Master of Tourism and Travel Management (MTTM) Programme** are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin Lawande)
Assistant Registrar – Academic-PG

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Deans, Goa Business School, Goa University.
3. Principals of Affiliated Colleges offering the Master of Tourism and Travel Management (MTTM) Programme.

Copy to:

1. The Chairperson, Board of Studies in Hospitality, Travel & Tourism Studies.
2. The Controller of Examinations, Goa University.
3. The Assistant Registrar, PG Examinations, Goa University.
4. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Syllabus of Masters of Tourism and Travel Management (MTTM) Programme offered under OA
35
With effect from the Academic Year 2022-23

OBJECTIVES OF THE PROGRAMME

- Develop a tourism domain expertise by understanding tourism management theories, principles, and policies.
- Apply design thinking skills for dynamic decision making.
- Develop sensitivity to the tourism industry products, their upkeep, protection, and development through the ethical lens.
- Identify socio-cultural tourism products in consultation with local communities using a consultative approach.
- Identify the tourism based socio-cultural and environmental impacts and mitigate them in local communities by adopting sustainable development goals as thrust areas.
- Generate revenue for tourism destinations using effective destination management techniques.

PROGRAMME SPECIFIC OUTCOME

On successful completion of the MTTM Programme, students will be able to:

- Identify entrepreneurship opportunities in the business of tourism, aviation and subsidiary systems.
- Identify career avenues in the domain of tourism, travel and aviation.
- Develop innovations in travel and tourism products.
- Design a niche tour package using travel and tourism components.
- Analyse international tourism impacts linked with heritage, aviation, hospitality, health and wellness tourism.

PROGRAMME STRUCTURE
MASTERS OF TOURISM AND TRAVEL MANAGEMENT
SEMESTER I and II

Duration:-2 Years Full Time (Semester Pattern) Choice Based Credit System (CBCS)

Total No. of credits:-80

| Semester I | | |
|--|--|-------------------|
| Course Code | Title of the Course | Credits |
| Discipline Specific Core Course | | |
| <u>TTM-500</u> | Principles of Management | 4 |
| <u>TTM-501</u> | Tourism Management | 4 |
| <u>TTM-502</u> | Wellness Tourism and Spa Management | 4 |
| <u>TTM-503</u> | Emerging Trends in Travel and Tourism | 2 |
| <u>TTM-504</u> | Managerial Communication | 2 |
| | Total Credits | 16 |
| Discipline Specific Elective Course (4 Credits – One 4 Credit or Two 2 Credit Course) | | |
| <u>TTM-521</u> | Airport Operations Management | 4 |
| <u>TTM-522</u> | Aviation Project Management | 4 |
| <u>TTM-523</u> | Air Fares and Ticketing | 4 |
| <u>TTM-524</u> | Rural Tourism Management | 4 |
| <u>TTM-525</u> | Travel Consultancy and Tour Operations | 2 |
| <u>TTM-526</u> | Travel Media and Journalism | 2 |
| <u>TTM-527</u> | History and Heritage of Goa | 4 |
| | Total Credits | 4 |
| | Total | 20 Credits |
| Semester II | | |
| Discipline Specific Core Course | | |
| Course Code | Title of the Course | Credits |
| <u>TTM-505</u> | Human Resource Management | 2 |
| <u>TTM-506</u> | Marketing Management | 2 |
| <u>TTM-507</u> | Ethical, Legal and Regulatory Aspects of Tourism | 4 |
| <u>TTM-508</u> | International Tourism Management | 4 |
| <u>TTM-509</u> | Sustainable Tourism | 4 |
| | Total Credits | 16 |
| Discipline Specific Optional Course (4 Credits – One 4 Credit or Two 2 Credit Course) | | |
| <u>TTM-528</u> | Air Cargo Management and Logistics | 4 |
| <u>TTM-529</u> | Airline Revenue Management | 4 |
| <u>TTM-530</u> | Cruise Line Management | 2 |
| <u>TTM-531</u> | Adventure and Sports Tourism Management | 2 |
| <u>TTM-532</u> | Tourism Geography and Ecology | 4 |
| <u>TTM-533</u> | Designing Tourism Circuits | 2 |
| <u>TTM-534</u> | Hospitality Management | 4 |
| | Total Credits | 4 |
| | Total | 20 Credits |

| Semester III | | |
|---|---|-------------------|
| Course Code | Title of the course | Credits |
| Research Specific Elective (8 Credits) Select Two | | |
| <u>TTM-600</u> | Business Statistics | 4 |
| <u>TTM-601</u> | Research Writing and Ethics | 4 |
| <u>TTM-602</u> | Qualitative Research Methods(Theory) | 2 |
| <u>TTM-603</u> | Qualitative Research Methods(Practical) | 2 |
| <u>TTM-604</u> | Quantitative Research Methods (Theory) | 2 |
| <u>TTM-605</u> | Quantitative Research Methods(Practical) | 2 |
| | Total Credits | 8 |
| Generic Elective Course (Students to select only 1 Language and combination of other subjects totalling to 12 Credits) | | |
| <u>TTM-621</u> | Portuguese Language | 4 |
| <u>TTM-622</u> | French Language | 4 |
| <u>TTM-623</u> | German Language | 4 |
| <u>TTM-624</u> | Public administration and policy analysis | 4 |
| <u>TTM-625</u> | Cultural and Anthropological Studies | 2 |
| <u>TTM-626</u> | Design Thinking | 2 |
| <u>TTM-627</u> | Personality development and Leadership | 2 |
| <u>TTM-628</u> | Event Management | 2 |
| <u>TTM-629</u> | Entrepreneurship Development | 2 |
| <u>TTM-630</u> | Total Quality Management | 4 |
| <u>TTM-631</u> | Economics | 2 |
| | Total Credits | 12 |
| | Total | 20 Credits |
| Semester IV | | |
| Course Code | Research Specific Elective Course (Select One) | Credits |
| <u>TTM-606</u> | Data Analytics in Tourism (Practical) | 4 |
| <u>TTM-607</u> | Cultural Tourism Research Methods | 4 |
| | Total Credits | 8 |
| | Internship | |
| <u>TTM-651</u> | Dissertation | 16 |
| | Total Credits | 16 |
| | Total | 20 Credits |

Semester I

Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-500

Title of the Course: Principles of Management

Number of Credits: 4

Effective from AY: 2022-23

| | | |
|---------------------------------------|--|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To enable the learner to identify the functions of management. | |
| Content: | <p>Unit 1 - Introduction to Management Introduction– Definition of management - Nature and significance - Objectives of management - Levels of management - Principles of Management - Need for principles - Management Vs Administration - Functions of management - Role, attributes and qualities of manager – Approaches to management. Case study analysis based on functions, types, and styles of management.</p> <p>Unit 2 - History of Management The Early Origins of Management- The industrial revolution- Administrative and Bureaucratic Management- Taylor-Made Management- Human relations management-Contingency and system management. Development of micro video on timeline of management concepts</p> <p>Unit 3 - Functions of Management Planning-Nature and purpose of organizing - formal and informal organization - organization levels and span of management - Organizational structure - Line/Staff Authority: Delegation of authority and responsibility and Decentralization- Staffing: Nature and purpose of staffing- Theories of Motivation-Types of Leadership- Control mechanisms -Trait theory; Behavioural theories; Situation theories; the path-goal theory– integrated leadership model Group work, delegation activity and role play</p> <p>Unit 4- Organisational Environments and Structure Organisations external environment- external environment and industries- organisational design and structure-internal organisation and external environments-Corporate culture-Organisation for change in the 21st century – managing change- Organisational structure and design – Managing diversity – Team diversity – Multicultural team management. Video creation on merits and demerits of multicultural teams.</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. P. Drucker, The Practice of Management. United Kingdom: Taylor & Francis, 2012. 2. J. Spender, Business Strategy: Managing Uncertainty, Opportunity, and Enterprise. United Kingdom: OUP Oxford, 2014. 3. H Koontz, and H. Weihrich, Principles of Management. McGraw-Hill Education, 2018. 4. S. P. Robbins, M.K. Coulter, and D.A. DeCenzo, Fundamentals of Management. Colombia: Pearson Education, 2016. 5. D. S. Bright, A. H., Cortes,E. Hartmann, K.P.Parboteeah, J.L.Pierce, M. Reece, and J.S. O'Rourke, Principles of management. OpenStax, 2019. | |
| Course | After the completion of this course, the students will be able to: | |

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| Outcomes: | <ol style="list-style-type: none">1. Explain the origins and history of Management2. Explain the significance of Management3. Describe the functions and responsibilities of a manager4. Analyze significant leadership styles and mechanisms |
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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-501

Title of the Course: Tourism Management

Number of Credits: 4

Effective from AY: 2022-23

| | | |
|---------------------------------------|---|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To enable the learner to identify the functions of tourism management. | |
| Content: | <p>Unit 1 - Tourism System Overview – Origins- Objectives, meaning & nature-Scope-Classification of tourism & tourists, Travel concept - Components - Tourism System –Travel Behavior- Cost and benefits of tourism- Theories of Tourism-Visitors theories: Plog’s Classification, Cohen’s Classification; Host theories: Traditional Knowledge - Doxeys’ Irridex; Geographers Theories – Mobilities and Leiper's Model-Impacts of Tourism Poster project on the interplay of tourism models.</p> <p>Unit 2 - Tourism Supply and Demand Growth and development of Tourism - Tourism Statistics, objectives, Types and Methods. Definition of tourism demand, types, Indicators of Tourism Demand - Determinants of tourism demand- Motivation - Definition- Basic motivations of tourism - Categories of Tourist motivation - Other elements of motivation for tourism - Lifestyle factors – Multiplier effect Video creation and presentation on tourist motivators.</p> <p>Unit 3 - Organisation in Tourism Kinds of Organisations – World Tourism Organisation -National Tourist Organisations-Regional - Local, Functions of Tourism Organisations – Role of international, national, state and local tourism organizations in providing statistical information – Benefits of memberships. Computer lab work, Creation of comparative analysis of tourism organisations using spread sheet.</p> <p>Unit 4- Tourism policies Tourism policies formulation- Definition- Purpose- Importance – Stakeholders - Policy Analysis - NITI Ayog- National Tourism Policy of India, Goa State tourism Policy- Incentives granted by Central and State Governments for the Tourism industry in India – Comparative analysis of world tourism policies – Case studies of Spain and Thailand. Presentation of comparative analysis of domestic and international tourism practices.</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. A. Fyall, D. Gilbert, J. Fletcher, and S. Wanhill, Tourism: Principles and Practice. United Kingdom: Pearson Education Limited, 2017. 2. M. Assenova, and M. Vodenska, (Eds.). Traditions and Innovations in contemporary tourism. Cambridge Scholars Publishing, 2018. 3. V.B.V.Vasudevan, and B.R.S.Roy, An Introduction to the Business of Tourism. India: SAGE Publications, 2019. 4. H. Pechlaner, E. Innerhofer, and G. Erschbamer, (Eds.). Overtourism: Tourism management and solutions. Routledge, 2019. 5. M. Koščak, and T. O'Rourke, Post-Pandemic Sustainable Tourism Management: The | |

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| | New Reality of Managing Ethical and Responsible Tourism. Routledge, 2021. |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Explain the contemporary theories and models of the tourism system.2. Identify how life stage and lifestyle factors influence a decision to travel.3. Compare the international, national and state level tourism policies.4. Develop a tourism policy based on superstructure and base structure relationships. |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]**Course Code: TTM-502****Title of the Course: Wellness and Spa Management****Number of Credits: 4****Effective from AY: 2022-23**

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|---------------------------------------|--|-----------------|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the fundamentals of managing a spa and wellness tourism industry | |
| Content: | Unit 1 -Introduction Definitions and concepts, History and development of health and wellness, Geographical and regional analysis of health and wellness tourism, Contemporary leisure, lifestyle and society, Demand and motivation of health, wellness and medical tourists. Poster making and presentation. | 15 Hours |
| | Unit 2 - Spa and Wellness Tourism Products Global trends of wellness tourism. Wellness Industry Basics, Difference between Ayurvedic centers and Spa, Introduction to Spa: Origin of Spa, Types of Spas, Types of Spa Therapies, Spa Products, Meditation, Basics of Asian Therapies. Field study of different Spa and Wellness Centres across Goa. | 15 Hours |
| | Unit 3 - Entrepreneurship Opportunities Entrepreneurship in wellness tourism, establishing the business, Spa business basics, Spa offerings, Spa facility design and constructions, Operations and Management, Spa business evaluation. Standard operating procedures, Spa Human Resources, Spa facility operations, Spa client management. Market survey of tourism entrepreneurs. | 15 Hours |
| | Unit 4- Development of a wellness destination The international context for health, wellness and medical tourism, The Spa management professional, Trends of the Spa industry. Case studies from European Spa leaders, Spas of Czech Republic, Slovak Republic, and Turkey. Global Wellness Associations and International Affiliations. | 15 Hours |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. S. Mary, L. V. Wisnom, and Cornelia, Wellness Tourism A Destination Perspective , English, Hardcover Routledge advances in Tourism, 2017. 2. D .J. Frederick, Medical Tourism and Wellness: Hospitality Bridging Healthcare, Apple Academic Press, 2017. 3. K.S. Melanie and P. László, The Routledge Handbook of Health Tourism, Routledge International Handbooks, 2017. 4. W.S.Mary, and L. C. Lisa, Spa Management : An Introduction, Standard textbook of Cosmetology, 2017. 5. P-O.Marta and A-G. José, Health and Wellness Tourism: Emergence of a New Market Segment. Springer, 2017. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Describe the wellness tourism products. 2. Identify entrepreneurial opportunities through wellness tourism. 3. Identify the operational segments of a wellness tourism store. 4. Develop and promote a spa and wellness tourism destination . | |

Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-503

Title of the Course: Emerging Trends in Tourism

Number of Credits: 2

Effective from AY: 2022-23

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|---|--|---|-----------------|---|-----------------|---|-----------------|
| Pre-requisites for the Course: | Nil | | | | | | |
| Course Objectives: | To enable the learner to identify the emerging trends in tourism. | | | | | | |
| Content: | <table border="1"><tr><td>Unit 1 -Emerging Trends Introduction - Issues and challenges related to emerging trends in tourism: Agro, Adventure, Medical, Rural, Virtual, Event, and Health tourism. Factors responsible for changes in tourism concepts, Tourism impacts: Social, Cultural, Economic, Environment and Technological.</td><td>10 Hours</td></tr><tr><td>Unit 2 - Impact of Concept and Information Technology Introduction to Pine and Gilmore's Experience Economy - Experiential Tourism-Virtual experiences - Tourism for peace- Touch less tourism- Age of Artificial Intelligence-Space Tourism-Dark tourism - Case study of Dubai as an emerging heritage and IT enabled tourism city Staging experiences through role play.</td><td>10 Hours</td></tr><tr><td>Unit 3 - Future Perspective Growth - measurement of international tourism- traffic and receipts - recent trends in domestic and international travel - Tourist motivations - Future projections and upcoming tourist destinations. Making and presenting videos on latest trends in tourism like space tourism</td><td>10 Hours</td></tr></table> | Unit 1 -Emerging Trends Introduction - Issues and challenges related to emerging trends in tourism: Agro, Adventure, Medical, Rural, Virtual, Event, and Health tourism. Factors responsible for changes in tourism concepts, Tourism impacts: Social, Cultural, Economic, Environment and Technological. | 10 Hours | Unit 2 - Impact of Concept and Information Technology Introduction to Pine and Gilmore's Experience Economy - Experiential Tourism-Virtual experiences - Tourism for peace- Touch less tourism- Age of Artificial Intelligence-Space Tourism-Dark tourism - Case study of Dubai as an emerging heritage and IT enabled tourism city Staging experiences through role play. | 10 Hours | Unit 3 - Future Perspective Growth - measurement of international tourism- traffic and receipts - recent trends in domestic and international travel - Tourist motivations - Future projections and upcoming tourist destinations. Making and presenting videos on latest trends in tourism like space tourism | 10 Hours |
| Unit 1 -Emerging Trends Introduction - Issues and challenges related to emerging trends in tourism: Agro, Adventure, Medical, Rural, Virtual, Event, and Health tourism. Factors responsible for changes in tourism concepts, Tourism impacts: Social, Cultural, Economic, Environment and Technological. | 10 Hours | | | | | | |
| Unit 2 - Impact of Concept and Information Technology Introduction to Pine and Gilmore's Experience Economy - Experiential Tourism-Virtual experiences - Tourism for peace- Touch less tourism- Age of Artificial Intelligence-Space Tourism-Dark tourism - Case study of Dubai as an emerging heritage and IT enabled tourism city Staging experiences through role play. | 10 Hours | | | | | | |
| Unit 3 - Future Perspective Growth - measurement of international tourism- traffic and receipts - recent trends in domestic and international travel - Tourist motivations - Future projections and upcoming tourist destinations. Making and presenting videos on latest trends in tourism like space tourism | 10 Hours | | | | | | |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. | | | | | | |
| References/ Readings: | <ol style="list-style-type: none">1. A.Farmaki, and N. Pappas, Emerging Transformations in Tourism and Hospitality. United Kingdom: Taylor & Francis, 2021.2. M. Buck, and R. Conrady, Trends and Issues in Global Tourism 2012. Germany: Springer Berlin Heidelberg, 2012.3. B.J.Pine, and J.H.Gilmore, The experience economy. Harvard Business Press, 2011.4. D.C.Lade, and S. Nagpal, International Tourism Futures: The Drivers and Impacts of Change. United Kingdom: Goodfellow Publishers, Limited, 2020.5. H. Alriyami, H. Almuhrzi, and N. Scott, Tourism in the Arab World: An Industry Perspective. United Kingdom: Channel View Publications, 2017.6. A. Fyall, D. Gilbert, J. Fletcher, and S. Wanhill, Tourism: Principles and Practice. United Kingdom: Pearson Education Limited, 2017.7. V. B. V. Vasudevan, and B.R.S.Roy, An Introduction to the Business of Tourism. India: SAGE Publications, 2019. | | | | | | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Identify the opportunities associated with emerging trends in tourism.2. Explain the concept of experience economy.3. Develop a case study associated with an emerging tourist trend.4. Analyse the tourist movements caused due to an emerging destination. | | | | | | |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-504

Title of the Course: Managerial Communication

Number of Credits: 2

Effective from AY: 2022-23

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|---------------------------------------|--|
| Pre-requisites for the Course: | Nil |
| Course Objectives: | To enable students to effectively communicate, both orally and in written form, specifically in a corporate environment. |
| Content: | <p>Unit 1 -Oral Communication Introduction to oral communication- Importance of effective communication in an organization – components of communication – Verbal and non-verbal communication- 7 Cs of communication –Oral communication</p> <p>Unit 2 - Written Communication Business writing principles- Types of business correspondence- letters- Important business correspondence: Letters, Memos, Reports, Inquiries and Responses, Persuasive Requests, Sales and Order Letters - Itineraries - Media of Mass Communication – Notice Board – Hoarding – Newspaper - Magazines – Film – Television Write different types of business letters to seek permission to host different types of events.</p> <p>Unit 3 - Body Language and Business Presentation Body language- Position and posture– Essentials of Presentations – Rules of Presentations -Power Point templates– Time management – Voice control - Effective presentation skills- active listening – barriers- Feedback Business presentation using Body language.</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. |
| References/ Readings: | <ol style="list-style-type: none">1. S. McLean, Business Communication for Success. United States: Flat World Knowledge, 2010.2. K.O. Locker, Business and Administrative Communication. McGraw Hill, 2008.3. M.E. Guffey, and D. Loewy,. Essentials of business communication. Cengage Learning, 2022.4. M. Dainton, and E.D. Zelle, Applying communication theory for professional life: A Demonstrations introduction. Sage publications, 2022.5. W.J.Schneider, E.O. Lichtenberger, N.Mather, and N.L. Kaufman, . Essentials of assessment report writing. John Wiley & Sons, 2018. |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Identify the opportunities associated with emerging trends in tourism.2. Explain the concept of experience economy.3. Develop a case study associated with an emerging tourist trend.4. Analyse the tourist movements caused due to an emerging destination. |

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Semester II**Name of the Programme: Masters of Tourism and Travel Management [MTTM]****Course Code: TTM-505****Title of the Course: Human Resource Management****Number of Credits: 2****Effective from AY: 2022-23**

| | | |
|---------------------------------------|---|-----------------|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To apply the fundamentals of human resource management. | |
| Content: | Unit 1 -Fundamentals of HRM Introduction to HRM- Definition- Need for HRM in tourism industry- Job analysis- job description- job specification- job enlargement- job enrichment- process- stages- human resource planning- objective- need for human resource planning- approaches to HR Planning-Qualitative and Quantitative -Budget for HR –Change Management Case Analysis based on functions of management. | 10 Hours |
| | Unit 2 -Functions of HRM Meaning- definition- need- sources of recruitment- external and internal recruitment- advantages and disadvantages- selection process- selection methods -Compensation and Benefits- HR Budget. Role Play based on decision making. | 10 Hours |
| | Unit 3 -Employee Development and Welfare Training: training process- methods- techniques of training-Performance Management- appraisal process- methods of performance appraisal-problems- Errors- Employee separations- Ethics in HR- Employee Legislations. Curating a training module. | 10 Hours |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. T.V.Rao, and U. Pareek, Designing and Managing Human Resource Systems. India: CBS Publishers & Distributors, 2015. 2. S.Goss-Turner, and M. J. Boella, Human Resource Management in the Hospitality Industry: A Guide to Best Practice. United Kingdom: Routledge, 2013. 3. M. Riley, Human resource management in the hospitality and tourism industry. Routledge, 2014. 4. C.B.Gupta, A Textbook of Organisational Behaviour with Text and Cases. India: S. Chand Publishing, 2014. 5. K. Aswathappa, Organisational Behaviour. India: Himalaya Publishing House, 2015. 6. F. Luthans, B. C. Luthans, and K.W.Luthans, Organizational Behavior: An Evidence-Based Approach Fourteenth Edition. IAP, 2012. 7. R. Konopaske, J.M. Ivancevich, and M.T. Matteson, Organizational behavior and management. New York, EUA: McGraw-Hill Education, 2018. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Identify the functions of the human resource management department. 2. Design a human resource plan for a mid to large size tourism organization. 3. Demonstrate interview techniques through role play. 4. Evaluate the process of change management. | |

Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-506**

Title of the Course: **Marketing Management**

Number of Credits: **2**

Effective from AY: **2022-23**

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|---------------------------------------|--|
| Pre-requisites for the Course: | Nil |
| Course Objectives: | To enable a learner to utilize effective marketing skills. |
| Content: | <p>Unit 1 -Fundamentals of marketing management Approaches to the study of marketing, evaluation, 8 Ps of marketing mix, components of tourism and hospitality product, market component of tourism and heritage, and distribution channels. Poster making and presentation</p> <p>Unit 2 -Pricing Strategies and business models Pricing Strategies - Dynamic Pricing. Marketing Domains-B2C-B2B-C2C-C2B-(B-Business, C- Customer), Setting up Online Marketing presence-demand and supply challenges- component of tourism environments.</p> <p>Unit 3 -Fundamentals of product life cycle Product Life Cycle vs. Tourism Area Life Cycle, Product Positioning - Product meaning and role- process - steps in product development – test marketing- why new product fail- consumer adoption process- Distribution Mix- Product decisions: Branding, brand strategies, packing decisions-Case studies of Destinations on stages of life cycle – Destination revival strategies. Developing Marketing Plan for a tourist destination/ tourism product</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. |
| References/ Readings: | <ol style="list-style-type: none">1. S. Baloglu, P. Kotler, J.T., Bowen, and J.C. Makens, Marketing for Hospitality and Tourism. United Kingdom: Pearson, 2017.2. P.Kotler, M. Volkov,G.M. Armstrong,S. Adam, S.M. Denize,. Principles of Marketing. Australia: Pearson Australia, 2017.3. V.S.Ramaswamy, and S. Namakumari, Marketing Management: Indian Context Global Perspective. India: SAGE Publications. 2018.4. V.S. Ramaswamy, and S. Namakumari, Marketing Management, 4th ed., MacMillan India, Delhi, 2010.5. R.L. Varshney, and S.L. Gupta, Marketing Management: an Indian Perspective, 3rd ed., Sultan Chand Publishers, New Delhi, 2011.6. R.Still, R.Edward, W. Cindiff, and N.A. P. Govoni, Sales Management Decisions Strategies and Cases, Prentice Hall India, New Delhi, 2011. |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Define key concepts and principles of marketing as applied to destinations and the tourism experience.2. Apply Ps of the Marketing Mix to the tourism industry.3. Analyse the effectiveness of marketing strategies implemented by the tourism industry sector to identify and retain customers.4. Develop a marketing plan for tourism products and destinations. |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-507

Title of the Course: Ethical, Legal and Regulatory Aspects of Tourism

Number of Credits: 4

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil |
| Course Objectives: | To understand the regulations for domestic and international travel. |
| Content: | <p>Unit 1 -Introduction to Ethics Introduction to business ethics, Meaning-Definition-Scope, Morality and Values, Type of Ethics - Deontological - Teleological - Virtue - Consequentialism-Theories, Ethical Dilemmas, Global Code of Ethics in Tourism, Business compulsions and ethical parameters-Principles and practices in business ethics-Trademarks-Patents-Copyrights. Law of Contracts-Business Compulsions-Duress Case study analysis</p> <p>Unit 2 -Regulations related to Environment and Heritage Acts associated with Environment: The Wild Birds and Animals Protection Act, 1912, The Environment (Protection) Act, 1986. Coastal regulation zone act, 1991. Acts related to preservation of monuments, heritage, arts, and antiquity: The Ancient and Historical Monuments and Archaeological Sites and Remains (Declaration of National Importance) Act, 1951. The Antiquities and Art Treasures (AAT) Act of 1972 Field study of monuments and museums</p> <p>Unit 3 -Regulations in Travel and Tourism Regulations for Travels agencies and accommodation- Acts related to aviation: The Aircraft Act, 1934; The Aircraft (Security) Rules 2011; Directorate General of Civil Aviation formalities for business and recreational flying in India – Acts and Regulations associated with Adventure Tourism Operations, Labour Laws – Workman Compensation Act, Maternity Benefit Act, and Factories Act. Presentation of associated cases</p> <p>Unit 4- Regulations related to travel documents International Conventions, Definition of a Foreigner, Foreigners Act, Overseas Citizen of India, Passport Act of India, Types of Passports- Diplomatic, Personal and Labour, Restricted area in India, Visa and Permits, Adventure Tour Operator Regulations- Indian Mountaineering Foundation - Peak Booking Formalities, Travel Insurance – Need for Travel Insurance – Provisions and Riders – Emergency Evacuation. Study of regulations required by Adventure tour operators and destinations</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. |

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| References/ Readings: | <ol style="list-style-type: none"> 1. A. Murugan, <i>Contemporary Tourism and Hospitality Laws</i>. Himalaya Publishing House, New Delhi, 2015. 2. C. S. V. Murthy, <i>Business Ethics (Text & Cases)</i>. Himalaya Publishing House . New Delhi, 2009. 3. C. Dias, S. Thripati, D. Rodrigues, and B. De Souza, <i>A Hand Book for Tourism Professionals on Ethical, Legal and Regulatory Aspects</i>. Himalaya Publishing House, New Delhi, 2019. 4. M.Košćak, and T. O'Rourke, <i>Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations</i>. United Kingdom: Taylor & Francis, 2019. 5. E.Laws, J.F. Agrusa, and H Richins, <i>Tourist Destination Governance: Practice, Theory and Issues</i>. United Kingdom: CAB International, 2011. |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the importance of ethics for tourism business units. 2. Explain the importance of AMASR 1951 and AATA 1972 in preservation of ancient art, antiques, monuments, and architecture. 3. Compare the role of international conventions in the regulation of hospitality, heritage, aviation, travel and tourism. 4. Recommend the essential travel documents required for international travel. |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-508

Title of the Course: International Tourism Management

Number of Credits: 4

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | | | | | | | | |
| Course Objectives: | To identify the emerging patterns and trends in light of world events and economic growth | | | | | | | | |
| Content: | <table border="1"><tr><td>Unit 1 Introduction to International Tourism International Tourism growth, Forces and factors influencing growth of international tourism, Changes in Tourism Policies and Residential Status, International destinations, Destination Management- National and Destination competitiveness, Tourism Balance of Payments, Tourism Futures. Case study analysis on international tourism destinations</td><td>15 Hours</td></tr><tr><td>Unit 2 International tourism movements Trends in tourists' arrivals and receipt in international tourism, Influence of advanced infrastructural developments, Major World events that can trigger travel: Sporting Events, Film Festivals, Trade and commerce Festivals, Food and Beverage Festivals, EDM-Festivals, Youth Festivals, Defense Exhibitions, Maritime Exhibitions, Elections, and International Conventions and Conferences Field study of MICE events.</td><td>15 Hours</td></tr><tr><td>Unit 3 Distribution of International Tourism Regional Distribution of International Tourism trends in Europe. International tourism trends in Americas. Regional Distribution of International Tourism trends in Asia-Pacific region. International tourism trends in Africa and Middle East. Trend analysis using spread sheet and computer applications</td><td>15 Hours</td></tr><tr><td>Unit 4 International tourism organisations International Tourism Organization: United Nations World Tourism Organization (UNWTO) - Role in tourism development and promotion, membership and objectives, World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives Pacific Asia Travel Association (PATA): role in tourism development and promotion, membership and objectives International Air Transports Association (IATA): role in tourism development and promotion, membership and objective</td><td>15 Hours</td></tr></table> | Unit 1 Introduction to International Tourism International Tourism growth, Forces and factors influencing growth of international tourism, Changes in Tourism Policies and Residential Status, International destinations, Destination Management- National and Destination competitiveness, Tourism Balance of Payments, Tourism Futures. Case study analysis on international tourism destinations | 15 Hours | Unit 2 International tourism movements Trends in tourists' arrivals and receipt in international tourism, Influence of advanced infrastructural developments, Major World events that can trigger travel: Sporting Events, Film Festivals, Trade and commerce Festivals, Food and Beverage Festivals, EDM-Festivals, Youth Festivals, Defense Exhibitions, Maritime Exhibitions, Elections, and International Conventions and Conferences Field study of MICE events. | 15 Hours | Unit 3 Distribution of International Tourism Regional Distribution of International Tourism trends in Europe. International tourism trends in Americas. Regional Distribution of International Tourism trends in Asia-Pacific region. International tourism trends in Africa and Middle East. Trend analysis using spread sheet and computer applications | 15 Hours | Unit 4 International tourism organisations International Tourism Organization: United Nations World Tourism Organization (UNWTO) - Role in tourism development and promotion, membership and objectives, World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives Pacific Asia Travel Association (PATA): role in tourism development and promotion, membership and objectives International Air Transports Association (IATA): role in tourism development and promotion, membership and objective | 15 Hours |
| Unit 1 Introduction to International Tourism International Tourism growth, Forces and factors influencing growth of international tourism, Changes in Tourism Policies and Residential Status, International destinations, Destination Management- National and Destination competitiveness, Tourism Balance of Payments, Tourism Futures. Case study analysis on international tourism destinations | 15 Hours | | | | | | | | |
| Unit 2 International tourism movements Trends in tourists' arrivals and receipt in international tourism, Influence of advanced infrastructural developments, Major World events that can trigger travel: Sporting Events, Film Festivals, Trade and commerce Festivals, Food and Beverage Festivals, EDM-Festivals, Youth Festivals, Defense Exhibitions, Maritime Exhibitions, Elections, and International Conventions and Conferences Field study of MICE events. | 15 Hours | | | | | | | | |
| Unit 3 Distribution of International Tourism Regional Distribution of International Tourism trends in Europe. International tourism trends in Americas. Regional Distribution of International Tourism trends in Asia-Pacific region. International tourism trends in Africa and Middle East. Trend analysis using spread sheet and computer applications | 15 Hours | | | | | | | | |
| Unit 4 International tourism organisations International Tourism Organization: United Nations World Tourism Organization (UNWTO) - Role in tourism development and promotion, membership and objectives, World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives Pacific Asia Travel Association (PATA): role in tourism development and promotion, membership and objectives International Air Transports Association (IATA): role in tourism development and promotion, membership and objective | 15 Hours | | | | | | | | |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | | | | | | | | |

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| References/ Readings: | <ol style="list-style-type: none"> 1. A.K. Bhatia, International Tourism: Fundamentals and Practices. Sterling Publications, New Delhi,1991. 2. S. Horner, and J. Swarbrooke, International Cases in Tourism Management, Routledge, London, 2004. 3. S. Singh, Domestic Tourism in Asia: Diversity and Divergence, Tranasia, Frankfurt, 2011. 4. A. Fyall, D. Gilbert, J. Fletcher, and S. Wanhill, Tourism: Principles and Practice. United Kingdom: Pearson Education Limited, 2017. 5. J. R. B. Ritchie, and C.R. Goeldner, Tourism. United Kingdom: Wiley, 2006. 6. C.M. Hall, and C. Cooper, Contemporary Tourism: An International Approach. Netherlands: Butterworth-Heinemann, 2008. 7. V. B.V. Vasudevan, and. B.R.S. Roy, An Introduction to the Business of Tourism. India: SAGE Publications, 2009. |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the factors that influence global travel. 2. Examine the emerging patterns and trends for international tourism destinations. 3. Interpret the role and contributions of Major Tourism organizations in tourism development and promotion. 4. Design tourism strategies for destinations using destination competitiveness models. |

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Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-509**

Title of the Course: **Sustainable Tourism**

Number of Credits: **4**

Effective from AY: **2022-23**

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the fundamentals of sustainable tourism practices. | |
| Content: | <p>Unit 1 Introduction to International Tourism International Tourism growth, Forces and factors influencing growth of international tourism, Changes in Tourism Policies and Residential Status, International destinations, Destination Management- National and Destination competitiveness, Tourism Balance of Payments, Tourism Futures. Case study analysis on international tourism destinations</p> <p>Unit 2 International tourism movements Trends in tourists' arrivals and receipt in international tourism, Influence of advanced infrastructural developments, Major World events that can trigger travel: Sporting Events, Film Festivals, Trade and commerce Festivals, Food and Beverage Festivals, EDM-Festivals, Youth Festivals, Defense Exhibitions, Maritime Exhibitions, Elections, and International Conventions and Conferences Field study of MICE events.</p> <p>Unit 3 Distribution of International Tourism Regional Distribution of International Tourism trends in Europe. International tourism trends in Americas. Regional Distribution of International Tourism trends in Asia-Pacific region. International tourism trends in Africa and Middle East. Trend analysis using spread sheet and computer applications</p> <p>Unit 4 International tourism organisations International Tourism Organization: United Nations World Tourism Organization (UNWTO) - Role in tourism development and promotion, membership and objectives, World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives Pacific Asia Travel Association (PATA): role in tourism development and promotion, membership and objectives International Air Transports Association (IATA): role in tourism development and promotion, membership and objective</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. C. Cooper, and D.A. Fennell, <i>Sustainable Tourism: Principles, Contexts and Practices</i>. United Kingdom: Channel View Publications, 2020. 2. P. Modica, <i>Sustainable Tourism Management and Monitoring. Destination, Business and Stakeholder Perspectives</i>. Italy: Franco Angeli Edizioni, 2016. 3. D.L. Edgell, <i>Managing Sustainable Tourism: A Legacy for the Future</i>. United Kingdom: Routledge, 2020. 4. D. Weaver, <i>Sustainable Tourism</i>. Netherlands: Taylor & Francis, 2007. 5. D.C. Esty, and A. Winston, <i>Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage</i>. John Wiley & Sons, 2009. | |

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| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none"><li data-bbox="343 112 1527 145">1. Describe the dimensions of sustainable tourism and their role in tourism industry<li data-bbox="343 145 1527 224">2. Explain how a geographic milieu of a destination influences the sustainable tourism practices.<li data-bbox="343 224 1527 302">3. Demonstrate sustainable tourism practices that can be implemented in tourism destinations<li data-bbox="343 302 1527 358">4. Develop a sustainable tourism plan for the tourism sectors in a select destination |
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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-521

Title of the Course: Airport Operations Management

Number of Credits: 4

Effective from AY: 2022-23

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|---|---|---|-----------------|---|-----------------|---|-----------------|--|-----------------|
| Pre-requisites for the Course: | Nil | | | | | | | | |
| Course Objectives: | To explain the operational aspects of an international airport. | | | | | | | | |
| Content: | <table border="1"><tr><td>Unit 1 Introduction to the Aviation Industry History and Role of Airports in the Aviation Industry, Airport Customers and Partners, Influence of Air transport. Standardization of Airports- Introduction to Standards and Recommended Practices. The Airport Business: Capital-Operating-Aeronautical and Non-Aeronautical Costs, Service providers in the Air Transport Industry, Partnership in the Aviation Industry, Socio-Environmental and Economic Impact of Aviation Industry. Field study of naval aircraft museum</td><td>15 Hours</td></tr><tr><td>Unit 2 Air Side Operations Airport terminal design, Types of terminals, Arrival, Departure and Airside of the Airport, Types of passengers, Types of baggage, Airport certifications, Role of International Civil Aviation Organisation (ICAO), Regulations set by Directorate General of Civil Aviation (DGCA) and International Associations, Safety and Security in Airports, Safety Plans, Inspections and Audits, Permits to Operate Vehicles, Foreign Object Damage Control and Management, Identification of dangerous passengers, Civil Security and Evacuation Plans Airport model making</td><td>15 Hours</td></tr><tr><td>Unit 3 Primary Support Systems in an Airport Primary Support Systems, Fire and Rescue, Medical Services, Aircraft Recovery, Secondary Support Systems, Airport Services, Maintenance, Facilities, Storm Water Management, Solid Waste Management. Safety Plan; Operational Safety-Inspections and Audits. Civil Aviation Security, Foreign Object Damage (FOD).</td><td>15 Hours</td></tr><tr><td>Unit 4 Role of Public-Private Partnership in Airports Role of Public-Private Partnership in Airports, Role of Airport Authority of India (AAI) and GrandhiMallikarjuna Rao (GMR), Best Practices and Study of World's Best Airports, Future of Airports in India, Comparative studies of International Airports, Comparative analysis of the world airports – London Heathrow, Chicago O'Hare, and Changi-Singapore. CSR Activities of Airports.</td><td>15 Hours</td></tr></table> | Unit 1 Introduction to the Aviation Industry History and Role of Airports in the Aviation Industry, Airport Customers and Partners, Influence of Air transport. Standardization of Airports- Introduction to Standards and Recommended Practices. The Airport Business: Capital-Operating-Aeronautical and Non-Aeronautical Costs, Service providers in the Air Transport Industry, Partnership in the Aviation Industry, Socio-Environmental and Economic Impact of Aviation Industry. Field study of naval aircraft museum | 15 Hours | Unit 2 Air Side Operations Airport terminal design, Types of terminals, Arrival, Departure and Airside of the Airport, Types of passengers, Types of baggage, Airport certifications, Role of International Civil Aviation Organisation (ICAO), Regulations set by Directorate General of Civil Aviation (DGCA) and International Associations, Safety and Security in Airports, Safety Plans, Inspections and Audits, Permits to Operate Vehicles, Foreign Object Damage Control and Management, Identification of dangerous passengers, Civil Security and Evacuation Plans Airport model making | 15 Hours | Unit 3 Primary Support Systems in an Airport Primary Support Systems, Fire and Rescue, Medical Services, Aircraft Recovery, Secondary Support Systems, Airport Services, Maintenance, Facilities, Storm Water Management, Solid Waste Management. Safety Plan; Operational Safety-Inspections and Audits. Civil Aviation Security, Foreign Object Damage (FOD). | 15 Hours | Unit 4 Role of Public-Private Partnership in Airports Role of Public-Private Partnership in Airports, Role of Airport Authority of India (AAI) and GrandhiMallikarjuna Rao (GMR), Best Practices and Study of World's Best Airports, Future of Airports in India, Comparative studies of International Airports, Comparative analysis of the world airports – London Heathrow, Chicago O'Hare, and Changi-Singapore. CSR Activities of Airports. | 15 Hours |
| Unit 1 Introduction to the Aviation Industry History and Role of Airports in the Aviation Industry, Airport Customers and Partners, Influence of Air transport. Standardization of Airports- Introduction to Standards and Recommended Practices. The Airport Business: Capital-Operating-Aeronautical and Non-Aeronautical Costs, Service providers in the Air Transport Industry, Partnership in the Aviation Industry, Socio-Environmental and Economic Impact of Aviation Industry. Field study of naval aircraft museum | 15 Hours | | | | | | | | |
| Unit 2 Air Side Operations Airport terminal design, Types of terminals, Arrival, Departure and Airside of the Airport, Types of passengers, Types of baggage, Airport certifications, Role of International Civil Aviation Organisation (ICAO), Regulations set by Directorate General of Civil Aviation (DGCA) and International Associations, Safety and Security in Airports, Safety Plans, Inspections and Audits, Permits to Operate Vehicles, Foreign Object Damage Control and Management, Identification of dangerous passengers, Civil Security and Evacuation Plans Airport model making | 15 Hours | | | | | | | | |
| Unit 3 Primary Support Systems in an Airport Primary Support Systems, Fire and Rescue, Medical Services, Aircraft Recovery, Secondary Support Systems, Airport Services, Maintenance, Facilities, Storm Water Management, Solid Waste Management. Safety Plan; Operational Safety-Inspections and Audits. Civil Aviation Security, Foreign Object Damage (FOD). | 15 Hours | | | | | | | | |
| Unit 4 Role of Public-Private Partnership in Airports Role of Public-Private Partnership in Airports, Role of Airport Authority of India (AAI) and GrandhiMallikarjuna Rao (GMR), Best Practices and Study of World's Best Airports, Future of Airports in India, Comparative studies of International Airports, Comparative analysis of the world airports – London Heathrow, Chicago O'Hare, and Changi-Singapore. CSR Activities of Airports. | 15 Hours | | | | | | | | |
| Pedagogy | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | | | | | | | | |

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| References/ Readings: | <ol style="list-style-type: none"> 1. A. Graham, <i>Managing Airports: International Perspective</i>. Routledge, London, 2015. 2. J. Forrest, and J. Price, <i>Demonstrations Airport Operations, Safety, and Emergency Management: Protocols for Today and the Future</i>. Netherlands: Elsevier Science, 2016. 3. J.G. Wensveen, and A.T. Wells, <i>Air transportation: A management perspective</i>. Aldershot, England: Ashgate, 2007. 4. A.T.Wells, <i>Air transportation: A management perspective</i>. Belmont, CA: Thomson/Brooks/Cole, 2004. 5. C. Dias, S. Thripati, D. Rodrigues, and B. De Souza, <i>A Hand Book for Tourism Professionals on Ethical, Legal and Regulatory Aspects</i>. Himalaya Publishing House, New Delhi, 2019 |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the Socio-Environmental-Economic impact of an airport. 2. Describe the air-side operations at an airport. 3. Compare the primary and secondary support services offered at an airport 4. Assess the role of Private, Public Partnership opportunities at an airport. |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-522

Title of the Course: Aviation Project Management

Number of Credits: 4

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the idea of project planning and management | |
| Content: | Unit 1 Project Formulation Introduction to aviation project management, History, Meaning and definition, Features of projects, Classification, Types, Project formulation, Project life cycle. | 15 Hours |
| | Unit 2 Project Feasibility Study Meaning, Stages in aviation project formulation, Need for feasibility studies; TELOS Approach, Project report preparation, Project Support Facilities, Need for support system, Nature and types of project supporting facilities, Incentives and subsidies, Government and Institutional support | 15 Hours |
| | Unit 3 Project Control Systems Project control methods, Selection of project, Portfolio theory approach, Network analysis and decision-making: Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM) techniques, Project scheduling | 15 Hours |
| | Unit 4 Risk Management Risk management process, Type of risks, Risk Identification and Measurement, Measurement methods, Probability approach, Disaster management in Aviation, Business continuity plan: Business Contingency. Risk analysis and mitigation using case study | 15 Hours |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. D.Lock,and G. Triant, <i>Aviation Project Management</i>. Routledge, USA, 2016. 2. T.G.Flouris, and D. Lock, <i>Managing Aviation Projects: Concept to Completion</i>. Routledge, USA, 2016. 3. G.L.Richardson, <i>Project Management Theory and Practice</i>. United States: CRC Press,2010. 4. H.Kerzner, <i>Project Management: Case Studies</i>. Germany: Wiley, 2013. 5. H. Altfeld, <i>Commercial Aircraft Projects: Managing the Development of Highly Complex Products</i>. United Kingdom: Taylor & Francis, 2016. 6. J.G. Wensveen, and A.T. Wells, <i>Air transportation: A management perspective</i>. Aldershot, England: Ashgate, 2007. 7. A.T. Wells, <i>Air transportation: A management perspective</i>. Belmont, CA: Thomson/Brooks/Cole, 2004. 8. C.Dias, S.Thripati, D. Rodrigues, and B. De Souza, <i>A Handbook for Tourism Professionals on Ethical, Legal and Regulatory Aspects</i>. Himalaya Publishing House, New Delhi, 2019. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Describe the four stages of a project 2. Explain the function of a Gantt chart 3. Identify the five main elements of a PERT diagram and what their purpose is 4. Illustrate how a Critical Path is developed | |

Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-523**

Title of the Course: **Air Fares and Ticketing**

Number of Credits: **4**

Effective from AY: **2022-23**

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the fundamentals of air fares and ticketing | |
| Content: | <p>Unit 1 Introduction to Air Conventions and Regulatory Bodies International organizations: ICAO and IATA. Warsaw Convention; Hub & Spoke Concept; Airport Taxes; Airline Baggage Allowance System: Weight System, Piece System, Checked & Unchecked Baggage and Cabin Baggage. IATA Codes: Encoding/Decoding airline, city/airport & country codes. Stopover & Transit/Transfer Points. Hands on training on GDS</p> <p>Unit 2 Essentials of time management International Date Line, GMT/UTC time, World Time Zones, Time Difference Calculation; Concept of Day Light Saving; Concept of Elapsed Time, Ground Time, Flying Time; Minimum Connecting Time (MCT)</p> <p>Unit 3 Air Fares Basics Anatomy of a Journey - IATA Traffic Conference Areas; Global Indicators (GI); Types of Air Journeys: One Way (OW), Round Trip (RT), Circle Trip (CT), Round the World (RTW), Open Jaw; Type of Flights: Short Haul, Long Haul, Feeder, Add-on; Flag Carriers and Low Cost Carriers. Interpret fare rules and design itinerary.</p> <p>Unit 4 Technical aspects of ticketing Airline ticketing related publication- Official Airline Guide (OAG), Travel information manual (TIM) and Passenger Air Tariff (PAT); Central Reservation Systems (CRS) and Global distribution systems (GDS) (Amadeus, Galileo, SABRE): Origin and growth; GDS Ticketing: Overview, Basic fields of PNR, Itinerary Pricing, Ticket Issuance-Fare Basis Code, Minimum-Maximum Stay, Weekend, Weekdays Code, Tour Code, Endorsement, Fare Construction, Form of Payment, Plating Carrier); IATA BSP: Origin, concept and functions – Normal and Special Fares Role Play on pricing decisions using rate tables and fare rules</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures / classroom discussion / simulation/ presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. R.Ang, R. <i>Airline Tariff and Ticketing</i>. Canadian Institutes of Travel Counsellors, Canada, 2003. 2. J.K.Sharma, <i>Flight Reservation and Airline Ticketing</i>. India: Kanishka Publishers, Distributors, 2009. 3. A.T. Wells, <i>Air transportation: A management perspective</i>. Belmont, CA: Thomson/Brooks/Cole, 2004. 4. R.Curran, and A. Ghijs, and W.Verhagen, <i>Air Transport and Operations: Proceedings of the First International Air Transport and Operations Symposium</i>. Germany: IOS Press, 2010. 5. E. Boyd, <i>The future of pricing: how airline ticket pricing has inspired a revolution</i>. Springer, 2016. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Explain how the ICAO and IATA influence air fares and ticketing procedures. | |

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| | <ol style="list-style-type: none">2. Locate the cities associated with countries on a world map using IATA codes.3. Explain the anatomy of a journey through a ticketed itinerary.4. Create a booking file and issue a ticket for air travel. |
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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-524

Title of the Course: Rural Tourism Management

Number of Credits: 4

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the fundamentals of rural tourism | |
| Content: | <p>Unit 1 Components of Rural Tourism Rural tourism - meaning - components - clusters - rural enterprise - community engagement and involvement- network development - social enterprise and rural landscapes - Rural business environment- Challenges and strategies for business development - Innovation and collaboration- Rural policy and planning. Develop model clusters of tourism villages</p> <p>Unit 2 Networks and Partnerships in Rural tourism Co-operative marketing structures-Regional cooperation in Rural tourism trails-Rural distilleries and food tourism clusters - globalization and community power - farm tourism - apiculture - farm and agro experiences- partnerships life cycle. Case study of Rural Tourism Development in Indonesia and Turkey.</p> <p>Unit 3 Quality and Sustainable Rural Tourism Business Quality as a key driver -Integrated Quality Management in Rural Tourism; environmental management systems - quality of local circuits and networks - local tourism business and support systems-Implications of Milieu-sustainable rural tourism practices - Inclusive approach Circuit development Project</p> <p>Unit 4 Emerging trends in Rural Tourism Emerging rural tourism businesses and expansion - Homestay, Walking tours, e-biking, and experiential stay - Rural tourism branding - Hinterland tourism - Rural rail networks - toy train- Rural architecture - Religious and cultural influences- Rural places of worship- Sacred grove. Poster making and presentation</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. G. Akkuş, and M.S. Erciş, M.S,<i>Selected Studies on Rural Tourism and Development</i>. United Kingdom: Cambridge Scholars Publishing, 2019. 2. D.Hall, I. Kirkpatrick, and M. Mitchell, <i>Rural Tourism and Sustainable Business</i>. United Kingdom: Channel View Publications, 2005. 3. E. Kastenholz, C. Eusébio, M.J. Carneiro, <i>Meeting Challenges for Rural Tourism through Co-Creation of Sustainable Tourist Experiences</i>. Cambridge Scholars Publishing, 2016. 4. A. Oriade, and P. Robinson, <i>Rural Tourism and Enterprise: Management, Marketing and Sustainability</i>. United Kingdom: CABI, 2019. 5. L. Roberts, D. Hall, M. Morag, D.L.Roberts, and P.D. Ioannides, <i>New Directions in Rural Tourism. In New Directions in Rural Tourism</i>. Taylor and Francis, 2017. 6. G. Saxena, <i>Marketing Rural Tourism: Experience and Enterprise</i>. United Kingdom: Edward Elgar Publishing, Incorporated, 2016. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Define the components of Rural tourism. | |

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| | <ol style="list-style-type: none">2. Identify the network systems that can help develop Rural tourism.3. Explain how quality management influences Rural tourism development.4. Develop a Rural Tourism circuit for a selected village. |
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Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-525**

Title of the Course: **Travel Consultancy and Tour Operations**

Number of Credits: **2**

Effective from AY: **2022-23**

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To enable a learner to manage travel and tour operations | |
| Content: | <p>Unit 1 Introduction to Travel agency Definition, Scope, Types of travel agencies, General- Preferred- Passenger-Business- Class- Cargo- Niche- Traveler preferences – Leisure and Business, Technology in travel industry-Artificial Intelligence-Big Data-Block Chain-Voice Recognition-Facial Recognition. Travel destinations – 5A’s of a Destination, Destination profiling – Story Boarding, Travel products and Services, Itinerary – Design and planning, Essentials of a holiday package. Customer profiling using story boards.</p> <p>Unit 2 Introduction to Travel agency operations Travel Agency Operations – Inbound and Outbound Tours- Scope and role of retailers, Modern travel agencies – Online Travel Agencies – Expedia – Make-my-Trip, Travel Aggregators, Travel organization, Customer service, Quality in operations, SERVQUAL Concept, Travel metrics: Key Result Areas (KRA), Service Level Agreements (SLA), Key Performance Indicators (KPI)- Start up Essentials – Active and Passive sources of Revenue. Developing travel agency matrix</p> <p>Unit 3 Benefits of association Travel agency appointments, Analysis of travel trends and mobilities through publications: World Travel and Tourism Council (WTTC), United Nations World Tourism Organisations (UNWTO), Trade association activities, IATA allied service, IATA accreditation for agency, Indian association of travel operators, World tourism and travel council, Federation of Hotel & Restaurant Association of India (FHRAI), Travel Agents Association of India (TAAI), Travel and Tour Agents of Goa (TTAG), Indian Adventure Tour Operators (IATO). Field study of Travel Agencies across Goa</p> | <p>10 Hours</p> <p>10 Hours</p> <p>10 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. B. V. Roy and V. S. Vasudevan, <i>An Introduction to the Business of Tourism</i>. India: SAGE Publications, 2019. 2. A. Biwal, J. Vandana, and S. Roday, <i>Tourism Operations and Management</i> India: Oxford University Press, 2009. 3. M.C. Dhiman, and V. Chauhan, <i>Handbook of Research on International Travel Agency and Tour Operation Management</i>. United States: Business Science Reference, 2019. 4. A.Gupta, <i>Travel Agency and Tour Operation: Concepts and Principles</i>. New Delhi: Centrum, 2012. 5. J. Negi, <i>Travel Agency and Tour Operation: Concept and Principles</i>. New Delhi: Kanishka Publisher, 2006s. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Compare the functions of travel agencies. | |

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| | <ol style="list-style-type: none">2. Identify the essential elements of a tour package.3. Explain the functioning of a travel agency.4. Create a tour brochure using a story-board on life-style and life stages of tourists. |
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Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-526**

Title of the Course: **Travel Media and Journalism**

Number of Credits: **2**

Effective from AY: **2022-23**

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | Enable learners to understand the basics of travel journalism and its role in tourism promotion | |
| Content: | <p>Unit 1 Travel Writing Story boarding, Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Researching and Approaching Markets, how to portray the experiences: Practical tips, Choosing the right words, Verbs, Adjectives and Clichés. Developing a story board</p> <p>Unit 2 Types of Travel Books Types of travel books: Guidebooks, Accommodation Guides, Business Travel, Coffee Table Books, Autobiographical Tales. Travel Research Topics: Sources of Information, organizing research material, Developing Ideas for Travel Articles, Journey Pieces, Activity Pieces, Special Interest Pieces, Ideas from own travel experiences, Ideas from other sources. Book Review. Design a departmental magazine</p> <p>Unit 3 Photography in Tourism Photography for travel magazines, Fundamentals of photography (Basic settings and features of DSLR), People & Portraits, landscapes, monuments and buildings, cities and towns, Friends and Family, Illustrations: The Practicality of taking photographs, non-photographic illustrations. Creating tourism promotional videos</p> | <p>10 Hours</p> <p>10 Hours</p> <p>10 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. E. Avraham, and E. Ketter, <i>Media Strategies for Marketing Places in Crisis</i>. United Kingdom: Taylor & Francis Group, 2017. 2. C. Blanton, <i>Travel Writing</i>. Taylor & Francis, 2013. 3. C.Nielsen, <i>Tourism and the Media: Tourist Decision-making, Information, and Communication</i>. Austria: Hospitality Press, 2001. 4. R.C.Wood, E.Wilkie, M., Riley, E. Szivas, and M. Clark, <i>Researching and Writing Dissertations in Business and Management</i>. United Kingdom: Thomson Learning, 2000. 5. B. Cocking, <i>Travel Journalism and Travel Media: Identities, Places and Imaginings</i>. Springer Nature, 2020. 6. B. Pirolli, <i>Travel journalism: Informing tourists in the digital age</i>. Routledge, 2018. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Understand the media used in travel writing. 2. Find the sources of information for travel writing. 3. Develop an e-travel journal documenting evidence of a study tour 4. Capture appropriate images for written content | |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-527

Title of the Course: History and Heritage of Goa

Number of Credits: 4

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The learner will be able to understand the history, built and natural heritage of Goa. | |
| Content: | <p>Unit 1 Early History of Goa Etymology of Goa, Geographical features and their impact on History-Pre-Historical Remains, Megalithic Sites: Dudhsagar-Kushavati-Mhadei Cultures, Gaunkari and Gaonponn, Principal Rulers from Bhojas to Adilshahi and their cultural contribution, Economy: Chandor, Gopakapattana, Raibandar and Ella. Field studies on Goan Heritage sites</p> <p>Unit 2 Portuguese Rule in GoaOld Conquests, New Conquests, Religious Policy: Christianisation and Lusitanisation, Administration under absolutist monarchy, Pombaline Reforms, Major Revolts in Goa Cuncolim (1575-1583), Priestly Revolts, Rane Revolts and Military Mutinies. Liberal Constitutional Period (1821-1910), Republic and Dictatorship of Salazar.</p> <p>Unit 3 Introduction to Heritage of Goa Heritage, Meaning, Scope, Classification, Natural heritage, Geographical heritage: Flora and Fauna, Sacred Groves, Built heritage: Domestic, Politico-Military, Religious, Archaeological and Architectural Heritage, Goan Diaspora, Living heritage, Legal heritage-Codified family law. Observational study of Goan wildlife sanctuaries and national Parks</p> <p>Unit 4 Cultural Heritage of Goa Cultural heritage, Music, Dance, Folktales, Dress, Cuisine, Festivals, Religious precepts and Practices, Syncretism in Goan Society. Preservation and Conservation of Goan Heritage: Role of Government, NGOs, Educational institutions, Museum, Government interventions and support. Constructing Goan Identity: Image of Goa- Dourada-Goa Indica, Awareness of Self: T.B. Cunha, Denationalization of Goans. Contesting identity: Opinion poll, Konkani Language movement and Statehood. Curate a cultural heritage festival</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. C.Alvares,.Fish Curry and Rice: The Goa Foundation, Mapusa, 2002. 2. G.Bodhe, Goa A View from Heavens. Siddhishakti Publications, Mumbai, 2002. 3. C.R.Boxer, Four Centuries of Portuguese Expansion, 1415-1825, A Succinct Survey. Johannesburg: Witwatersr and University Press, 1961. 4. T.R.De Souza, Indo-Portuguese History: Old Issues, New Questions. New Delhi: Concept Publishing Company, 1985. 5. T.R. De Souza, Medieval Goa: A Socio-economic History. India: Concept, 1979. 6. T.R. De Souza, Goa Outgrowing Postcolonialism: Historical Explorations. Portugal: Createspace. Independent Publisher, 2014. 7. A.R. Dhume, The Cultural History of Goa - from 10000 B.C. to 1352 A.D., Broadway Book Centre, Panjim, 2006. 8. J.N.Fonseca, A Historical and Archeological sketch of the city of Goa. Asian | |

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| | <p>Educational Services, New Delhi, 1994.</p> <p>9. M.Hall, Window on Goa – A History and Guide. Quiller Press, London, 2004.</p> <p>10. A.Henn, Hindu-Catholic Encounters in Goa: Religion, Colonialism, and Modernity. Bloomington: Indiana University Press, 2014.</p> <p>11. P. Kamat, Farar Far: Popular Resistance to Colonial Hegemony In Goa, 1510-1961. Institute Menezes Braganza, Panjim, 1999.</p> <p>12. P. Kamat, Goa: Its Tryst with Trade. Panaji: GCCI, 2009.</p> <p>13. P. Kamat, “Tarini’ and ‘Tar-Vir’: The Unique Boat Deities of Goa. Panaji: GOINCARH, 2008.</p> <p>14. V.R.Mitragotri, Socio- Cultural History of Goa: From the Bhojas to the Vijayanagara. Institute Menezes Braganza, Panjim, 1999.</p> <p>15. G. Moraes, The Kadamba Kula, Bombay. B.X.Furtado and Sons, 1931.</p> <p>16. M. Nambirajan, Coastal Archaeology of Western India - with special reference to Goa, Broadway Book Centre, Panjim, 2007.</p> <p>17. S.R. Newman, Of Umbrellas, Goddesses and Dreams: Essays on Goan Culture and Society. Mapusa: The Other India Press, 2001.</p> <p>18. J. Pereira,. Baroque Goa: the architecture of Portuguese India: Books & Books, 1995.</p> <p>19. R.M. Perez, The Tulsi and the Cross: Anthropology and the Colonial Encounter in Goa. India: Orient Blackswan, 2011.</p> <p>20. P.Phaldesai,. Kaleidoscopic Goa : A Cultural Atlas, V.D.E.R. Foundation, Panjim, 2005.</p> <p>21. A.K. Priolkar, The Goa Inquisition, Bombay: A.K. Priolkar, 1961.</p> <p>22. P. Sakhardande, Muslim History and Heritage of Goa. Konkani Shanti Publications, Mapusa, 2012.</p> <p>23. A. Sarangi, “Scripts, regions and states of the Konkani language in independent India.” South Asian History and Culture 9, no. 1, pp.47–67, 2018.</p> <p>24. B.S.Shastri, Studies in Indo-Portuguese History, Bangalore : IBH Prakashana 1981.</p> <p>25. B.S. Shastry, Gan Society Through the Ages, New Delhi: Asian Educational Services, 1987.</p> <p>26. B.S.Shastry, Socio-Economic Aspects of Portuguese Colonialism in Goa, 19th and 20th Centuries, Belgaum: Yarbhal Offset Printers, 1991.</p> <p>27. R.S. Trichur, Refiguring Goa: From Trading Post to Tourism Destination. Saligao: Goa 1556, 2013.</p> <p>28. P.D. Xavier, Goa: A Social History, 1510-1640. India: RajhaunsVitaran., 2010</p> |
| <p>Course Outcomes:</p> | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the influence of history and culture on present day Goa. 2. Identify the dynasties that ruled Goa and their cultural legacies. 3. Explain the tangible and intangible heritage of Goa 4. Develop a heritage theme based on Goan Identity |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-528

Title of the Course: Air Cargo Management and Logistics

Number of Credits: 4

Effective from AY: 2022-23

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|---------------------------------------|---|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the fundamentals of air freight and cargo management. | |
| Content: | <p>Unit 1 Introduction to Air Cargo Management and Logistics Growth and development of air transport industry and freight industry. Relevance and importance of cargo industry, General Introduction to Cargo Agency. Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention.</p> <p>Unit 2 Role of International Bodies in Cargo Regulations Role of International Bodies in regulation of Air Cargo – International Civil Aviation Organisation (ICAO), International Air Transport Association (IATA), International Federation of Freight Forwarders (FIATA), Directorate General of Civil Aviation (DGCA)- Organizational structure and functions, the Air Cargo Agency, the IATA Cargo Agent, duties and functions. Poster making project</p> <p>Unit 3 Cargo Management Systems World Geography, time differences, Currency conversions and regulations. Use of Official Airline Guide (OAG) Cargo guides, IATA Codes. the Air waybill, - Aircraft cargo configuration, Cargo Systems, Capacity familiarization, Limitations of weight and special loads - Packaging, marking and labelling of consignment, Acceptance of cargo, introduction of airway bill- Dangerous goods handling Packaging model making</p> <p>Unit 4 Rate and Tariff Structures for Cargo Services Introduction cargo rates and tariff, General cargo rates (GCR) and Specific Commodity rates (SCR), Class Rates (CR) – Valuation Charges, - Air Cargo tariff and charges, Introduction to rate structures – Calculation and Quotation Solve rate and weight related problems and fill in an airway bill</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. C. Allaz, History of Air Cargo and Airmail from the 18th Century. United Kingdom: Foyles, 2005. 2. R. Merkert, and J. Walters, Air Cargo and Logistics: Classics and Contemporary Practice. United States: Elsevier Science, 2019. 3. M. Sale, The Air Logistics Handbook: Air Freight and the Global Supply Chain. Routledge, London, 2013. 4. M. Sales, Aviation Logistics: The Dynamic Partnership of Air Freight and Supply Chain. India: Kogan Page, 2016. 5. P.S. Morrell, and T. Klein, Moving boxes by air: the economics of international air cargo. Routledge, 2018. 6. A. Zhang, G. W. Hui, L.C., Leung, and W. Cheung, Air cargo in mainland China and Hong Kong. Routledge, 2017. | |

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| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Identify the conventions associated with the air freight industry2. Explain the role of international bodies in regulation of Air Cargo3. Apply the stages of air cargo management from receipt of goods till the delivery of consignment.4. Calculate the tariff using the appropriate reference materials |
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Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-529**

Title of the Course: **Airline Revenue Management**

Number of Credits: **4**

Effective from AY: **2022-23**

| | | |
|---------------------------------------|--|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the revenue management techniques of the airline industry. | |
| Content: | <p>Unit 1 Introduction History of Airline Revenue Management - Case study of American Airline as a Pioneer in Airline Revenue Management - Introduction to pricing and revenue optimization, Demand functions and price optimization: Price-response function; Competition, Demand drivers, Differences between full fare carriers and low-cost carriers.</p> <p>Unit 2 Managing Airline Passenger Demand Deregulation in the airline industry, need for revenue management, pricing utility and disutility, Airline travel demand, Demand Strategies, Forecasting demand in the airline industry, Problems in RM - Travel value chain. Demand forecasting and market analysis</p> <p>Unit 3 Airline Pricing and Revenue Management Airline Price-response estimation, Price differentiation: Volume discounts; Variable pricing, Revenue Management, Yield management Capacity Allocation, Network Management, Overbooking, Markdown Pricing, Customized Pricing: List prices vs customized prices; Responses to competitor bids - Dynamic pricing strategies - Public-Private and Web Fares Comparative study on pricing methods of airlines</p> <p>Unit 4 Scheduling and Performance Management Airline scheduling process, Schedule design and fleet assignments, Schedule and capacity adjustment, Management of performance, Building a revenue management organisation - AI and Revenue Management.</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. E. Boyd, The future of pricing: how airline ticket pricing has inspired a revolution. Springer, 2016. 2. R.L.Phillips, Pricing and revenue optimization. In Pricing and Revenue Optimization. Stanford university press, 2021. 3. K.T.Talluri, G.R. Van, and R.G.J. Van. The Theory and Practice of Revenue Management. United Kingdom: Springer, 2005. 4. A. Thams, and C. Cramer, Airline Revenue Management: Current Practices and Future Directions. Germany: SPRINGER GABLER, 2021. 5. B. Vinod, The Evolution of Yield Management in the Airline Industry: Origins to the Last Frontier. Germany: Springer International Publishing, 2021. 6. I. Yeoman, and U. McMahon-Beattie, Revenue management and pricing: Case studies and applications. Thompson Learning, 2004. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the history of airline revenue management | |

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| | <ol style="list-style-type: none">2. Understand the price utility and disutility in RM3. Identify the differences between revenue and yield management.4. Apply revenue management practices in airline seat configuration |
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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-530

Title of the Course: Cruise Line Management

Number of Credits: 2

Effective from AY: 2022-23

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|---|--|--|-----------------|--|-----------------|---|-----------------|
| Pre-requisites for the Course: | Nil | | | | | | |
| Course Objectives: | To understand the functions of a cruise liner. | | | | | | |
| Content: | <table border="1"><tr><td>Unit 1 Introduction History and Origins of water transportation- Early expansion of Cruise liners- Maritime history- Types of Cruise Liners – Associations and classifications - Classification of Cruise liners- Big 8 -Mega Ships- Brands- Mergers and acquisitions - Cruising impacts - Difference between transport and recreation in sea travel-Investment in Cruise Lines - Case studies of Jalesh and Cordelia Cruises.</td><td>10 Hours</td></tr><tr><td>Unit 2 Managing Cruise Liner Passenger Side The cruise market - Cruise Operators- Travel agents -Marketing alliances-Loyalty programmes-Cruise product-Brand value and classification of vessels- Popular Itinerary and supply strategies- Port of call as a sales opportunity- Tourist motivation for shore excursions. Develop port of call activities, study tours to river cruise terminals</td><td>10 Hours</td></tr><tr><td>Unit 3 Managing Cruise Liner Operations, Service and Production Purchasing and Logistics management- Business models- Destinations and on-board products- State-room Inventory- Service Management - Roles and responsibilities on board, recruitment, Shipboard Multicultural team, Hotel services, Back-office functions, Hospitality, customer service, Safety and security, guest relations, entertainment and recreational amenities. Production: Food and Beverage management- Control- Inventory Interactions with tourism and hospitality industry experts</td><td>10 Hours</td></tr></table> | Unit 1 Introduction History and Origins of water transportation- Early expansion of Cruise liners- Maritime history- Types of Cruise Liners – Associations and classifications - Classification of Cruise liners- Big 8 -Mega Ships- Brands- Mergers and acquisitions - Cruising impacts - Difference between transport and recreation in sea travel-Investment in Cruise Lines - Case studies of Jalesh and Cordelia Cruises. | 10 Hours | Unit 2 Managing Cruise Liner Passenger Side The cruise market - Cruise Operators- Travel agents -Marketing alliances-Loyalty programmes-Cruise product-Brand value and classification of vessels- Popular Itinerary and supply strategies- Port of call as a sales opportunity- Tourist motivation for shore excursions. Develop port of call activities, study tours to river cruise terminals | 10 Hours | Unit 3 Managing Cruise Liner Operations, Service and Production Purchasing and Logistics management- Business models- Destinations and on-board products- State-room Inventory- Service Management - Roles and responsibilities on board, recruitment, Shipboard Multicultural team, Hotel services, Back-office functions, Hospitality, customer service, Safety and security, guest relations, entertainment and recreational amenities. Production: Food and Beverage management- Control- Inventory Interactions with tourism and hospitality industry experts | 10 Hours |
| Unit 1 Introduction History and Origins of water transportation- Early expansion of Cruise liners- Maritime history- Types of Cruise Liners – Associations and classifications - Classification of Cruise liners- Big 8 -Mega Ships- Brands- Mergers and acquisitions - Cruising impacts - Difference between transport and recreation in sea travel-Investment in Cruise Lines - Case studies of Jalesh and Cordelia Cruises. | 10 Hours | | | | | | |
| Unit 2 Managing Cruise Liner Passenger Side The cruise market - Cruise Operators- Travel agents -Marketing alliances-Loyalty programmes-Cruise product-Brand value and classification of vessels- Popular Itinerary and supply strategies- Port of call as a sales opportunity- Tourist motivation for shore excursions. Develop port of call activities, study tours to river cruise terminals | 10 Hours | | | | | | |
| Unit 3 Managing Cruise Liner Operations, Service and Production Purchasing and Logistics management- Business models- Destinations and on-board products- State-room Inventory- Service Management - Roles and responsibilities on board, recruitment, Shipboard Multicultural team, Hotel services, Back-office functions, Hospitality, customer service, Safety and security, guest relations, entertainment and recreational amenities. Production: Food and Beverage management- Control- Inventory Interactions with tourism and hospitality industry experts | 10 Hours | | | | | | |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | | | | | | |
| References/ Readings: | <ol style="list-style-type: none">1. P. Gibson, Cruise Operations Management. United Kingdom: Taylor & Francis, 2006.2. A. Papathanassis, Cruise Business Development: Safety, Product Design and Human Capital.Germany: Springer International Publishing, 2016.3. A. Papathanassis, B.Wolber, and M. Vogel, The Business and Management of Ocean Cruises. United Kingdom: CABI, 2012.4. C.P. Smith, Cruise Ships: The Small Scale Fleet. United Kingdom: Pen & Sword Books, 2014.5. A. Vladimir, B. Dickinson, Selling the Sea: An Inside Look at the Cruise Industry. United Kingdom: Wiley, 2007.6. WTO. Sustainable Cruise Tourism Development Strategies: Tackling the Challenges in Itinerary Design in South-East Asia. Japan: World Tourism Organization, 2016 | | | | | | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Understand the history of cruise liners.2. Understand the passenger side operations of a cruise liner.3. Identify the differences between the service and production side of a cruise line.4. Apply the marketing techniques to maximize cruise line revenue. | | | | | | |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-531

Title of the Course: Adventure and Sports Tourism Management

Number of Credits: 2

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the functioning of adventure and sports tourism business. | |
| Content: | Unit 1 Introduction to Adventure and Sports Tourism Products Introduction, Definition, Typologies of tourist, Motivation, Nature and classification of adventure Tourism, Land, Water and Air based adventure activities. Sporting activities, major sporting destinations, Tools and Equipment used in adventure tourism. Popular adventure tourist destinations | 10 Hours |
| | Unit 2 Management of adventure and sports tourism products Adventure and sports tourism products and infrastructure, Adventure Tour Operations (ATO) Regulations, Adventure Tourism Organizations (ATO) and training institutes in India, Challenges of adventure tourism, Socio-environmental impacts of adventure tourism. Physical engagement in adventure tourism | 10 Hours |
| | Unit 3 Marketing of adventure and sports tourism products Planning of Marketing strategies – Developing a product- Packaging though inclusive tour itinerary - Group tours- Road trips - Positioning of Adventure and Sports tourism products through social media- Pricing Strategies – Promotional strategies. Designing Marketing strategies for Adventure Tourism Organisations | 10 Hours |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none">1. R. Buckley, Adventure Tourism Management. Routledge Publishers, 2016.2. V.K.Gupta.Tourism in India. Gian Publishing House, Delhi, 2015.3. I.C. Gupta, and S. Kasbekar, Tourism Products of India, 2016.4. S.S. Malik,Potential of adventure Tourism in India. Agam Kala Prakashan Publishers, 2016.5. M. Weed, and C. Bull, Sports tourism Participants, Policy and Providers. Butterworth-Hienemann, 2004.6. G. Wright, Hill Stations of India. Penguin Books, New Delhi, 2016. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Define Adventure & sports tourism & identify popular adventure tourist destinations.2. Recognize the importance of tools & safety equipment used in adventure & sports tourism.3. Evaluate different marketing strategies used to promote adventure tourism in India.4. Analyse the impacts of Adventure & Sports Tourism. | |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-532

Title of the Course: Travel Geography and Ecology

Number of Credits: 4

Effective from AY: 2022-23

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|---------------------------------------|--|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand how geography impacts travel and tourism. | |
| Content: | <p>Unit 1 Travel Geography and Topography Importance of Geography in Tourism; Latitude, Longitude, International Date Line. World Map and location of International Destinations. Time Zone and calculation of Time. Major International Landforms as tourist resources and its influence on modes of transportation. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.</p> <p>Unit 2 Fundamentals of Destination geography Role of geography in tourist movement- Contemporary trends in international tourists' movements. Major outbound and inbound tourism countries. Characteristics of India's major international Markets. Migration case studies</p> <p>Unit 3 Variation of the Tropical Climate Indian Climate- Rain and Monsoon - The Seasonal Incidents: Floods, Drought, Famines-Causes and Effects- Seasons for Travel to different centers. Tourism and Environmental Change: Biodiversity, Erosion and Physical Damage.</p> <p>Unit 4 Preservation of Ecology through Ecotourism Nature of Ecotourism- Characteristics of Eco-tourism- Eco-Tourism Resources in India: National Parks, Wildlife sanctuaries, Tiger Reserves, Biosphere reserves and wetlands. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots. Eco- Tourism Development- A Case Study on Kaziranga National Park, Jim Corbett National Park and Ranthambore National Park. Field study of mangrove eco systems</p> | <p>20 Hours</p> <p>10 Hours</p> <p>10 Hours</p> <p>20 Hours</p> |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. T.G.Bauer, Manual on Module III: Destination Geography. Hong Kong: Education Bureau, 2009. 2. D.L.Eck, India: A sacred geography. Harmony, 2012. 3. C. Adams, and R. Laurence, (Eds.). Travel and geography in the Roman Empire. Routledge, 2012. 4. A.A.Lew, D. J. Timothy, C.M. Hall, World Geography of Travel and Tourism: A Regional Approach. Netherlands: Butterworth-Heinemann, 2008. 5. E.Cohen, and S. Spector, (Eds.). Space tourism: The elusive dream. Emerald Group Publishing, 2019. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Locate major national and international destinations on a world map. 2. Explain the role of human, physical and environmental Geography in Tourism 3. Calculate flying time and elapsed time from an Itinerary Display 4. Analyse the impact of weather and climate on tourist destinations and tourist movement. | |

Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-533

Title of the Course: Designing a Tourism Circuit

Number of Credits: 2

Effective from AY: 2022-23

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|---------------------------------------|---|-----------------|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand how tourism circuits are developed and designed, | |
| Content: | Unit 1 Introduction Defining a tourism circuit - Essentials of a Network - Social- knowledge - Innovation- Destination Value Co-creation- Components of a circuit - Differences between network-circuit and clusters- Micro-Clusters- Destination design. | 10 Hours |
| | Unit 2 Types of Circuits Existing Ministry of Tourism schemes, Swadesh Darshan, Pilgrimage Rejuvenation and Spiritual Augmentation Drive-PRASHAD Scheme- Adopt a Heritage – Meaning - Inclusions of the schemes- Promotional Strategies- Communication of schemes – Beneficiaries – Stakeholders- Budget- Carrying capacity measurement for such circuits. | 10 Hours |
| | Unit 3 Development and Management of Circuits Circuits in Development Stages: North-East Circuit, Himalayan Circuit, Krishna Circuit, Buddhist Circuit, Tribal Circuit, Coastal Circuit, Eco Circuit, Tirthankara Circuit, Wildlife Circuit, Desert Circuit, Ramayana Circuit, Spiritual Circuit, Rural Circuit, Sufi Circuit and Heritage Circuit – Monitoring, Analysis and Evaluation of a developed Circuit Design and present a rural tourism circuit | 10 Hours |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none">1. J. Gnoth, L.L.A. Andreu, and M. Kozak, Advances in Tourism Destination Marketing: Managing Networks. United Kingdom: Taylor & Francis, 2009.2. Government Welfare Schemes & Policies in India for Competitive Exams. Disha Publications, 2019.3. M. McLeod, and R. Vaughan, Knowledge Networks and Tourism. United Kingdom: Taylor & Francis, 2014.4. E. Michael, Micro-Clusters and Networks. United Kingdom: Taylor & Francis, 2006.5. R. Maitland, and P. Newman, World tourism cities: Developing tourism off the beaten track. Routledge, 2014. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Define tourism circuits through Indian context.2. Examine the differences between Tourism Circuits, Networks and Clusters3. Evaluate the existing tourism circuits of India4. Design a local tourism cluster and link it to the National Scheme | |

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Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-534**

Title of the Course: **Hospitality Management**

Number of Credits: **4**

Effective from AY: **2022-23**

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|---------------------------------------|--|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the functionality of hospitality sector. | |
| Content: | <p>Unit 1 Evolution of Hospitality Services Meaning and Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Yield Management, Star ratings and approvals. Hospitality Industry Network, Determinants of Hospitality Network Demand and Supply for Accommodation in India. Associations of the hospitality industry – Hotel Chain properties.</p> <p>Unit 2 Management of Resources - Services Management Function in Hotel Industry- Production and Service aspects of the hospitality industry Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Managing Guest Amenities. Field study of 5-star hotels</p> <p>Unit 3 Management of Resources - Production Food and Beverage Services Outlets – FDA Standards – Food Safety- Various Types of Food Services – Restaurant Organization - Equipment’s - Room Service– Enterprise resource planning software and other software used in audit and accounting. Field study of F&B outlets</p> <p>Unit 4 Innovative Career Opportunities in the Hospitality Industry Positioning for quality - Hotel Branding -Wine Sommelier- Food Tester – Hospitality Marketing – Training and Development. Opportunities related to tourism industry – Airline – Heritage Hotels Cruise liners – Star Properties - Hotels- Restaurants and Resorts. Entrepreneurship opportunities in hospitality industry and case studies of innovative practices followed in India and abroad.</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. D.R. Lillicrap, Food Beverage Service, Edward Arnold Publishers Ltd. London, 2014. 2. J. Lal, Accounting for Management. Himalayan Publishing House, Mumbai, 2012. 3. C. Prasanna, Financial Management- Theory and Practice.Tata McGraw-Hill, New Delhi, 2005. 4. S. Kannan,Hotel Industry in India. Deep and Deep Publications, Pvt Ltd, New Delhi, 2005. 5. M. Solomon, The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets. Routledge, 2016. 6. T. Kinni, Be Our Guest: Perfecting the Art of Customer Service. Oxford University Press, 2015. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Trace the evolution of hospitality. | |

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| | <ol style="list-style-type: none">2. Define the features of hospitality services.3. Explain the functioning of the hospitality services.4. Explain the emerging trends in hospitality services. |
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Semester III

Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-600

Title of the Course: Business Statistics

Number of Credits: 4

Effective from AY: 2022-23

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|---------------------------------------|---|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the need for statistical knowledge in research. | |
| Content: | <p>Unit 1 Variation Introduction to Statistics- Data tables-Categorizing numerical data-recording and aggregation-Describing Categorical Data-charts-mode-median- Describing Numerical Data-histograms-boxplots-shape of distribution-Association between Categorical Variables-contingency table-lurking variables-Simpson paradox-Association between Quantitative Variables-scatterplots-association of scatterplots-measuring association</p> <p>Unit 2 Probability Rules of Probability-Independent events- Conditional Probability-form tables of probability-dependent events-organising probabilities-order in conditional probability-Random Variables-properties of random variables-properties of expected value-comparing random variables-Association between Random Variables-portfolios-joint probability distribution dependence between random variables-Probability Model for Counts-binomial model- Poisson model-The Normal Probability Model</p> <p>Unit 3 Inference Samples and Surveys-properties of samples-sampling methods-Sampling Variation and Quality- control limits-using control chart-confidence Intervals- ranges for parameters-confidence interval for mean-interpreting confidence intervals-Statistical tests-testing proportion- testing mean-Comparison- types of comparisons-data of comparisons-two sample z test-two sample t-test- Inference of Counts-chi squared test-test of independence Hands-on use of open-source software(OSS) to interpret results of parametric and non-parametric tests</p> <p>Unit 4 Regression Models Linear Pattern -fitting a line data-interpreting the fitted line-properties of residuals-conditions for simple regression-Curved Patterns-detecting nonlinear patterns-transformations-reciprocal and logarithmic transformation-The Simple regression Model-Regression Diagnostic-Multiple Regression model- Building Regression Models- Categorical Explanatory Variables- checking covariation-Analysis of Variance- Anova regression-Time Series-decomposing a time series Sourcing of tourism data from IATA Economics and Ministry of Tourism. Hands on problems solving using OSS and SPSS</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning. | |

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|----------------------------------|---|
| References/ Readings: | <ol style="list-style-type: none"> 1. R. Stine, and D. Foster, <i>Statistics for Business: Decision Making and Analysis</i>. Pearson, 2018. 2. J.R. Evans, and A. Basu, <i>Statistics, data analysis, and decision modeling</i>. New York: Pearson, 2013. 3. D.R. Anderson, D.J. Sweeney, T. A. Williams, J.D. Camm, and J.J. Cochran, <i>Statistics for business & economics</i>. Cengage Learning, 2016. 4. R.I. Levin, <i>Statistics for management</i>. Pearson Education India, 2011. 5. D.M. McEvoy, <i>A guide to business statistics</i>. John Wiley & Sons, 2018. |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. To interpret and use data to solve problems in business analytics 2. To understand the framework that allows use of probability in decision making 3. To collect evidence and reach on conclusions on the basis of reasoning 4. To establish relationship between independent and dependent variables |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-601

Title of the Course: Research Writing and Ethics

Number of Credits: 4

Effective from AY: 2022-23

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|---------------------------------------|---|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the need to follow ethical practices in research | |
| Content: | <p>Unit 1 Essentials of research writing Researching a topic – Reading and Dairy, Preparing the title, Abstract and summary, Writing review of literature, Sources of literature-Reviews, cumulative book index, journals, encyclopaedia, year book, periodicals, computer aided searches, data bases, search engines, keyword searchers, Boolean searches, coding of articles, formulating a hypothesis. Presenting the results Simple and complex tables, diagrams, graphic representations, pictographs and cartograms, Graphs- time and frequency, Writing the discussions, managerial implications, and industry implications. Citing the references, referencing styles, use of footnotes, use of quotations, use of punctuations, proof reading</p> <p>Unit 2 Writing a Report Writing a research proposal-Introduction, literature review, methodology, expected results, bibliography. Writing a research report- structure and design. Differences: Article, Research Note, Case Study, Report, Dissertation and Thesis. Applying for a Research Grant- Problem statement, objectives, methodology, background information, budget information, and credentials of principal investigator and research associates, cost-benefit analysis. Connecting with your reader, writers, and readers role, writing in groups, Generalisation and conclusions, Conversion of formats as per journal requirements, Dexterity in writing – use of LATEX to overcome article mobility and formatting problems. Hands-on use of open-source software to format reports</p> <p>Unit 3 Research Ethics Ethical decision making, data acquisition and management, Copyrights, Intellectual property, use of animals in research, protection of human subjects in research, Committee on Publication Ethics (COPE) guidelines, seeking permissions of organisations and human subjects, Informed consent: protocols, participants, active and passive consent, responsibility, disclosure of sensitive information. Data privacy, management, and storage. Case analysis</p> <p>Unit 4 Ethics and misconduct Plagiarism and its implications, definition, the problem, authorship, problems of copy-paste, self-plagiarism. Intentions, sloppiness, or culpable carelessness. Factors that facilitate plagiarism: pressure to perform, cultural expectation, Fraud and cheating, Ghost-writing and when to draw the line, Confidentiality and breach, Conflict of interest, ownership, Resolving conflicts.</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. | |

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|----------------------------------|---|
| References/ Readings: | <ol style="list-style-type: none"> 1. P. Leavy, <i>Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches</i>. United Kingdom: Guilford Publications, 2017. 2. B.S. Pawar, and M.M Monippally, <i>Academic Writing: A Guide for Management Students and Researchers</i>. India: SAGE Publications, 2008. 3. P. Ramadass, and A. Wilson, <i>Research and Writing Across the Disciplines</i>. MJP Publisher, 2019. 4. A.E. Shamoo, and D.B. Resnik, <i>Responsible Conduct of Research</i>. United Kingdom: Oxford University Press, 2009. 5. N. Steenbergen, R. Abma, T.V. Meijl, D. Lepianka, F. Hoeneveld, and J. Bos, <i>Research Ethics for Students in the Social Sciences</i>. Germany: Springer International Publishing, 2020. 6. A. Wallwork, <i>English for Writing Research Papers</i>. Germany: Springer International Publishing, 2011. |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the process of researching a topic. 2. Identify the methods of presenting the data. 3. Use proper styles of citation and referencing in research writing. 4. Identify the problems created by plagiarism and unethical methods of research writing. |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-602

Title of the Course: Qualitative Research Methods(Theory)

Number of Credits: 2

Effective from AY: 2022-23

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|---------------------------------------|--|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand qualitative research methods in tourism studies | |
| Content: | <p>Unit 1 Introduction to qualitative methods Application of qualitative methods in the real world, Theorizing from qualitative data, Ontological and epistemological assumptions of qualitative research, Research design- Consistency between research questions and methods adopted, Approaches to qualitative research, Case study research, Definition, transition from idea to research question, Collecting information. Phenomenon, bounded context, sampling and selection – people, texts, images, artefacts, or field site selection</p> <p>Unit 2 Components of the Research Process Inductive method and deductive method - Moving from data analysis to theoretical development, Ethnographies and observation, Grounded theory, Mixed-methods research, Confidence-Association with reality, and product of empirical evidence and Relevance – Link to theory and applicability, Ensuring findings’ validity and reliability,</p> | <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. T.Boellstorff, B. Nardi, C. Pearce, and T.L. Taylor, <i>Ethnography and Virtual Worlds: A Handbook of Method</i>. Princeton, NJ: Princeton University Press, 2012. 2. J.Creswell, <i>Research design: Qualitative, quantitative, and mixed methods approaches</i>. Thousand Oaks, CA: Sage, 2012 3. N. Denzin, and Y. Lincoln, <i>The SAGE handbook of qualitative research</i> (4th ed.). Thousand Oaks, CA: Sage, 2011. 4. U. Flick, <i>Designing Qualitative Research</i>. United Kingdom: SAGE Publications, 2011. 5. C. Marshall, and G.B. Rossman, <i>Designing qualitative research</i> (4th ed.) Thousand Oaks, CA: Sage, 2006. 6. M.B. Miles, A.M. Huberman, and J. Saldana, <i>Qualitative data analysis: A methods sourcebook – Third edition</i>. Thousand Oaks, CA: Sage, 2014. 7. M.Q. Patton, <i>Qualitative Research and Evaluation Methods</i>, Newbury Park: Sage, 2002. 8. G. Rose, <i>Visual Methodologies: An Introduction to the Interpretation of Visual Materials</i>. London: Sage Publications, 2007. 9. D. Silverman, <i>Doing Qualitative Research</i>, London: Sage, 2013. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the utility of qualitative research methods. 2. Apply the qualitative research methods to personal research questions. 3. Implement the data collection techniques applicable for qualitative research. 4. Analyse the data collected and present in a meaningful write-up. | |

Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-603

Title of the Course: Qualitative Research Methods (Practical)

Number of Credits: 2

Effective from AY: 2022-23

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|---------------------------------------|---|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand qualitative research methods in tourism studies | |
| Content: | <p>Unit 1 Collection and Analysis of qualitative data Field experience of sampling techniques - Hands on experience on testing validity and reliability of data - Code a sample data as per open-source software requirement and Preparation of test results, Developing process models – Single and Double Iterative model- integrating field work and deskwork. Data assimilation- interviews, participant observations, collection of texts/images, Triangulation of different data sources -verbal data, pictorial data, coding of data, data visualization, Aggregate data to identify emerging themes, Forms of Analysis-Discourse analysis, Rhetorical analysis or Semiotics. Presenting the results, Tables and figures: Visual aids in qualitative data analysis.</p> <p>Unit 2 Qualitative Research Writing Hands on experience on writing a draft dissertation, Getting loose ends together, Identification of process flow, Revisiting collected information through single or double iterative research approach, Extension of analysis, heterogeneous data, and adherence to data. Writing process- initial coding, focus coding, theoretical coding, memo-writing, and draft writing. Publishing qualitative research, Final presentation of working paper. Findings and discussions, implications and conclusion.</p> | <p>30 Hours</p> <p>30 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. T.Boellstorff, B. Nardi, C. Pearce, and T.L. Taylor, <i>Ethnography and Virtual Worlds: A Handbook of Method</i>. Princeton, NJ: Princeton University Press, 2012. 2. J.Creswell, <i>Research design: Qualitative, quantitative, and mixed methods approaches</i>. Thousand Oaks, CA: Sage, 2012 3. N. Denzin, and Y. Lincoln, <i>The SAGE handbook of qualitative research (4th ed.)</i>. Thousand Oaks, CA: Sage, 2011. 4. U. Flick, <i>Designing Qualitative Research</i>. United Kingdom: SAGE Publications, 2011. 5. C. Marshall, and G.B. Rossman, <i>Designing qualitative research (4th ed.)</i> Thousand Oaks, CA: Sage, 2006. 6. M.B. Miles, A.M. Huberman, and J. Saldana, <i>Qualitative data analysis: A methods sourcebook – Third edition</i>. Thousand Oaks, CA: Sage, 2014. 7. M.Q. Patton, <i>Qualitative Research and Evaluation Methods</i>, Newbury Park: Sage, 2002. 8. G. Rose, <i>Visual Methodologies: An Introduction to the Interpretation of Visual Materials</i>. London: Sage Publications, 2007. 9. D. Silverman, <i>Doing Qualitative Research</i>, London: Sage, 2013. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Describe the utility of qualitative research methods. 2. Apply the qualitative research methods to personal research questions. 3. Implement the data collection techniques applicable for qualitative research. 4. Analyse the data collected and present in a meaningful write-up. | |

Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-604

Title of the Course: Quantitative Research Methods (Theory)

Number of Credits: 2

Effective from AY: 2022-23

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|---------------------------------------|---|-----------------|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand quantitative research methods in tourism studies. | |
| Content: | Unit 1 Preparation Introduction to research-what is research, why study research-who does research- research outputs- terminology-Approaches to leisure and tourism research-research plans and proposals- Research ethics-the range of research methods | 15 Hours |
| | Unit 2 Typology and Design of Questionnaire Survey Introduction-roles-merits-limitations-the household survey-street survey-telephone survey-Email survey-e-survey-onsite visit survey-captive group survey-examples-design issues- types of information-activities-event/places questions- respondent characteristics- attitude/opinion questions-market segment-ordering of questions- layout of questionnaire | 15 Hours |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none">1. A.J. Veal, Research methods for leisure and tourism. Pearson UK, 2017.2. M.L.Patten, Understanding research methods: An overview of the essentials. Routledge, 2017.3. W.D. Crano, M.B. Brewer, and A. Lac, Principles and methods of social research. Routledge, 2014.4. D.R. Cooper, P.S. Schindler, and J. Sun, Business research methods (Vol. 9, pp. 1-744). New York: Mcgraw-hill, 2006.5. C.R. Kothari, Research methodology: Methods and techniques. New Age International, 2004 | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Identify merits of questionnaire methods.2. Derive the relationship between research problems and information requirement3. Design questionnaire to collect data4. Analyse quantitative data to draw information specific to research question | |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-605

Title of the Course: Quantitative Research Methods (Practical)

Number of Credits: 2

Effective from AY: 2022-23

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|---------------------------------------|---|-----------------|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand quantitative research methods in tourism studies. | |
| Content: | Unit 1 Conducting Questionnaire Survey and Coding Design a survey - Code a sample data as per open-source software requirement, Pre coded questions-open ended questions- recording coded data-validity of questionnaire-based data-threats to validity-Checking validity-conducting questionnaire survey- planning field arrangements-conducting pilot survey | 30 Hours |
| | Unit 2 Analysing Quantitative Data Analyse data using open-source software to be used in dissertation, Quantitative data analysis and types of research- descriptive- explanatory- evaluative- overlaps - reliability- spreadsheet analysis- statistical Package of social media science (SPSS)- preparation- Analysis Procedures - The analysis Process | 30 Hours |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none">1. A.J. Veal, Research methods for leisure and tourism. Pearson UK, 2017.2. M.L.Patten, Understanding research methods: An overview of the essentials. Routledge, 2017.3. W.D. Crano, M.B. Brewer, and A. Lac, Principles and methods of social research. Routledge, 2014.4. D.R. Cooper, P.S. Schindler, and J. Sun, Business research methods (Vol. 9, pp. 1-744). New York: Mcgraw-hill, 2006.5. C.R. Kothari, Research methodology: Methods and techniques. New Age International, 2004 | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Identify merits of questionnaire methods.2. Derive the relationship between research problems and information requirement3. Design questionnaire to collect data4. Analyse quantitative data to draw information specific to research question | |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-621

Title of the Course: Portuguese Language

Number of Credits: 4

Effective from AY: 2022-23

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|--|--|--|-----------------|--|-----------------|--|-----------------|--|-----------------|
| Pre-requisites for the Course: | Nil | | | | | | | | |
| Course Objectives: | To understand how to communicate in Portuguese. | | | | | | | | |
| Content: | <table border="1"><tr><td>Unit 1 Phonetics and Grammar in Portuguese Language Pronunciation: Alphabet, explanation of Portuguese pronunciation going into all the nuances and varying sounds involved (Vowels, consonants and nasal sounds), Introduction to the basic rules of sentences structure.</td><td>15 Hours</td></tr><tr><td>Unit 2 Vocabulary Usage, Reading, and Comprehension Skills Vocabulary: acquisition of day to day practical vocabulary concerning social life, transportation and nature- Reading and conversation skills – Comprehension. Role Play</td><td>15 Hours</td></tr><tr><td>Unit 3 Grammar in Portuguese Language Intensive reading of selected simple texts to master the language in terms of pronunciation and comprehension of different contexts. Verb, Adverbs and comparison of adjectives and adverbs, prepositions, Conjunctions, acquaintance with the basic conjunctions in order to facilitate the use of complete sentences. In-basket exercises (Itinerary preparation)</td><td>15 Hours</td></tr><tr><td>Unit 4 Advanced Vocabulary Usage, Reading, and Comprehension Skills Vocabulary, acquisition of practical vocabulary concerning airport, hotel and cruise line check ins, Grammar exercises, Vocabulary and conversation.</td><td>15 Hours</td></tr></table> | Unit 1 Phonetics and Grammar in Portuguese Language Pronunciation: Alphabet, explanation of Portuguese pronunciation going into all the nuances and varying sounds involved (Vowels, consonants and nasal sounds), Introduction to the basic rules of sentences structure. | 15 Hours | Unit 2 Vocabulary Usage, Reading, and Comprehension Skills Vocabulary: acquisition of day to day practical vocabulary concerning social life, transportation and nature- Reading and conversation skills – Comprehension. Role Play | 15 Hours | Unit 3 Grammar in Portuguese Language Intensive reading of selected simple texts to master the language in terms of pronunciation and comprehension of different contexts. Verb, Adverbs and comparison of adjectives and adverbs, prepositions, Conjunctions, acquaintance with the basic conjunctions in order to facilitate the use of complete sentences. In-basket exercises (Itinerary preparation) | 15 Hours | Unit 4 Advanced Vocabulary Usage, Reading, and Comprehension Skills Vocabulary, acquisition of practical vocabulary concerning airport, hotel and cruise line check ins, Grammar exercises, Vocabulary and conversation. | 15 Hours |
| Unit 1 Phonetics and Grammar in Portuguese Language Pronunciation: Alphabet, explanation of Portuguese pronunciation going into all the nuances and varying sounds involved (Vowels, consonants and nasal sounds), Introduction to the basic rules of sentences structure. | 15 Hours | | | | | | | | |
| Unit 2 Vocabulary Usage, Reading, and Comprehension Skills Vocabulary: acquisition of day to day practical vocabulary concerning social life, transportation and nature- Reading and conversation skills – Comprehension. Role Play | 15 Hours | | | | | | | | |
| Unit 3 Grammar in Portuguese Language Intensive reading of selected simple texts to master the language in terms of pronunciation and comprehension of different contexts. Verb, Adverbs and comparison of adjectives and adverbs, prepositions, Conjunctions, acquaintance with the basic conjunctions in order to facilitate the use of complete sentences. In-basket exercises (Itinerary preparation) | 15 Hours | | | | | | | | |
| Unit 4 Advanced Vocabulary Usage, Reading, and Comprehension Skills Vocabulary, acquisition of practical vocabulary concerning airport, hotel and cruise line check ins, Grammar exercises, Vocabulary and conversation. | 15 Hours | | | | | | | | |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | | | | | | | | |
| References/ Readings: | <ol style="list-style-type: none">1. M.F. Allen, Portuguese in Three Months. United Kingdom: Dk Pub, 2009.2. H. Michaelis, and F. Wimmer, Michaelis illustrated dictionary: Michaelis dicionárioilustrado. Portuguese-English. Brazil: CompanhiaMelhoramentos de Sao Paulo Industrias de Pape, 1961.3. B.Pessoa, and D. Monteiro, Guiaprático dos verbosportugueses. Portugal: Lidel, 2011.4. F. Pietzschke, and H. MICHAELIS, The New Michaelis Illustrated Dictionary (Novo Michaelis Dicionárioilustrado.) São Paulo; F.A. Brockhaus: Wiesbaden, 1958.5. A. Prista, 'Essential Portuguese Grammar'. (Latest edition), New York, Dover Publications, 1996.6. A. Tavares, 'Portugal.Portugues XXI Nivel 1'. (Latest edition), LIDEL ,Lisbao, 2004. | | | | | | | | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Read information using material of appropriate complexity and length.2. Introduce self and others3. Write in the Portuguese language4. Converse during a check-in process | | | | | | | | |

Name of the Programme: Masters of Tourism and Travel Management [MTTM]**Course Code: TTM-622****Title of the Course: French Language****Number of Credits: 4****Effective from AY: 2022-23**

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|---------------------------------------|---|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand how to communicate in French | |
| Content: | <p>Unit 1 Phonetics and Grammar in French Language Se présenter, présenterquelqu'un, saluer,tu/vous, épeler et compter, demander et donner le prix, s'exprimer au restaurant/dans les magasins, exprimer la volonté.</p> <p>Unit 2 Vocabulary Usage, Reading, and Comprehension Skills Demander son chemin, indiquer un itinéraire, se renseigner sur un hébergement, les adjectifsdémonstratifs, le climat. demander et donner un avis. Role Play</p> <p>Unit 3 Lexique du monde de tourisme Les reservations-Train/bus/ vols- Hôtel-Le temps et les conseils sur les vêtements à porter, L' Arrivée-Accueil à l'aéroport, Faire régler des formalités- le check-in à l'hotel, attribuerune chambre. A l' hotel- Les chambres d'hôtel, les distractions offertes.Lesheures du repas, les horaires des boutiques, salons etc. <i>D'autres services- Location de voitures, taxis-Bureau de change.</i> In-basket exercises (Itinerary preparation)</p> <p>Unit 4 La vie quotidienne Demander et dire le prix, Utiliser les verbe (pouvoir, vouloir, faire), jouer un sport, adjectives possessifs, articles partitifs, description d'une habitation et famille Role Play</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. I. Hawkes, Panorama Francophone Level 1. United Kingdom: Cambridge University Press, 2015. 2. N. Irving, and K. Daynes, Easy French. United Kingdom: Usborne, 2013. 3. C. Metton, A. Nachon, F. Nugue, and C. Andant, Apropos A1: Manuel du formateur, complémentsd'activités. France: Presses universitaires de Grenoble, 2016. 4. A.Peña-Calvo, C.Fuller, M.I.I Vivancos, and V. Toro, Panorama Hispanohablante Student Book 1. United Kingdom: Cambridge University Press, 2015. 5. C. J. Schmitt, and K.B. Lutz, Bon Voyage! Level 1, Workbook and Audio Activities Student Edition. United States: McGraw-Hill Education, 2004. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Introduce self and third person 2. Describe the weather 3. Describe their family members 4. Communicate at a railway station and restaurant | |

Name of the Programme: Masters of Tourism and Travel Management [MTTM]**Course Code: TTM-623****Title of the Course: German Language****Number of Credits: 4****Effective from AY: 2022-23**

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|---------------------------------------|---|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand how to communicate in German | |
| Content: | <p>Unit 1 Phonetics and Grammar in German Language Grüßen und verabschieden, Sichbegrüßen und vorstellen, übersich und anderesprechen, ImSupermarkt- preis und Menge von lebensmittelnangeben. Im Restaurant etwasbestellen und bezahlen, einenEinkaufenplanen. Wünschausdrücken. Grammatik: W-frage, Verben und personalpronommen</p> <p>Unit 2 Vocabulary Usage, Reading, and Comprehension Skills Nachdemwegfragen und einenwegbeschreiben. Eine Reiserouteangeben. Das Wetter, Meinungvorbringen. Die Unterkunft. Grammatik: Die Artikels. Role Play</p> <p>Unit 3 Tourismus-Vokabular Reisendeimgespräch ,Verkehrsmittel-reservierung- Zug/Bus/Flug. UrlaubKleidung, Ankommen am Flughaffen. Die Ankunft, Flughafenarbeit In-Basket exercises (Itinerary preparation)</p> <p>Unit 4 Advanced Vocabulary Usage, Reading, and Comprehension Skills Im Hotel- Die Zimmer, Kaufhaus, ÜberKleidungSprechen. BerühmteSehenwürdigkeiten,Sichim Hotel beschweren, Urlaubreise, Feste und feirtage in Deutschland Role Play</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. Z. Abrams, Deutsch ImBlick. United States: COERLL, 2013. 2. K. André, German Textbooks for Beginners, 2021. 3. P.G. Graves, Learn German the Fast and Fun Way. United States: Barron's, 1997. 4. N. Irving, and F. Chandler, Easy German. United Kingdom: Usborne, 2012. 5. R.A. Korb, German for Reading Knowledge. United States: Cengage Learning, 2013. 6. B. Publishing, German for Beginners: 15 Short Stories to Help You Learn and Enjoy German (with Quizzes and Reading Comprehension Exercises). CreateSpace Independent Publishing Platform, 2018. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify terms that can help introduce self and others. 2. Describe the weather and climate. 3. Express opinions and convey wishes. 4. Converse at restaurants, supermarkets and at the hotel. | |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-624

Title of the Course: Public administration and policy analysis

Number of Credits: 4

Effective from AY: 2022-23

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|---------------------------------------|---|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the basics of policy formulation and analysis. | |
| Content: | <p>Unit 1 Overview of public administration Philosophical enquiry- Ontological perspective – public administration doctrines and themes. Political philosophy and public governance, doctrines and themes. Social Contract, Knowledge perspective, Virtues, Realism and utopian thinking in public administration, researching and teaching philosophy in public administration.</p> <p>Unit 2 Globalisation and Governance Theoretical analysis, Capacity building, building partnerships, trust as capacity, Integrity and responsiveness, Planning for sound governance, classical approach, Crime and governance, citizen participation, Organisational Innovation and public management, Diversity and management, strategic innovations in public management, Total quality management, Managerial capacity building and quality assurance.</p> <p>Unit 3 International perspective of public administration Administrative developments in India, Public administration reforms in China, Public service reforms in South Africa, political economy of administrative reforms in Egypt, Canadian public services, public administration and governance in the USA, public administration in Latin America, Capacity and public sector reforms in Australia, Reforms in Europe, Governmental challenges in Slovenia, United Kingdom public policy. Field study of government departments</p> <p>Unit 4 Policy Analysis Basic policy analysis, methods, principles, process of policy analysis, role of the analyst, Ethical considerations-Value, Ethics, Rules, Professional conduct. Six step process-Verify, define and detail the problem, Establish evaluation criteria, Identify alternative policies, evaluate, distinguish between alternative policies, monitor and control the implemented policy In-basket exercises</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. E. Ongaro, Philosophy and Public Administration: An Introduction. United Kingdom: Edward Elgar Publishing, 2020. 2. A. Farazmand, Sound Governance: Policy and Administrative Innovations. United Kingdom: Praeger Publishers, 2004. 3. A. Massey, and K. Johnston, The International Handbook of Public Administration and Governance. United Kingdom: Edward Elgar Pub. Limited, 2015. 4. C. Patton, D. Sawicki, and J. Clark, J. Basic Methods of Policy Analysis and Planning -- Pearson EText. United Kingdom: Taylor & Francis 2015. 5. M. Howlett, and J. Tosun, (Eds.). Policy styles and policy-making: Exploring the linkages. Routledge, 2018. | |

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| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Identify the philosophical inclination of public administration.2. Explain how globalisation influences governance3. Deliberate on the international perspective of public administration4. Analyse the Indian public policy using the six stage process of policy analysis. |
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Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-625**

Title of the Course: **Cultural and Anthropological studies**

Number of Credits: **2**

Effective from AY: **2022-23**

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the importance of social influences in cultural tourism | |
| Content: | <p>Unit 1 Introduction Study of culture and civilization, origins of cultural anthropology, language and social relations, Four fields of Cultural anthropology- Ethnography, Ethnology, Ethno history, and Enculturation. Acculturation, Cultural constructions of persons – personality and gender, Culture as a process, social or cultural anthropology, Defining culture. Individual, Identities, Race and Ethnicity. Economics, humans, nature and society. Field Study on influence of Indo-Portuguese Culture</p> <p>Unit 2 Cultural and Anthropological studies Anthropology of politics-political identity, Anthropological study of health, Anthropological studies of food and nutrition. Study of religion, spirituality and business – beliefs, beings and bodies-miracles and pilgrimage. Symbol, ritual, ritualisation, de-ritualisation. Initiation rites, Ritualisation of death. Cultural dynamics, colonialism and globalisation-development, modernization and neoliberalism, Cultural survival and revivals. Collapse of civilizations. Field study on pilgrimage/religious tourism</p> <p>Unit 3 Trends in Cultural Anthropology Modelling of museums – Cultural commodity or flagship, visitor management. Brewing heritage – theory, distinction, tradition, marketing differentiation. Notion of taboo, Religion and art, Revolt and rebellion, conquest and colonial studies, Francophone and Lusofonic studies, Ethno tourism, Indigeneity and language loss. World anthropology.</p> | <p>10 Hours</p> <p>10 Hours</p> <p>10 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. S.L. Arizpe and C.A. Chávez, Anthropological Perspectives on Intangible Cultural Heritage. Germany: Springer International Publishing, 2013. 2. W. Balée, Inside Cultures: An Introduction to Cultural Anthropology. United Kingdom: Taylor & Francis, 2021. 3. J.D. Eller, Cultural Anthropology: 101. United Kingdom: Taylor & Francis, 2015. 4. J.D. Eller, Cultural Anthropology: Global Forces, Local Lives. United Kingdom: Taylor & Francis, 2020. 5. H. Nakamaki, I. Mitsui, K. Hioki, and N.Sumihara, Enterprise as a Carrier of Culture: An Anthropological Approach to Business Administration. Germany: Springer Nature Singapore, 2019. 6. R. Scupin, Cultural Anthropology: A Global Perspective. United Kingdom: Pearson Education, 2015. 7. C.N. Seremetakis, An Introduction to Cultural Anthropology. United Kingdom: Cambridge Scholars Publishing, 2017. | |
| Course | After the completion of this course, the students will be able to: | |

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| Outcomes: | <ol style="list-style-type: none">1. Explain the ingredients of cultural anthropology.2. Identify the four fields of cultural anthropology.3. Describe the differences between religion and globalisation.4. Prepare a report on the emerging trends in cultural anthropology. |
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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-626

Title of the Course: Design Thinking

Number of Credits: 2

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To develop systematic, human centric and a result-oriented thought process. | |
| Content: | <p>Unit 1 Introduction to Design Thinking Design thinking and its role in innovation, framework, non-linear process, developing a design-thinking mindset. Nine criteria of the design thinking brief, writing the brief, researching inspirational briefs, pitfalls to avoid, success factors. Poster presentation</p> <p>Unit 2 Design thinking tools Persona as a tool for designers – Defining personas, importance, creating personas, and application. Customer experience mapping. Idea generation, need for systematic method, VEI – Visualise, Emphasise and Ideate Model, Innovation in Design thinking. Use IBM Skill build</p> <p>Unit 3 Transformation by Design Thinking Design thinking as a problem-solving approach, rethink product designs, implementing change through design, convert need to demand, building a mental matrix, power of prototyping, importance of story-telling, The new social contract, Design activism. Design an innovative solution for over-tourism</p> | <p>10 Hours</p> <p>10 Hours</p> <p>10 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none">1. S. Boller, and L. Fletcher, Design Thinking for Training and Development: Creating Learning Journeys That Get Results. United States: American Society for Training & Development, 2020.2. T. Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. United States: HarperCollins, 2009.3. A. Griffin, M.G. Luchs, and S. Swan, Design Thinking: New Product Development Essentials from the PDMA. United Kingdom: Wiley, 2015.4. D.M. Lal, Design Thinking: Beyond the Sticky Notes. India: SAGE Publications, 2021.5. A. Pressman, Design Thinking: A Guide to Creative Problem Solving for Everyone. United Kingdom: Taylor & Francis, 2018.6. F. Uebernickel, and W. Brenner, Design Thinking for Innovation: Research and Practice. Germany: Springer International Publishing, 2016. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Explain the role of design thinking in product and service innovation.2. List the benefits of developing a design thinking mindset.3. Draft a design thinking brief4. Apply the design thinking tools to help generate new ideas and transform a workplace. | |

Name of the Programme: **Masters of Tourism and Travel Management [MTTM]**

Course Code: **TTM-627**

Title of the Course: **Personality development and Leadership**

Number of Credits: **2**

Effective from AY: **2022-23**

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand how personality and leadership styles play a vital role in professional development. | |
| Content: | <p>Unit 1 Awareness of Personality Exploring your strengths, transactional styles-ego states, understanding personality types, personal and organisational values, self-esteem and self-image, gravitas, emotional quotient and capabilities, resilience, mindfulness, and wellness. Developing a personal SWOT, neuromarketing, developing personal brand. Barriers in personality development, habit and addiction. Develop leadership matrix</p> <p>Unit 2 Leadership Styles Types of Leadership Styles-Identifying your personal vision, investing in self, first impression, becoming an influencer, self-leadership: Circles of life. Building networks, networks across teams and cultures. Evaluating leadership styles, leadership roles, leading in a virtual environment, leading through feedback, factors that drive and derail leadership. Identify personal leadership styles using questionnaire</p> <p>Unit 3 Leadership skills Effective communication, personal, interpersonal skills, negotiation skills, coaching, mentoring, team management, group discussion, brain storming, decision making, complexity skills, crisis management, creativity, art of delegation, Time management – Pareto analysis, time management tools, effectiveness, happiness quotient, balancing life. Role play – Videos of leaders</p> | <p>10 Hours</p> <p>10 Hours</p> <p>10 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. J.Aurther, Personality Development. India: Lotus Press, 2006. 2. R.I.Dellova, B.B. Rodolfa, N.C.P Tiongco, and M.C. G.Aquino, Leadership and Personality Development: For Tourism and Hospitality Professionals. Philippines: Mindshapers Company, Incorporated, 2011. 3. S. Gupta, I Me Myself: Personality Development of a Common Man and its effect on his Decision making. Notion Press, 2021. 4. K. Kruckeberg, M.Green, and A. Wolfgang, Leadership and Personal Development: A Toolbox for the 21st Century Professional. United States: IAP, Information Age Pub, 2011. 5. P. Sharma, Soft Skills Personality Development for Life Success. India: BPB Publications, 2019. 6. R. Warren, Personality at Work: The Drivers and Derailers of Leadership. United States: McGraw-Hill Education, 2011. 7. F.J. Arenas, A Casebook of Transformational and Transactional Leadership. United States: Taylor & Francis, 2019. 8. P. Lapworth, and C. Sills, An Introduction to Transactional Analysis: Helping People | |

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| | Change. United Kingdom: SAGE Publications, 2011. |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Explain how self-awareness contributes towards a better personality.2. Identify the barriers in personality development.3. Identify your personality through self- SWOT analysis.4. Develop a skill matrix road map that can help build leadership skills. |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-628

Title of the Course: Event Management

Number of Credits: 2

Effective from AY: 2022-23

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|---------------------------------------|---|--|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the process of event management. | |
| Content: | <p>Unit 1 Introduction to Events Introduction to Events, Major characteristics, Classification of Events, Five Cs of event management Advantages of events, Meetings, Incentive, Conference and Exhibitions (MICE) Market and Tourism: History, Components, Economic and social impacts, Functions, Structure and Sources of funds. Tourism festivals- Trade Fairs -Local Festivals Poster presentation</p> <p>Unit 2 Event Planning and Production Process Events venues: Concept and types, Conference venues: Facilities, Check-in and check-out procedures, Conference room lay-out, Functions of India Convention Promotion Bureau (ICPB) and International Congress and Convention Association (ICCA). Trade shows and exhibitions/expositions: Types, Benefits of Exhibitions, Contract negotiations, Negotiation with hotels, airlines and ground handlers, Closing of an event, Evaluation of Events. Participating and observing intercollegiate events with report writing</p> <p>Unit 3 Special Event Management Definition, Researching for special events – Religious, Political, Social and Commercial, Types of permissions for events, Design and production of the Event, Location, Venue, Special Events – Wedding, World Sporting Events, Film Festivals, Beauty Pageants, Fund-Raisers. Luxury Events – Yachting and Golfing. Organising and hosting intercollegiate events</p> | <p>10 Hours</p> <p>10 Hours</p> <p>10 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. J. Allen, I. McDonnell, and W. O'Toole, <i>Festival and Special Event Management</i>. Austria: Wiley, 2005. 2. G.G. Fenich, <i>Meetings, Expositions, Events, and Conventions: An Introduction to the Industry</i>. United Kingdom: Pearson, 2016. 3. J. Kennell, N. Wilde, C. Bladen, and E. Abson, <i>Events Management: An Introduction</i>. United Kingdom: Taylor & Francis, 2017. 4. D.C. Vashishth, <i>Simplified Events Management: A Text Book to Event Planning, Fundraising and Safety Management</i>. OrangeBooks Publication, 2020. 5. A. Yeark, K.A. Smith, M. Fang, M. Sigala, and R. Presbury, <i>Case Based Research in Tourism, Travel, Hospitality and Events</i>. Singapore: Springer Singapore, 2022. | |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Define the event management process and the event life cycle. 2. Apply Event management concepts to Tourism specific Events. 3. Compare cultural, regional and MICE events. 4. Evaluate best practices in event planning and production. | |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-629

Title of the Course: Entrepreneurship Development

Number of Credits: 4

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand how to develop an entrepreneurial mindset. | |
| Content: | <p>Unit 1 Entrepreneurial mindset development Introduction- Definition-Entrepreneurship Vs Business, Entrepreneurial characteristics - the entrepreneurial and intrapreneurial mind-Functions and skills-the individual entrepreneur- international entrepreneurship opportunities in tourism industry- Types of venture – Family, Founder, Next Generation, Succession and Best Practices. Development of women entrepreneurs- the process of entrepreneurial development – Contemporary approaches – Lean, Build Measure Learn (BML), Effectuation. Role Play</p> <p>Unit 2 Development of community-based projects The nature, importance and characteristics of a Social Entrepreneurs- Motivations-Identification of a problem, ideation strategy, Formulation of a business idea- Concepts of project and classification- Project Formulation: project identification, project appraisal, project selection Strengths-Weakness-Opportunities-Threats (SWOT, Problems-Causes-Solutions, Cost benefit analysis), Developing a project report – Vision, Strategy, and Product, Setting mile stones Field study of upcoming tourism businesses in Goa and visit to incubation centres</p> <p>Unit 3 Creating and Starting the Venture Questioning techniques - Developing the Business plan- creating and starting venture-steps in starting of business unit- the marketing plan- the financial plan- the organizational plan. Pitch Deck- Preparing your elevator pitch- Story telling in business- Funding your venture – Crowd funding, Angel Investors, Boot-Strapping and government funding – Costs and benefits, Stakeholders and leveraging stakeholders, Creating a network, Creativity and the Business Idea- Legal issues for the Entrepreneur Present innovative business tourism ideas</p> <p>Unit 4 Managing growth and ending a venture Preparing for the new venture launch: Stages of growth, Early management decisions- managing early growth of the new venture- new venture expansion strategies and issues – global expansion, growing public – Exit options- reasons for exiting – change management- long- and short-term plan for exit, seller financing, the sale, Initial public offering (IPO).</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |

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|----------------------------------|---|
| References/ Readings: | <ol style="list-style-type: none"> 1. N.Baporikar, Handbook of Research on Entrepreneurship Development and Opportunities in Circular Economy. United States: IGI Global, 2020. 2. W. Berger, A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas. United States: Bloomsbury Publishing, 2014. 3. V. Desai, Dynamics of Entrepreneurial Development & Management. Himalaya Publishing, Mumbai, 2007. 4. M.V.Joshi, Towards Success the Basic Elements of Entrepreneurship. Adyayan Publishers & Distributors, Delhi, 2004. 5. S.S. Khanka, Entrepreneurial Development. India: S. Chand Limited, 2006. 6. S.A. Kumar, Entrepreneurship Development. India: New Age International, 2008. 7. D.Z.Milosevic, and R.J. Martinelli, Project Management ToolBox: Tools and Techniques for the Practicing Project Manager. United Kingdom: Wiley, 2016. 8. E. Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. United States: Currency, 2017. 9. R.Roy, Entrepreneurship. Oxford University Press, New Delhi, 2020. |
| Course Outcomes: | <p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the driving forces behind creating and building value in new enterprises. 2. Describe the fundamental traits of entrepreneurial activities and processes. 3. Analyse the process of successful strategic innovation by visionary entrepreneurs. 4. Evaluate information that may help develop and sustain new business ideas |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-630

Title of the Course :Total Quality Management

Number of Credits: 4

Effective from AY: 2022-23

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|---------------------------------------|--|---|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the total quality management process. | |
| Content: | <p>Unit 1 Quality concept Definition, Garvin’s approach, quality management, jargon, levels of quality, five paradigms of quality, dimensions of quality, product and service quality, Cost of quality (COQ), Quality cost index. Quality gurus and their contributions, TQM: Seven phases of development. Personalities hall of fame</p> <p>Unit 2 Six Sigma Key concepts, quality levels, defects per million opportunities (DPMO), implementing six sigma, Strategy. Principles of Six sigma: Define, Measure, Analyse, Improve and Control (DMAIC), Define, Measure, Analyse, Design, and Verify (DMADV) training programmes. Designing a project</p> <p>Unit 3 Kaizen Concepts of Kaizen, Lean, 5S, Kaizen versus Innovation, the practice, Company Wide quality control (CWQC), Poka-yoke, Quality function Deployment (QFD), Quality control circles (QCC), Quality of work-life. Case analysis</p> <p>Unit 4 Quality Management Process Quality improvement tools – Pareto, cause, and effect diagram – Isikawa, Checksheet, Histograms, scatter diagram, control charts, graphs. Benchmarking, evolution, advantages, process, design, and prerequisites. Business process re-engineering (BPR), 3Rs of re-engineering, rules, benefits, methodologies, implementation. Customer driven quality and CRM. Field problem data collection and analysis</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning. | |
| References/ Readings: | <ol style="list-style-type: none"> 1. D. Besterfield, Total Quality Management. India: Pearson Education, 2003. 2. P. Charantimath, Total Quality Management. India: Pearson India, 2017. 3. B. Edvardsson, B. Thomasson, and J. Ovretreit, Quality of Service-Making it really work. TATA McGraw-Hill, London, 2011. 4. B. Janakiraman, and R.K. Gopal, Total quality management: text and cases. India: PHI Learning, 2006. 5. G.K. Khanji, K. Kristensen, and J.J. Dahlgaard, Fundamentals of Total Quality Management. United Kingdom: Taylor & Francis, 2008. 6. D. Kiran, Total Quality Management: Key Concepts and Case Studies. United Kingdom: Elsevier Science, 2016. | |
| Course Outcomes: | After the completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Understand the concept of quality in the services industry. 2. Define the concept of quality in tourism management studies. 3. Describe the quality management process. 4. Solve quality management issues in the tourism industry. | |

Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-631

Title of the Course: Economics

Number of Credits: 2

Effective from AY: 2022-23

| | | |
|---------------------------------------|---|--|
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand the theories and applications of Economics | |
| Content: | <p>Unit 1 Fundamentals of Economics Definition of demand, Law of demand and its determinants. Definition of supply, Law of supply, Movement along the supply curve and shift in supply curve, Factors affecting supply, Market equilibrium.</p> <p>Unit 2 Demand and Supply in Tourism Concepts of elasticity, degree, determinants and types, Relationship between revenue and elasticity of demand, demand forecasting - Tourism Economics-Multiplier and its effect as applied to Tourism Sector.</p> <p>Unit 3 Cost, Revenues, and Market Structure Short run costs and long run costs, Relationship between LAC and SAC, Economies of Scale Revenue Analysis–TR, AR, and MR - Types of markets, Perfect competition features, Price determination and equilibrium in the short run and the long run, Monopoly -features, equilibrium condition, Price discrimination. Monopolistic competition -features, Oligopoly-Kinked Demand curve. Application of revenue analysis through problems</p> | <p>10 Hours</p> <p>10 Hours</p> <p>10 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none">1. M. Harper, <i>The Economics Book: Big Ideas Simply Explained</i>. United Kingdom: Dorling Kindersley Limited, 2014.2. D.A.Mayer, <i>The Everything Economics Book: From Theory to Practice, Your Complete Guide to Understanding Economics Today</i>. United Kingdom: Adams Media, 2010.3. K.M.Murphy, and G.S. Becker, <i>Social Economics: Market Behavior in a Social Environment</i>. United States: Belknap Press of Harvard University Press, 2009.4. G. Rinaldi, <i>Economics for Policy Makers: A Guide for Non-Economists</i>. United Kingdom: Taylor & Francis, 2019.5. W. Buchholz, and D. Rübhelke, <i>Foundations of environmental economics</i>. Cham, Switzerland: Springer, 2019.6. C. B. Vigouroux, and S.S.Mufwene, <i>Bridging linguistics and economics</i>. Cambridge University Press, 2020. | |
| Course Outcomes: | After the completion of this course, the students will be able to <ol style="list-style-type: none">1. Explain the theories associated with economics.2. Compare the drivers of demand and suppliers of tourism and their interplay.3. Describe tourism industry microstructure.4. Derive a demand schedule from given economic data. | |

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Semester IV

Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-606

Title of the Course: Data Analytics in Tourism (Practical)

Number of Credits: 4

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand how data analytics can promote tourism | |
| Content: | <p>Unit 1 Sourcing of Data and its analysis Defining data, big data and data science, architectures, small data, taxonomy, methodology for data analysis, knowledge discover in data bases (KDD) process, Cross-Industry Standard Process for Data Mining (CRISP-DM) methodology. Data quality and preprocessing, data transformation, aggregation, modeling, generalization, predictions. Application for text, web and social media, data acquisition, extraction, tokenization, and web mining.</p> <p>Unit 2 Travel Demand Analytics Predicting tourist demand using big data, travel demand modeling with behavioural data, measuring human senses and experiences, web and social media analytics: Sentimental analytical approach, tourism intelligence, online travel reviews-paratextual analysis, text mining, Utility of Ministry of Civil Aviation (MOCA), Ministry of Tourism (MOT), United Nations World Tourism Organisation (UNWTO), International Air Transport Association (IATA) and World Travel and Tourism Council (WTTC) reports in demand analysis.</p> <p>Unit 3 Building a strategic analytics culture Developing a culture, data management and its challenges, data storage, data integration, measuring data, responsible use of data. Data visualization: importance, technology, management, types of visualisation. Decision making: Being proactive, analysis, predictive analysis, optimisation, machine learning, text analysis, innovations. Analytics for Operations, Marketing, Sales, Revenue Management, Performance analysis, and Gaming.</p> <p>Unit 4 Future of technologies in tourism Artificial intelligence, fragmentation of information, digital elasticity, storytelling, smart traveler and the internet of things, big-data, smart machine, material technologies, open systems, Intelligent transport systems, traffic planning and management.</p> | <p>30 Hours</p> <p>30 Hours</p> <p>30 Hours</p> <p>30 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. A.Apon, K. Dey, and M. Chowdhury, <i>Data Analytics for Intelligent Transportation Systems</i>. Netherlands: Elsevier Science, 2017. 2. A.Carvalho, J.Moreira, T. Horvath, and A.C.P.D.L.F Carvalho, <i>A General Introduction to Data Analytics</i>. Germany: Wiley, 2018. 3. D.R. Fesenmaier, and Z. Xiang, <i>Analytics in Smart Tourism Design: Concepts and Methods</i>. Germany: Springer International Publishing, 2016. 4. K.A. McGuire, <i>The Analytic Hospitality Executive: Implementing Data Analytics in Hotels and Casinos</i>. Germany: Wiley, 2016. 5. Z.Xiang, P.J.Sheldon, P. Benckendorff, <i>Tourism Information Technology</i>. United | |

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| | Kingdom: CABI, 2019. |
| Course Outcomes: | After completing this sessions the students will be able to: <ol style="list-style-type: none">1. Identify the sources of travel data.2. Source the data from available online portals.3. Build a strategic analytical culture.4. Visualize and summarize data. |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-607

Title of the Course: Cultural Tourism Research Methods

Number of Credits: 4

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Nil | |
| Course Objectives: | To understand how data analytics can promote tourism. | |
| Content: | <p>Unit 1 Foundations of tourism research Redefining conceptual frameworks, Positivism, Constructivism, Postmodernism, Critical inquiry, Existential-phenomenology, theory and theoretical contributions, theory building, spatiality of field research in tourism, bounded context.</p> <p>Unit 2 Interdisciplinary approaches Development of perspective, qualitative approach in survey of cultural tourist, methodical triangulation, Application of grounded theory in cultural tourism research, digitalization, and video logs to create cultural knowledge, visual methods –Primary sources photography, video, and drawings, Secondary-Post cards, tourism brochures, and websites, photo-based interview, collage technique, Ethnographic research, global ethnographies, Actor-Network analysis. Conduct a survey and observational study on cultural tourists</p> <p>Unit 3 Systematic Review of Literature Preferred reporting items for systematic review and meta-analysis, PRISMA Protocol for review design and Netnography-Data Visualization through bibliometric using VOS Viewer, TCM, Domain based reviews (DBR), Framework Based Reviews - Antecedents-Decisions and Outcomes, Theories, Context and Methods (ADO-TCM) Protocols, Conceptual reviews, Theory based reviews, Methods based reviews, Meta-analytical reviews, Meta-systematic reviews, Scientific procedures and rationales for systematic literature reviews (SPAR-SLR) method, Inclusion and exclusion factors of SLR.</p> <p>Unit 4 Qualitative Research Methods Ethnographic and participatory approaches, meta-theory in grounded investigations, participant observation on-site guest behaviours, narrative analysis of tourism research, Sensual-Quasi-Q-Sort(SQQS) system, audio methods, photo-elicitation, archival research, focus group, community case study, content analysis, and network analysis. Field study of cultural destinations to be used in dissertation</p> | <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> <p>15 Hours</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning | |
| References/ Readings: | <ol style="list-style-type: none"> 1. D. Chambers, and T. Rakić, An Introduction to Visual Research Methods in Tourism. United Kingdom: Taylor & Francis, 2011. 2. A. Gill, L. Dwyer, and N. Seetaram, Handbook of Research Methods in Tourism: Quantitative and Qualitative Approaches. United Kingdom: Edward Elgar, 2012. 3. M.C. Hall, Fieldwork in Tourism: Methods, Issues and Reflections. United Kingdom: Taylor & Francis, 2010. | |

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| | <ol style="list-style-type: none"> 4. R. Nunkoo, Handbook of Research Methods for Tourism and Hospitality Management. Germany: Edward Elgar Publishing, Incorporated, 2018. 5. K. Radel, and W. Hillman, Qualitative Methods in Tourism Research: Theory and Practice. United Kingdom: Channel View Publications, 2018. 6. G. Richards, Rethinking Cultural Tourism. United States: Edward Elgar Publishing, 2021. 7. G. Richards, and W. Munsters, Cultural Tourism Research Methods. United Kingdom: CAB International, 2010. 8. A. Valtonen, and J. Moisander, Qualitative Marketing Research: A Cultural Approach. United Kingdom: SAGE Publications, 2006. |
| Course Outcomes: | <p>After completing this sessions the students will be able to:</p> <ol style="list-style-type: none"> 1. List the school of thoughts associated with cultural tourism research. 2. Describe the interdisciplinary processes adopted in cultural tourism research. 3. Apply the systematic review of literature for topics in tourism. 4. Evaluate the type of qualitative methods used in cultural tourism studies |

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Name of the Programme: Masters of Tourism and Travel Management [MTTM]

Course Code: TTM-651

Title of the Course: Dissertation

Number of Credits: 16

Effective from AY: 2022-23

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| Pre-requisites for the Course: | Knowledge of qualitative and quantitative research methods. |
| Course Objectives: | To apply the problem-solving research methodologies in real life situations |
| Content: | <p>Practical</p> <p>The learner must take up a dissertation of 4 months in a tourism and travel related functional area, during the fourth semester.</p> <p>The learner must submit a research proposal after spending the first two weeks at their internship site.</p> <p>The learner must maintain daily logs and record the contributions made in the functional area.</p> <p>The learner must present their learning, contributions, and findings through three presentations based on the following:</p> <ol style="list-style-type: none">1. Problem identification2. Formulation of research question3. Research Design4. Review of Literature, Identification of Gaps, Design of Survey or Questionnaire.5. Data analysis – Choose between mixed methods, qualitative or quantitative methods. <p>The final presentation and dissertation will be adjudicated by both academicians and industry professionals.</p> |
| Pedagogy: | Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning |
| References/ Readings: | Applicable reference material from the selected courses listed below TTM-600, TTM-601, TTM-603, TTM-604, and TTM-605 |
| Course Outcomes: | <ol style="list-style-type: none">1. Identify the functions of a tourism and travel subsidiary or unit.2. Identify and state the research problem.3. Conduct a systematic review of literature using PRISMA Protocol and VOS viewer.4. Apply quantitative or qualitative methods to analyse data.5. Prepare a solution matrix for the gaps identified. |

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