

**Syllabus
For
Five Year – Integrated Master’s Programme in
Tourism & Travel Management (FYIMPTTM)**

**(Course Work + Course Work)
&
(Course Work + Research)
(CW+CW) & (CW+R)**

**Under the
National Education Policy (NEP-2020)**

(Effective from Academic Session 2026)



**Department of Tourism, Hospitality & Leisure Studies
University of Kashmir, Srinagar, Kashmir-190006**



Table of Contents

S. No.	T I T L E	Page No.
1	First Year	3
2	1st Semester	4
3	2nd Semester	20
4	Second year	37
5	3rd Semester	38
6	4th Semester	54
7	3rd year	70
8	5th Semester	71
9	6th Semester	86
10	4th year	104
11	7th Semester (CW+CW) & (CW+R)	105
12	8th Semester (CW+CW)	123
13	8th Semester (CW+R)	142
14	5th year	152
15	9th Semester (CW+CW) & (CW+R)	153
16	10th Semester (CW+CW)	171
17	10th Semester (CW+R)	194



FYIMPTM

1st Semester (First Year)

(Course Work + Course Work)
&
(Course Work + Research)



First Year						
1 st Semester						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJFT0126	Fundamentals of Tourism	70	30	-	100	3-1-0-0
ITTMMJFH0126	Fundamentals of Hospitality	70	30	-	100	3-1-0-0
Minor Courses- (MN)	Note: Students will have to opt one (1) course of four (4) credits from a pool of Minor Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies/other departments.					
ITTMMNPM0126	Principles of Management	70	30	-	100	3-1-0-0
ITTMMNHE0126	Historical Evolution of Tourism	70	30	-	100	3-1-0-0
Multidisciplinary (MD)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Multidisciplinary courses by selecting any of the broad fields designed at central level by the university which they have not studied at the 12 th level or the opted course is not related to their major and minor stream under this category					3-0-0-0
Ability Enhancement Courses (AEC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Ability Enhancement Courses offered at central level by the university.					3-0-0-0
Value Added Courses (VAC)	Note:- Students will have to opt two (2) courses of two (2) credits each from a pool of Value-Added Courses offered at central level by the university.					4-0-0-0
Skill Enhancement Course (SEC)	Note:- Students will have to opt for one (1) course of two (2) credits from a pool of Skill Enhancement Course/s designed and to be offered by the Department of Tourism Hospitality and Leisure Studies					
ITTMSESS0126	Soft Skills for Tourism and Hospitality	50	-	-	50	2-0-0-0
ITTMSEMR0126	Map reading & Navigation in Tourism	50	-	-	50	2-0-0-0
Total Credits						24



Fundamentals of Tourism

FYIMPTTM (1st Semester)

Course Code: ITTMMJFT0126 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs

Course Learning Outcomes (CLOs):

After the completion of this course students shall be able to:

- ✓ **CLO 1:** Understand basic Tourism concepts, definitions & terms and develop an understanding regarding the various types of Tourism & Tourists.
- ✓ **CLO 2:** Appreciate the role of key components of Tourism industry by developing an understanding regarding the importance of Attractions, Accommodation, Accessibility and other elements of Tourism
- ✓ **CLO 3:** Evaluate the Economic, Environmental and Socio-cultural dimensions of Tourism by examining Economic, Environmental & Social impacts of tourism.
- ✓ **CLO 3:** Recognize key Organizations of Tourism and Hospitality sector by discussing the origin, role, functions and activities of some prominent international, national and regional Tourism Organisations.

Course Contents:

Unit I Understanding Tourism

- Concept and definitions; Tourism, Visitor, Tourist, Excursionist, Traveller, & Transient
- Types and forms of Tourism
- Types of Tourists
- Leiper's Model of Tourism

Unit II Structure of Tourism Industry

- Primary and Secondary Components of Tourism
- Tourism Attraction – Concept and Types
- Hospitality - Meaning and Types of Accommodation
- Transportation - Concept and modes of Transportation in Tourism
- 6 A's of Tourism – Attraction, Accommodation, Accessibility, Amenities, Activities, and Awareness.

Unit III Tourism Impacts

- Concept and meaning; Tourism Impacts



- Economic Impact – Benefits and Costs
- Environmental Impact – Desirable and Detrimental
- Socio-Cultural Impact - Positive and Negative

Unit IV Tourism Organisations

- Meaning and Importance; Tourism Organisations
- International Organisations – UNWTO, WTTC and IATA
- National Organisations – TAAI, IATO and MOT GOI
- Regional Organisations – DOT Government of J&K and JKTDC

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJFT0126.1	3	2	3	2	2	3	3	2.57
ITTMMJFT0126.2	3	2	2	2	2	2	2	2.14
ITTMMJFT0126.3	2	2	2	3	2	3	3	2.57
ITTMMJFT0126.4	2	2	2	2	2	2	3	2.14
Average PLO	2.5	2.0	2.25	2.25	2.0	2.5	2.75	2.35

Suggested Readings

1. Burkart A.J., Medlik S. *Tourism-Past, Present & Future*, Heinemann, London.
2. Dar, Shahnawaz, *Tourism and Pilgrimage*, Sarup Publishers, New Delhi
3. Medlik, S. *Understanding Tourism*, Butterworth Heinemann, Oxford.
4. Michael M. Coltman, *Introduction to Travel and Tourism - An International Approach*, Van Nostrand Reinhold, New York.
5. Mil land Morrison, *The Tourism System: An Introductory Text*, Prentice Hall
6. Sunetra Rodayetal, *Tourism Operations and Management*, Oxford University Press
7. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press



Fundamentals of Hospitality

FYIMPTTM (1st Semester)

Course Code: ITTMMJFH0126 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Define and describe the scope, segments, origin, and growth of the hospitality industry and explain the interrelationship between hospitality and tourism.

CLO2: Examine the hotel industry's evolution, classify different types of hotels and accommodations, and describe hotel services, tariffs, and meal plans.

CLO3: Assess the structure, major departments, financial incentives, and registration processes in hotels and guesthouses and evaluate key hotel-specific technical terms.

CLO4: Analyze methods for measuring hotel performance, including occupancy ratios, average rates, and market share indices, and evaluate best practices in sustainability and crisis management for hotels.

Course Content:

Unit: 1 Origin & Growth of Hospitality Industry

- Growth of the global and Indian hospitality industry
- Definition, scope, and segments of hospitality services
- Hospitality and tourism interrelationship
- Hospitality careers and trends

Unit 2: Introduction to Hotel Business

- Evolution and growth of the Hotel Industry in India and Jammu & Kashmir
- Meaning & classification of Hotels
- Star Rating of Hotels, Hotel Tariff and Meal Plans
- Types of Guest Rooms
- Types of accommodations: Hotels, Resorts, Motels, Inns and
- Alternative Accommodations, Houseboats, Features & importance

Unit 3: Hotel Organization

- Hotel Organisational structure
- Major Departments of a Hotel - their Objectives and structure
- Registration and Gradation of hotels



- Incentives and subsidy extended to hotels

Unit 4: Evaluating Hotel Performance

- Methods of Measuring Hotel performance:-
- Occupancy ratio
- Average Daily Rate
- Average Room Rate Per Guest
- Evaluation of Hotel by Guests
- Waste management and water conservation in hotels

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJFH0126.1	3	2	1	1	2	3	1	1.86
ITTMMJFH0126.2	3	3	1	1	2	2	1	1.86
ITTMMJFH0126.3	2	3	2	2	2	1	1	1.86
ITTMMJFH0126.4	2	3	2	1	3	2	2	2.14
Average PLO	2.5	2.75	1.5	1.25	2.25	2	1.25	1.93

Suggested Readings

1. Jatashankar R Tewari, *Hotel front office operations and Management*, Oxford publication New Delhi.
2. Reynolds, D. R., Rahman, I., & Barrows, C. W. (2021). *Introduction to hospitality management*. John Wiley & Sons.
3. Jagmohan Negi, *Professional Hotel Management*, S. Chand, New Delhi



Principles of Management

FYIMPTM (1st Semester)

Course Code: ITTMMNPM0126 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: *Understand* and explain the fundamental concepts, nature, scope, and evolution of management, and relate managerial principles to the functioning of travel and tourism organizations.

CLO2: *Apply* planning and decision-making techniques to tourism and hospitality organizations, demonstrating the ability to formulate objectives, strategies, and policies.

CLO 3: *Analyze* organizational structures, staffing practices, and leadership approaches relevant to tourism enterprises for effective coordination and human resource utilization.

CLO4: *Evaluate* controlling processes, communication systems, and contemporary management practices to improve organizational performance in the tourism and travel sector.

Course Content:

Unit I: Introduction to Management

- Concept and meaning of management
- Evolution of management thought
- Nature and characteristics of management
- Management as an art, science, and profession
- Objectives and importance of management
- Levels of management: Top, middle, and lower
- Managerial roles and skills
- Relevance of management principles to travel, tourism, and hospitality organizations

Unit II: Planning and Decision Making

- Meaning and importance of planning
- Types of plans: objectives, policies, procedures, rules, strategies, and programs
- Planning process
- Forecasting techniques
- Decision making: concept and process



- Types of managerial decisions
- Decision-making tools and techniques
- Management by Objectives (MBO)
- Applications of planning and decision making in tourism and travel enterprises

Unit III: Organizing, Staffing, and Leadership

- Concept and principles of organizing
- Organizational structure and design
- Authority, responsibility, accountability, and delegation
- Centralization and decentralization
- Concept and importance of staffing
- Staffing process
- Recruitment, selection, training, and development
- Leadership: concept and importance
- Leadership styles and theories
- Motivation and leadership practices in tourism and hospitality organizations

Unit IV: Controlling, Communication, and Contemporary Issues

- Meaning and importance of controlling
- Controlling process and techniques
- Budgetary and non-budgetary control
- Concept and process of communication
- Types and barriers of communication
- Coordination: concept and significance
- Contemporary management issues
- Total Quality Management (TQM)
- Corporate Social Responsibility (CSR)
- Ethical issues in management
- Sustainable management practices in tourism
- Emerging challenges for managers in the tourism and travel industry

CLO-PLO Mapping Matrix (Mathematical Representation)
Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNPM0126.1	3	2	1	2	1	1	1	1.57



ITTMMNPM01262	2	3	3	2	2	1	2	2.14
ITTMMNPM0126.3	2	3	3	2	2	2	2	2.29
ITTMMNPM0126.4	2	2	3	3	2	2	3	2.43
Average PLO	2.25	2.50	2.50	2.25	1.75	1.50	2.00	2.11

Suggested Readings

1. Koontz, H., Weihrich, H., & Cannice, M. (2020). *Essentials of Management (10th ed.)*. McGraw-Hill Education.
2. Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2021). *Fundamentals of Management (11th ed.)*. Pearson Education.
3. Drucker, P. F. (2007). *Management: Tasks, Responsibilities and Practices*. Harper Business.
4. Griffin, R. W. (2020). *Management (13th ed.)*. Cengage Learning.
5. Bhatia, R. C. (2019). *Principles of Management*. Ane Books Pvt. Ltd.



Historical Evolution of Tourism

FYIMPTTM (1st Semester)

Course Code: ITTMMNHE0126 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Demonstrate an understanding of the concept, scope, and significance of tourism by classifying tourists, tourism forms, and destinations.

CLO 2: Explain the historical evolution of travel and tourism in ancient civilizations by relating travel motivations to socio-economic and cultural contexts.

CLO 3: Analyze tourism development during the medieval and early modern periods with reference to pilgrimages, trade networks and educational travel.

CLO 4: Evaluate modern and contemporary tourism development by examining the effects of industrialization, technological advancement, sustainability and responsible tourism practices.

Course Content:

Unit-1: Introduction to Tourism

- Definition, concept, importance, and scope of tourism
- Definition and meaning of tourists
- Types and classification of tourists
- Forms and types of tourism
- Definition, meaning, and types of tourist destinations
- Need for the study of the history of tourism
- Sources of data for studying the history of tourism

Unit-2: Tourism in Ancient Civilizations

- Concept and evolution of travel in ancient societies
- Travel motivations in ancient times: trade, commerce, diplomacy, education, religion, sports, health, and leisure
- Tourism practices in early civilizations: Mesopotamia, Egypt, Indus Valley, China, and Persia
- Tourism development in Ancient Greece: Olympic Games, religious festivals, and health tourism



- Tourism development in Ancient Rome: leisure travel, spas and villas, entertainment, road networks, and guidebooks
- Wonders of the Ancient World as early tourism attractions

Unit-3: Medieval and early Modern Tourism

- Tourism and travel patterns during the medieval period
- Pilgrimage as a major form of organized travel: Mecca, Jerusalem, Rome, Varanasi, and Bodh Gaya
- Role of monasteries, caravanserais, and trade guilds in facilitating travel & hospitality
- Major trade routes and travel networks, including the Silk Route and the Spice Route
- Travel and tourism in Islamic civilizations
- Maritime travel and trade networks of the Phoenicians
- Tourism and travel developments during the Renaissance period
- The Grand Tour as an early form of educational tourism
- Emergence of early travel literature and the development of cartography

Unit-4: Modern and Contemporary Tourism Development

- Impact of the Industrial Revolution on the growth and expansion of tourism
- Technological advancements in transportation, including the development of railways and steamships
- Rise of mass tourism and leisure travel
- Emergence of seaside resorts and spa towns
- Role of Thomas Cook in the development of organized tourism
- Growth of hotels and formal hospitality institutions
- Tourism development in the twentieth century, with special reference to aviation, package tourism, and globalization
- Tourism in the contemporary period, including digitalization, sustainability, and responsible tourism

CLO-PLO Mapping Matrix (Mathematical Representation)
Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNHE0126.1	3	2	3	2	2	3	3	2.57
ITTMMNHE0126.2	3	2	2	2	2	2	2	2.14
ITTMMNHE0126.3	2	2	2	3	2	3	3	2.57



ITTMMNHE0126.4	2	2	2	2	2	2	3	2.14
Average PLO	2.50	2.00	2.25	2.25	2.00	2.50	2.75	2.35

Suggested Readings

1. Burkart, A. J., & Medlik, S. (1981). *Tourism: Past, present and future*. London, UK: Heinemann.
2. Swain, S. K. (2016). *Tourism: Principles and practices*. New Delhi, India: Oxford University Press.
3. Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. New Delhi, India: Oxford University Press.
4. Walker, J. R., & Walker, J. L. (2011). *Tourism: Concepts and practices*. Noida, India: Pearson Education India.
5. Inkson, C., & Minnaert, L. (2018). *Tourism management*. London, UK: Sage Publications.



Ability Enhancement Course (AEC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Ability Enhancement Courses offered at central level by the university.	3-0-0-0
Value Added Course (VAC)	Note:- Students will have to opt two (2) courses of two (2) credits each from a pool of Value Added Courses offered at central level by the university.	4-0-0-0
Multidisciplinary Course (MDC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Multidisciplinary courses by selecting any of the broad fields designed at central level by the university which they have not studied at the 12 th level or the opted course is not related to their major and minor stream under this category	3-0-0-0

Note:

The List of courses for FYIMP and PG programmes under Ability Enhancement Courses (AEC), Value Added Courses (VAC), and Multidisciplinary (MD) categories along with their respective codes and credits is enclosed with this syllabus under Annexure ‘2’ issued by NEP cell of University of Kashmir vide circular KU-2024-NEP-CIRCULAR/0234 dated; April 08, 2025.



Soft Skills for Tourism and Hospitality

FYIMPTM (1st Semester)

Course Code: ITTMSESS0126 (15 hours per credit)

Theory: Marks 50

Total Credits: 02

Total Marks: 50

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO 1: Explain the concept and importance of communication enabling the students to handle different types of groups and intercultural interactions.

CLO 2: Developing decision making skills in managing time, stress and contribute towards problem solving within the organization.

Course Content:

Unit 1: Introduction to Communication

- Meaning
- Types of Communication (Verbal, Non-verbal, Written, Visual)
- The 7 Cs of Effective Communication
- Public speaking for guiding/escorting
- Interpersonal and Intercultural handling Skills
- Grooming

Unit 2: Listening and Speaking Skills

- Meaning and Importance of listening
- Reasons for poor listening
- Traits of a good listener
- Problem-Solving and Conflict Resolution
- Teamwork
- Time Management
- Stress Management
- Role Play (Airport transfers, Hotel Check in, Conversation, Dialogues, Interviews, Group Discussions, Presentations)

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution



CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMSESS0126.1	1	2	3	3	3	3	3	2.57
ITTMSESS0126.2	1	2	3	3	3	3	3	2.57
Average PLO	1	2	3	3	3	3	3	2.57

Suggested Readings:

1. Bovee, Thill & Schatzman – *Business Communication Today*, Pearson, New Delhi
2. Jon & Lisa Burton – *Interpersonal Skills for Travel & Tourism*, Longman Group Ltd.
3. Kaul, Asha – *Effective Business Communication*, PHI, New Delhi
4. Lynn Vander Wagen – *Communication in Tourism & Hospitality*, Hospitality Press Ltd.
5. Mandal, S.K. – *Effective Communication and Public Speaking*, Jaico, Mumbai
6. Munter, Mary – *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi



Map Reading and Navigation in Tourism

FYIMPTM (1st Semester)

Course Code: ITTMSEMR0126 (15 hours per credit)

Theory: Marks 50

Total Credits: 02

Total Marks: 50

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

Upon successful completion of this course, learners will be able to:

CLO 1: Demonstrate advanced map reading proficiency, including scale, projection, contour lines and direction.

CLO 2: Use navigation systems (compass, GPS and GIS) to determine bearings, locate positions and support field navigation.

Course Content:

Unit 1: Fundamentals of Maps & Cartographic Principles

- Introduction and purpose of maps in tourism
- Types of maps: physical, political, topographic, thematic, adventure maps
- Scale and projections – Universal Transverse Mercator (UTM) coordinates
- Contours, relief interpretation, legend and symbols
- True north, magnetic north and grid north

Unit 2: Navigation Tools & Field Methods

- Magnetic compass – parts, magnetic declination, azimuth and bearings
- Global Positioning System (GPS): satellite triangulation and waypoint navigation
- Field techniques – triangulation, handrails and attack points
- Map-to-ground and ground-to-map location matching
- Outdoor safety considerations

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMSEMR0126.1	3.0	2.0	2.0	1.0	1.0	1.0	1.0	1.57
ITTMSEMR0126.2	3.0	3.0	3.0	2.0	2.0	1.0	1.0	2.14
Average PLO	3.0	2.5	1.5	1.5	1.5	1.0	1.0	1.85



Suggested Readings

1. Chang, K.-T. (2019). *Introduction to Geographic Information Systems (9th ed.)*. McGraw-Hill.
2. Longley, P. A., Goodchild, M. F., Maguire, D. J., & Rhind, D. W. (2015). *Geographic Information Systems and Science (4th ed.)*. Wiley.
3. Robinson, A. H., Morrison, J. L., Muehrcke, P. C., Kimerling, A. J., & Guptill, S. C. (1995). *Elements of Cartography (6th ed.)*. Wiley.
4. Worboys, M. (2020). *Geospatial World: GIS, GPS, Remote Sensing & Mapping*. CRC Press.



FYIMPTTM
2nd Semester (First Year)
(Course Work + Course Work)
&
(Course Work + Research)



First Year						
2 nd Semester						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJTS0226	Travel Service Operations	70	30	-	100	3-1-0-0
ITTMMJNT0226	Natural Tourism Resources of J&K	70	30	-	100	3-1-0-0
Minor Courses- (MN)	Note: Students will have to opt one (1) course of four (4) credits from a pool of Minor Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies/other departments.					
ITTMMNFO0226	Front office Service Management	70	30	-	100	3-1-0-0
ITTMMNAT0226	Accounting for Tourism Managers	70	30	-	100	3-1-0-0
Multidisciplinary (MDC)	Note:-Students will have to opt one (1) course of three (3) credits from a pool of Multidisciplinary courses by selecting any of the broad fields designed at central level by the university which they have not studied at the 12 th level or the opted course is not related to their major and minor stream under this category.					3-0-0-0
Ability Enhancement Courses (AEC)	Note:-Students will have to opt one (1) course of three (3) credits from a pool of Ability Enhancement Courses offered at central level by the university.					3-0-0-0
Value Added Courses (VAD)	Note: -Students will have to opt two (2) courses of two (2) credits each from a pool of Value-Added Courses offered at central level by the university.					4-0-0-0
Skill Enhancement Course (SEC)	Note:-Students will have to opt for one (1) course of two (2) credits from a pool of Skill Enhancement Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies					
ITTMSEDF0226	Destination Familiarization Visit 1	50	-	-	50	0-0-1-1
ITTMSEDM0226	Disaster Management in Tourism	50	-	-	50	2-0-0-0
Total Credits						24



Travel Services Operations

FYIMPTTM (2nd Semester)

Course Code: ITTMMJTS0226 (15 Hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course students shall be able to:

CLO 1: *Trace* travel-business evolution, India's agency growth timeline, and globally major milestones; define and distinguish travel agents and tour operators; analyse types, interrelations, and industry roles.

CLO 2: *Explore* travel agencies' roles, services by tour operators, organisational structures, approval/accreditation regulations, and revenue sources, including commissions and service charges.

CLO 3: *Comprehend* tour operator structures, organisational forms, departmental functions, and procedures for reservations and cancellations. Learn supplier commission structures and travel insurance benefits across hotels, airlines, cruises, car rentals, and rail travel.

CLO 4: *Learn* itinerary planning, costing, packaging, and promotion; understand RBI regulations, CRM, and tech use; manage travel documents, sales records, and explore the roles of DMCs and Visitor Information Centres effectively.

Course Content:

Unit 1: Evolution and History of Travel Business

- Historical development of the travel agency business in India
- Global timeline and milestones in the development of tourism
- Definition and roles of Travel Agent (TA) and Tour Operator (TO)
- Distinction and interrelationship between travel agents and tour operators
- Types of Travel Agencies and Tour Operators - Inbound, Outbound, Domestic, Ground Operators, Specialist Operators

Unit 2: Travel Agencies – Roles and Responsibilities

- Key services offered by Travel Agents and Tour Operators
- Comparative analysis of organizational types - Sole proprietorship, Partnership, Private Limited Company, Public Limited Company, Government regulations and approvals:, Ministry of Tourism approval process, IATA accreditation: rules and procedures



- Revenue sources for travel agencies and tour operators - Commissions from suppliers, Mark-ups and service charges, Incentives and overrides

Unit 3: Organisational Structure of a Tour Operator

- Organisational structures in tour operations - Key departments and their functions:, Operations, Reservations, Sales, Marketing, Accounts, HR
- Reservation and cancellation procedures for Hotels, Airlines, Cruise liners, Car rentals, Rail travel
- Commission structures from service providers
- Overview of Travel Insurance - Types of travel insurance, Advantages and importance in tour operations

Unit 4: Tour Designing and Operations

- Tour Designing - Itinerary preparation:, Costing and pricing of tour packages, Tour packaging and promotion strategies
- RBI regulations and foreign exchange guidelines for tour operators
- Use of technology in tour operations - CRM systems, Online booking tools, Virtual tours
- Customer Relationship Management (CRM) in tourism
- Common documents used in travel operations - Vouchers (Hotel & Airline), Exchange Orders, PAX Docket, Status Report, Daily Sales Record
- Role of Destination Management Companies (DMCs) and Visitor Information Centres

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJTS0226.1	2	3	1	3	1	3	1	2.00
ITTMMJTS0226.2	1	3	2	3	1	3	2	2.14
ITTMMJTS0226.3	1	2	1	3	1	3	2	1.85
ITTMMJTS0226.4	1	3	1	3	1	3	2	2.00
Average PLO	1.25	2.75	1.25	3.00	1.00	3.00	1.75	1.99

Suggested Readings



1. *The Business of Travel Agency Operations and Administration – Foster, D.L., McGraw-Hill, Singapore*
2. *How to Open and Run a Money Making Travel Agency – Frenmount, P., John Wiley and Sons, New York*
3. *Professional Travel Agency Management – Gee, Chuck and Y. Makens, Prentice Hall, New York*
4. *The Business of Tourism – Holloway, J.C., Pitman*
5. *Guide to Starting and Operating Successful Travel Agency – Stevens, Laurence, Delmar Publishers Inc., New York*
6. *Manual of Travel Agency Practice – Syrratt, G., Butterworth, Oxford*



Natural Tourism Resources of J&K

FYIMPTTM (2nd Semester)

Course Code: ITTMMJNT0226 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the meaning, classification, and significance of natural resources of Jammu & Kashmir and analyze their role in tourism development.

CLO 2: Identify and describe the land, water, and climatic resources of Jammu & Kashmir and evaluate their tourism potential.

CLO 3: Examine the forest, wildlife, and biodiversity resources of Jammu & Kashmir and assess their importance for ecotourism and conservation-based tourism.

CLO 4: Analyze the environmental challenges affecting natural resources and propose sustainable and community-based tourism strategies for resource conservation in Jammu & Kashmir.

Course Content:

Unit I: Introduction to Natural Resources of Jammu & Kashmir

- Meaning and classification of natural resources
- Renewable and non-renewable resources
- Geographical location and physical setting of J&K
- Natural resource base and its importance for tourism
- Relationship between natural resources and tourism development

Unit II: Land, Water, and Climatic Resources

- Major landforms: Mountains, valleys, plateaus
- Rivers of J&K: Jhelum, Chenab, Indus, Tawi
- Lakes and wetlands: Dal, Wular, Mansar, Surinsar
- Climatic zones and seasons of J&K
- Tourism significance of land, water, and climate

Unit III: Forests, Wildlife, and Biodiversity

- Forest types and vegetation of J&K
- Wildlife resources and protected areas
- National parks and wildlife sanctuaries



- Biodiversity significance and endemic species
- Ecotourism and wildlife tourism potential

Unit IV: Conservation, Sustainability, and Tourism

- Environmental issues and challenges in J&K
- Impact of tourism on natural resources
- Sustainable tourism and resource management
- Community participation in conservation
- Role of government and policies in resource protection.

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	CLO Avg.
ITTMMJNT0226.1	3	2	2	1	1	2	1	1.71
ITTMMJNT0226.2	3	2	2	1	1	1	1	1.57
ITTMMJNT0226.3	2	2	2	1	1	3	2	1.86
ITTMMJNT0226.4	2	2	3	1	2	3	3	2.29
PLO Avg.	2.50	2.00	2.25	1.00	1.25	2.25	1.75	1.86

Suggested Readings

1. Deewan, P. (2013). Jammu, Kashmir and Ladakh. New Delhi, India: Manas Publications.
2. Department of Tourism, Government of Jammu & Kashmir. (n.d.). Promotional literature. Jammu & Kashmir, India: Author.
3. Walter, L. (2009). Valley of Kashmir. Srinagar, India: Chinar Publications.
4. Singh, S. (2014). Tourist places in Jammu and Kashmir. Ebooks2go Inc.
5. Dar, S. (2011). Tourism and pilgrimage: A case study of Kashmir Valley. New Delhi, India: Sarup Publishers.
6. Gupta, D. (2010). Jammu, Kashmir and Ladakh. New Delhi, India: Anmol Publications.
7. 5. Weaver, D. (2021). Sustainable Tourism: Theory and Practice. Routledge.



Front Office Service Management

FYIMPTTM (2nd Semester)

Course Code: ITTMMNFO0226 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the fundamentals of front office operations by describing its organizational structure, roles and responsibilities of personnel, required personality traits, and the importance of effective coordination with other hotel departments

CLO2: Identify and differentiate the functions of various sections of the Room Division Department, including reservation, front desk, guest relations, cashiering, concierge, and allied support services, to understand their role in delivering seamless guest services.

CLO3: Analyze the guest cycle by explaining its stages, activities, documentation, and equipment requirements across manual, semi-automated, and fully automated systems, and evaluate variations in guest handling for VIPs, groups, airline crew, and transient guests.

CLO4: Evaluate the reservation process by explaining its importance, modes, systems, tools, and terminology, and assess reservation types, amendment and cancellation policies, and the role of online reservation supply chains such as OTAs, CRS, and GDS in modern hotel operations.

Course Content:

Unit 1: Front Office Fundamentals

- Overview of Front Office Operations
- Organizational Structure of Front Office Department
- Duties and responsibilities of front office employees
- Personality traits of front office employees
- Coordination of front office with other departments and sections

Unit 2: Functions of different sections of room division department

- Reservation
- Reception/front desk
- Lobby desk
- Guest relation desk
- Telephone



- Business centre
- Mail and message section
- Cashier desk
- Night auditor
- Bell desk
- Concierge
- Travel desk
- Airport representative

Unit 3: Guest Cycle

- Different Stages of Guest Cycle and involved activities
- Guest cycle operation under- manual, semi-automated and fully automated system
- Guest cycle activities under- VIP, Group, Airline crew member and transient guest
- Equipment under different modes of guest cycle
- Documentation under different modes of guest cycle

Unit 4: Reservation

- Definition and importance of reservation
- Modes and Sources of reservation
- Tool and process of reservation
- System of reservation (Manual (Card and Hotel Diary); Semi-automated (Whitney, computerized) and Fully automated (CRS and GDS)
- Types of reservation (Guaranteed vs. Nonguaranteed); Transient vs. Group
- Reservation amendment/modification and cancellation policy
- Reservation supply chain (online companies)- Expedia, Make My Trip, Travel Related Services
- Reservation terminology and documentation

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNFO0226.1	3	2	1	1	1	2	1	1.57
ITTMMNFO0226.2	2	3	1	1	1	2	1	1.57
ITTMMNFO0226.3	2	3	2	2	1	1	1	1.71



ITTMMNFO0226.4	2	3	2	1	3	2	2	2.14
Average PLO	2.25	2.75	1.5	1.25	1.5	1.75	1.25	1.75

Suggested Readings

1. ***Jatashankar R. Tewari***, Hotel Front Office: Operations and Management, *Oxford University Press, New Delhi (2009)*
2. ***Michael L. Kasavana & Richard M. Brooks***, Managing Front Office Operations (1991)
3. ***James A. Bardi***, Hotel Front Office Management (2006)
4. ***Sue Baker, Pam Bradley & Jeremy Huyton***, Principles of Hotel Front Office Operations (2000)
5. ***Sudhir Andrews***, Front Office Management and Operations (2008)



Accounting for Tourism Managers

FYIMPTM (2nd Semester)

Course Code: ITTMMNAT0226 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the fundamental concepts, objectives, principles, and framework of accounting, including GAAP, accounting equations, subsidiary books, and the distinction between accounting and accountancy

CLO2: Record and classify business transactions by applying rules of debit and credit through journalizing, posting into ledgers, and maintaining systematic books of original entry

CLO3: Prepare and interpret financial statements such as Trading Account, Profit & Loss Account, and Balance Sheet, and analyze financial performance using comparative and common-size statements

CLO4: Analyze the financial position and operational efficiency of tourism and hospitality enterprises using ratio analysis, funds flow statements, and cash flow statements for informed managerial decision-making

Course Contents:

Unit 1: Introduction to Accounting:

- Concept and objectives
- Accounting vs Accountancy
- Generally Accepted Accounting principles (GAAP)
- Golden rules of accounting,
- Accounting Equation
- Subsidiary books

Unit 2: Books of original entry (journal):

- Meaning and definition
- Format of journal
- Rules of debit and credit
- Journalizing Transactions- (Opening entry, simple and compound entries)
- Ledger -Posting from Journal to Ledger

Unit 3: Preparation and Analysis of Financial Statements:



- Preparation of Trading Account
- Profit & Loss Account
- Balance Sheet
- Financial Statement Analysis—Concept & objectives
- Preparation of Comparative Financial Statements
- Common size statements, preparation of funds flow and cash flow statements

Unit 4: Ratio Analysis:

- Liquidity Ratios'
- Solvency Ratios'
- Profitability Ratios'
- Funds Flow Analysis – concept and preparation of funds flow statement
- Cash Flow Analysis – concept and preparation of cash flow statement

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNAT0226.1	3	2	1	1	1	1	1	1.43
ITTMMNAT0226.2	2	3	1	1	1	1	1	1.43
ITTMMNAT0226.3	2	2	3	1	2	1	2	1.86
ITTMMNAT0226.4	2	2	3	1	3	2	3	2.29
Average PLO	2.25	2.25	2.00	1.00	1.75	1.25	1.75	1.69

Suggested Readings

1. S.Kr. Paul: *Fundamentals of Accounting*, New central Book Agency(P)Ltd.
2. P.C. Tulsan: *Fundamentals of Accounting*, Tata McGraw Hill Education Pvt. Ltd.
3. A.N. Agarwala, Kamlesh N. Agarwaal: *Fundamentals of Accounting*, KitabMahal.
4. Juneja, Chawla, Seksana: *Fundamental of Accounting*, Kalyani Publishers.
5. Maheshwari: *Introduction to Accounting*, Vikas Publishing House.



Ability Enhancement Course (AEC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Ability Enhancement Courses offered at central level by the university.	3-0-0-0
Value Added Course (VAC)	Note:- Students will have to opt two (2) courses of two (2) credits each from a pool of Value Added Courses offered at central level by the university.	4-0-0-0
Multidisciplinary Course (MDC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Multidisciplinary courses by selecting any of the broad fields designed at central level by the university which they have not studied at the 12 th level or the opted course is not related to their major and minor stream under this category	3-0-0-0

Note:

The List of courses for FYIMP and PG programmes under Ability Enhancement Courses (AEC), Value Added Courses (VAC), and Multidisciplinary (MD) categories along with their respective codes and credits is enclosed with this syllabus under Annexure ‘2’ issued by NEP cell of University of Kashmir vide circular KU-2024-NEP-CIRCULAR/0234 dated; April 08, 2025.



Destination Familiarization Visit – 1

FYIMPTM (2nd Semester)

Course Code: ITTMSDF0226 (30 hours per credit)

Total Credits: 02

Total Marks: 50

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Collect and document first-hand information on the leading tourism destination of Kashmir (their historical, cultural, environmental, socio-cultural and resource value) during field visits.

CLO 2: Prepare and present structured destination reports and communicate findings with critical insight regarding destination attractiveness and competitiveness.

Course Contents:

This course aims to provide students with experiential learning through a structured field/familiarization visit to key tourism destinations across Kashmir. The main goal is to help students gather first-hand information and exposure of the prominent destinations of Kashmir. These visits will offer students practical insights into destination potential in terms of its resources; natural and cultural and get understanding of historical, geographical, environmental, and socio-cultural aspects of the destination.

Structure

1. Destination Familiarization Visit – 1 (DFV-1)

- Four days DFV-1 will be conducted during the second semester to expose students to nearby tourism destinations in Kashmir. The four days visit will be distributed between the four teaching months of the second semester, at least conducting one day visit during each month of the semester.
- Students will visit selected destinations to gather comprehensive information about various aspects, including historical, geographical, environmental, and socio-cultural, of the destination.
- Each visit will be followed by the submission of a detailed report covering different aspects of the destination.

2. Assessment



- The DRFV component will carry two credits of 60 hours practical, with a total of 50 marks.
- Evaluation will be divided into two parts, and both are compulsory:
 - 25 marks for the evaluation of the report
 - 25 marks for the presentation, followed by a Viva Voce of the report, where students will communicate the learning's from the visit.

3. Methods of Evaluation

The report will be evaluated on the following criteria:

- Collection of information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their visits.
- Presentation followed by Viva Voce: The effectiveness of students' presentations in conveying their DFV learning's and findings.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMSEDF0226.1	3	3	2	1	1	1	2	1.85
ITTMSEDF0226.2	2	3	3	3	3	1	1	2.28
Average PLO	2.5	3.0	2.5	2.0	2.0	1.0	1.5	2.06



Disaster Management in Tourism

FYIMPTM (2nd Semester)

Course Code: ITTMSEDM0226 (15 hours per credit)

Theory: Marks 50

Total Credits: 02

Total Marks: 50

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the concepts, types, causes, and impacts of natural and human-induced disasters with special reference to tourism destinations, tourism infrastructure, and tourism-dependent communities

CLO2: Analyze disaster risk, vulnerability, and preparedness measures in tourism destinations by applying disaster management frameworks, early warning systems, and risk assessment tools

Course Contents:

Unit 1: Introduction to Disaster Management and Tourism

- Concept and definition of disaster and disaster management
- Types of disasters: natural, man-made, technological, and biological
- Disaster profile of tourism destinations
- Impact of disasters on tourism industry, destinations, infrastructure, and host communities
- Tourism vulnerability and risk exposure
- Role of tourism stakeholders in disaster management

Unit 2: Disaster Risk Assessment and Preparedness in Tourism

- Concept of disaster risk, hazard, vulnerability, and capacity
- Disaster risk assessment and mapping in tourism destinations
- Early warning systems and preparedness planning
- Disaster preparedness measures for hotels, transport, attractions, and destinations
- Institutional frameworks for disaster management in tourism
- Community participation and capacity building

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
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ITTMSEDM0226.1	3	1	1	1	1	2	1	1.43
ITTMSEDM0226.2	2	2	3	1	1	2	3	2.00
Average PLO	2.5	1.5	2.0	1.0	1.0	2.0	2.0	1.71

Suggested Readings

1. *Ritchie, B. W., & Campiranon, K., Tourism Crisis and Disaster Management in the Asia-Pacific, CABI Publishing, Oxfordshire*
2. *Faulkner, B., Tourism Disaster Management Strategies, Annals of Tourism Research, Elsevier.*
3. *Hall, C. M., Tourism Planning: Policies, Processes and Relationships, Pearson Education, Harlow.*
4. *Beirman, D., Restoring Tourism Destinations in Crisis: A Strategic Marketing Approach, CABI Publishing.*



FYIMPTTM
3rd Semester (Second Year)
(Course Work + Course Work)
&
(Course Work + Research)



Second year						
3 rd Semester						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses (MJ)						
ITTMMJHC0326	Historical and Cultural Tourism Resources of J&K	70	30	-	100	3-1-0-0
ITTMMJST0326	Sociology of Tourism	70	30	-	100	3-1-0-0
ITTMMJIN0326	Internship 1	100	-	-	100	0-0-3-1
Minor Courses- (MN)	Note: Students will have to opt one (1) course of four (4) credits from a pool of Minor Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies/other departments.					
ITTMMNTE0326	Tourism Entrepreneurship	70	30	-	100	3-1-0-0
ITTMMNFT0326	Financial Management in Tourism	70	30	-	100	3-1-0-0
Multidisciplinary (MDC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Multidisciplinary courses by selecting any of the broad fields designed at central level by the university which they have not studied at the 12 th level or the opted course is not related to their major and minor stream under this category					3-0-0-0
Ability Enhancement Courses (AEC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Ability Enhancement Courses offered at central level by the university.					3-0-0-0
Skill Enhancement Course (SEC)	Note: - Students will have to opt for one (1) course of two (2) credits from a pool of Skill Enhancement Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies					
ITTMSEFA0326	First Aid and Safety Measures	50	-	-	50	1-0-1-0
ITTMSEIK0326	Indian Knowledge Systems	50	-	-	50	2-0-0-0
Total Credits						24



Historical & Cultural Tourism Resources of J&K

FYIMPTM (3rd Semester)

Course Code: ITTMMJHC0326 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs

Course Learning Outcomes (CLOs):

After the completion of this course students shall be able to:

CLO 1: Demonstrate conceptual clarity of Historical and Archaeological Resources of J&K.

CLO 2: Identify the intangible aspects of the Cultural Heritage of J&K.

CLO 3: Deliberate on the rich Pilgrimage and Religious resource wealth of the region.

CLO 4: Analyse the valuable rich cultural Heritage of the region which has received recognition at global, national and regional level.

Course Contents:

Unit 1: Historical & Archaeological Resources

- Kashmir: Jamia Masjid, Hari Parbat Fort, Awantipora Temples, Shankaracharya Temple, Bruzhama, Harwan
- Jammu: Amar Mahal Palace, Dogra Art Museum, Mubarak Mandi Complex, Bahu Fort, Raghunath Mandir

Unit 2: Cultural & Intangible Heritage

- Kashmir: Performing Art; Dance, Music, Handicrafts, Handloom, Fairs & Festivals, Cuisine
- Jammu region: Performing Art; Dance, Music, Handicrafts, Handloom, Fairs & Festivals, Cuisine

Unit 3: Pilgrimage & Religious Tourism

- Kashmir: Amarnath Yatra, Kheerbhawani, Chatipadshahi Shrine, Sufi Shrines (Prominent in each district).
- Jammu: Mata Vaishno Devi Shrine, Raghunath Mandir, Shiv Khori, Shahdra Sharief.

Unit 4: Recognized Cultural Heritage of J&K

- Heritage Sites of J&K under Tentative List of UNESCO
- ASI protected Monuments and Sites of J&K
- Department of Achieves, Archaeology & Museums protected Monuments of J&K

CLO–PLO Mapping Matrix (Mathematical Representation)



Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJHC0326.1	3	3	2	2	2	2	2	2.28
ITTMMJHC0326.2	3	3	2	2	2	2	2	2.28
ITTMMJHC0326.3	3	3	2	2	2	2	2	2.28
ITTMMJHC0326.4	3	3	2	2	3	3	2	2.57
Average PLO	3.0	3.0	2.0	2.0	2.25	2.25	2.0	2.35

Suggested Readings

1. Dar, S. *Tourism and Pilgrimage: A Case Study of Kashmir Valley*. Sarup Publishers, New Delhi.
2. Deewan, Parvez. *Jammu, Kashmir and Ladakh*. Manas Publications.
3. Department of Tourism, Govt. of J&K – *Promotional Literature*.
4. Walter, L. *Valley of Kashmir*. Chinar Publications, Srinagar.



Sociology of Tourism

FYIMPTM (3rd Semester)

Course Code: ITTMMJST0326 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1. Explain tourism as a social phenomenon using classical and contemporary sociological theories and concepts.

CLO2. Analyse how social structures such as class, gender, age, and power relations influence tourism participation and consumption.

CLO3. Evaluate the social and cultural impacts of tourism on host communities using established sociological models and frameworks.

CLO4. Critically examine contemporary sociological issues in tourism, including globalization, digital media and post-colonial perspectives.

Course Contents:

Unit 1: Sociological Foundations of Tourism

- Tourism as a social phenomenon
- Classical sociological perspectives (Marx, Weber, Durkheim)
- MacCannell's authenticity theory
- Urry's tourist gaze

Unit 2: Social Structure and Tourism

- Social stratification and tourism (class, gender, race, age)
- Tourism as consumption and lifestyle
- Social exclusion and access to tourism
- Leisure, work, and tourism

Unit 3: Social Impacts of Tourism on Communities

- Social and cultural impacts on host communities
- Tourism and social change: commodification, acculturation
- Butler's Tourism Area Life Cycle
- Resident attitudes (Doxey's Irridex)

Unit 4: Contemporary Issues in Tourism

- Globalization and tourism flows



- Social media and tourism
- Tourism, power, and post-colonialism
- Gender dynamics in tourism

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJST0326.1	3	2	2	2	1	2	2	2.00
ITTMMJST0326.2	3	2	2	2	1	2	3	2.14
ITTMMJST0326.3	2	2	3	2	1	3	3	2.29
ITTMMJST0326.4	2	2	3	3	2	3	3	2.57
Average PLO	2.50	2.00	2.50	2.25	1.25	2.50	2.75	2.39

Suggested Readings

1. MacCannell, D. (1999). The tourist: A new theory of the leisure class (2nd ed.). University of California Press.
2. Urry, J., & Larsen, J. (2011). The tourist gaze 3.0. SAGE Publications.
3. Pearce, P. L. (2011). Tourist behaviour and the contemporary world. Channel View Publications.
4. Weeden, C. (2017). Tourist behaviour. Routledge.
5. Bowen, D. (2022). Contemporary tourist behaviour: Yourself and others as tourists (2nd ed.). CABI.
6. Kozak, M., & Kozak, N. (Eds.). (2016). Tourist behaviour: An international perspective. CABI.



Internship - 1

FYIMPTM (3rd Semester)

Total Credits: 04

Course Code: ITTMMJIN0326 (30 hours per credit)

Total Marks: 100

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Demonstrate functional knowledge and understanding of core operations in tourism, hospitality, aviation, or travel organizations through hands-on exposure.

CLO 2: Apply industry-relevant skills in real-world settings and understand organisational structures, service protocols, and work environments.

CLO 3: Analyse work-based experiences to identify challenges and opportunities in tourism-related operations and recommend feasible improvements.

CLO 4: Prepare and present a structured internship report and effectively communicate experiences, insights, and learning's through viva and professional interaction.

Course Description:

The students shall undertake an internship at reputable tourism, hospitality, aviation, and travel organisations for 4-6 weeks at the end of the 3rd semester during the winter vacations. The students shall aim to gain practical experience and learn the intricacies of the organisation where they are placed for their respective internships.

The evaluation of the Internship (ITTMMJIN0326) shall consist of three parts.

1. Firstly, evaluation of the student undergoing internship on the basis of his participation/conduct during the period of the internship shall be done by the company supervisor where the student is placed and shall have a weightage of 25 marks.
2. Secondly, evaluation of the project report shall also be done by the external evaluator, to be appointed by the Head, Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, from the panel and shall have a weightage of 25 marks.
3. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have a weightage of 50 marks.

Panel for Evaluation



- Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- One External Examiner from the panel submitted by Head of the Department and duly approved by the Honourable Vice Chancellor.
- Two senior faculty members of the department.

Note:

- The Internship report shall be prepared and submitted to the department by the students during the first week of their return from the internship.
- "All students must submit a plagiarism report along with their internship report. The similarity index mustn't exceed 20%, and the content of the report must be free from AI-generated material. Ensuring academic integrity through proper plagiarism screening is a compulsory requirement for report submission."

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJIN0326.1	3	3	2	2	2	2	2	2.28
ITTMMJIN0326.2	3	3	3	3	2	3	2	2.71
ITTMMJIN0326.3	2	2	3	2	3	2	2	2.28
ITTMMJIN0326.4	2	2	3	3	3	2	2	2.42
Average	2.5	2.5	2.75	2.5	2.5	2.25	2.0	2.42



Tourism Entrepreneurship

FYIMPTTM (3rd Semester)

Course Code: ITTMMNTE0326 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO 1: To possess an overview of role and importance of entrepreneurship and developing an understanding for characteristics of successful entrepreneurs

CLO2: Understanding the importance of creativity and Innovation. Converting ideas into business propositions for the creation of social impact by developing and implementing innovative solutions to social, cultural and environmental issues that benefit the disadvantaged and ultimately society at large..

CLO 3: Understand the mechanics of developing a business plan, searching for feasible business ideas and try to gain exposure from the inspiring success stories in the sphere of travel and tourism.

CLO 4: Knowing different funding agencies. Shall have the know-how and confidence to be job-creators in tourism and allied areas.

Course Content:

Unit 1: Introduction to Entrepreneurship

- Concept of Entrepreneurship
- Types of Entrepreneurs
- Entrepreneurial Competencies
- Capacity Building for Entrepreneurs
- Challenges in Tourism Entrepreneurship
- Role of Entrepreneur in Economic Development

Unit 2: Creativity & Innovation

- Process of Creativity
- Roadblocks for Creativity
- Innovation-Types of Innovation
- Methods of generating new ideas
- Creating problem solving techniques
- Opportunity Identification: Sources of Ideas- New Product Development.



- Contemporary Trends in Tourism businesses

Unit 3: New Tourism Venture Creation

- Business plans: Nature, Scope, Purpose, Contents and Presenting Business Plan
- Writing Business Plans
- Feasibility Report- Technical Feasibility Vs Economic Feasibility
- Start-up Policy of India

Unit 4: Financial Planning

- Funding Options: Sources of Finance for Tourism Enterprises
- Subsidies & Incentives
- Promotion and Development of Tourism
- Role of Govt. Institutions in Entrepreneurship/SSI Development
- Business Failure-Causes for failure
- Revival of Sick Enterprises
- Strategies for revival
- Women Empowerment in Tourism

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNTE0326.1	3	2	2	2	2	2	2	2.14
ITTMMNTE0326.2	3	2	2	2	3	2	3	2.43
ITTMMNTE0326.3	2	3	3	2	3	3	3	2.71
ITTMMNTE0326.4	3	3	2	2	3	3	3	2.71
Average PLO	2.75	2.5	2.25	2	2.75	2.5	2.75	2.50

Suggested Readings:

1. Arthur, S. J., & Hisrich, R. D. (2011). *Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture*, 19(01), 1-40.
2. Bezbaruah, M.P. (2000). *Beyond the Millennium*. New Delhi: Gyan Pub House.
3. Drucker, P.F. (1985). *Innovation & Entrepreneurship*. New York: Harper & Row.
4. Jeffrey, T. (1984). *New Venture Creation*. Illinois: Homewood.
5. Kuratko, D.F. & Hodgets, R.M. (2008), *Entrepreneurship*. New York: Harcourt College Publisher



Financial Management in Tourism

FYIMPTM (3rd Semester)

Course Code: ITTMMNFT0326 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the core concepts of finance and financial management, including time value of money, financial planning, and factors influencing financial decision-making in tourism organizations.

CLO2: Identify and evaluate various long-term and short-term sources of finance for tourism businesses by analyzing their features, advantages, limitations, and suitability.

CLO3: Apply capital investment appraisal techniques such as Payback Period, Accounting Rate of Return, and Net Present Value, and analyze capital structure, leverage, and EBIT–EPS relationships for informed investment decisions in tourism enterprises.

CLO4: Assess dividend decisions in tourism organizations by examining types of dividends and factors influencing dividend policy to support financial stability and stakeholder value creation

Course Contents:

Unit: 1 Introduction to Finance:

- Concept of Finance
- Meaning, goals and scope of Financial Management
- Time value of money
- Financial Planning-meaning and concept
- Factors Affecting Financial Planning
- Computation of future value and present value,

Unit 2: Sources of Finance

- Financial Needs & Sources of Finance of Tourism Business
- Long-Term Sources of Finance
- Equity shares-Features, Pros & Cons
- Preference shares- Features, Pros & Cons
- Debentures - Features, Pros & Cons
- Retained Earnings - Features, Pros & Cons



- Sources of short Term Finances

Unit 3: Capital Investments Decisions in Tourism:

- Concept and types of capital expenditures
- Capital budgeting process
- Capital budgeting decision criteria in tourism sector- (Pay-back period, accounting rate of return method and Net present value method)
- Concept of Leverage
- EBIT-EPS analysis
- Capital Structure- concept and meaning

Unit 4: Dividend Decision in Tourism Organizations:

- Meaning and Concept of Dividend Decision
- Importance of dividend decision in financial management
- Types of Dividends
- Factors Affecting Dividend Decision in Tourism Organizations

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNFT0326.1	3	2	1	1	1	1	1	1.43
ITTMMNFT0326.2	2	3	1	1	1	1	1	1.43
ITTMMNFT0326.3	2	2	3	1	2	1	3	2.00
ITTMMNFT0326.4	2	2	2	1	3	2	2	2.00
Average PLO	2.25	2.25	1.75	1.00	1.75	1.25	1.75	1.71

Suggested Readings

1. Pandey, I. M., *Financial Management*, Vikas Publishing House Pvt. Ltd., Noida, 2005, 9th Ed.
2. Khan, M.Y. and Jain, P.K., *Financial management Text, Cases and Problems*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2007
3. Chris Guilding *Financial Management for Hospitality Decision Makers (Hospitality, Leisure and Tourism)*
4. Brealey, R. A., Myers, S. C., & Allen, F., *Principles of Corporate Finance*, McGraw-Hill Education.



Ability Enhancement Course (AEC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Ability Enhancement Courses offered at central level by the university.	3-0-0-0
Value Added Course (VAC)	Note:- Students will have to opt two (2) courses of two (2) credits each from a pool of Value Added Courses offered at central level by the university.	4-0-0-0
Multidisciplinary Course (MDC)	Note:- Students will have to opt one (1) course of three (3) credits from a pool of Multidisciplinary courses by selecting any of the broad fields designed at central level by the university which they have not studied at the 12 th level or the opted course is not related to their major and minor stream under this category	3-0-0-0

Note:

The List of courses for FYIMP and PG programmes under Ability Enhancement Courses (AEC), Value Added Courses (VAC), and Multidisciplinary (MD) categories along with their respective codes and credits is enclosed with this syllabus under Annexure ‘2’ issued by NEP cell of University of Kashmir vide circular KU-2024-NEP-CIRCULAR/0234 dated; April 08, 2025.



First Aid and Safety Measures

FYIMPTTM (3rd Semester)

Course Code: ITTMSEFA0326 (15 hours per credit)

Theory: Marks 50

Total Credits: 02

Total Marks: 50

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Demonstrate essential first aid and emergency response techniques applicable across tourism and hospitality settings.

CLO2: Apply safety leadership and risk-preparedness strategies to design and evaluate tourism safety plans.

Course Contents:

Unit 1: Foundations of First Aid & Emergency Response

- Concept, principles and scope of First Aid; the Golden Hour Concept. Scene survey, casualty assessment and emergency alert procedures.
- CPR (Cardiopulmonary Resuscitation) basics – hands-only CPR for adult and child response.
- First aid protocol for bleeding, fracture, hypothermia, heat stroke, burns, choking, poisoning and seizures.
- Documentation, reporting and emergency coordination at hotels and tourist destinations.

Unit 2: Safety Measures, Disaster Preparedness & Tourism-Sector Protocols

- Risk identification in tourism locations (airports, train stations, hotels, religious destinations and theme parks).
- Fire safety – types of fire, fire extinguisher use, and evacuation plan design.
- Crowd management at religious, cultural and sporting events.
- Wilderness and adventure safety – trekking, rafting, mountaineering, and wilderness First Aid.
- Workplace safety and guest safety Standard Operating Procedures (SOPs).
- Ethical duty of care, emergency liability and insurance considerations.

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution



CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMSEFA0326.1	3.0	3.0	2.0	1.0	1.0	2.0	1.0	1.86
ITTMSEFA0326.2	2.0	3.0	3.0	2.0	2.0	3.0	2.0	2.43
Average PLO	2.5	3.0	2.5	1.5	1.5	2.5	1.5	2.14

Suggested Readings

1. American Red Cross. (2022). *First Aid/CPR/AED Participant's Manual*.
2. Gupta, P. (2021). *Manual of First Aid and Emergency Care*. Jaypee Brothers Medical Publishers.
3. International Federation of Red Cross. (2018). *International First Aid, Resuscitation, and Education Guidelines*.
4. Wallis, L., & McKenna, G. (2020). *Emergency First Aid Made Easy*. Class Professional Publishing.
5. Goel, S. (2009). *Encyclopaedia of Disaster Management*. Deep & Deep Publications.



Indian Knowledge Systems

FYIMPTM (3rd Semester)

Course Code: ITTMSEIK0326 (15 hours per credit)

Theory: Marks 50

Total Credits: 02

Total Marks: 50

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the concept, scope, epistemological foundations, and philosophical schools of Indian Knowledge Systems.

CLO2: Describe the contributions of Indian Knowledge Systems to science, technology, medicine, architecture, and agriculture.

Course Content:

Unit 1: Foundations of Indian Knowledge Systems

- Concept and scope of Indian Knowledge Systems
- Vedic and classical sources of knowledge
- Philosophical schools: Nyaya, Vaisheshika, Samkhya, Yoga
- Epistemology in Indian tradition

Unit 2: Science and Technology

- Mathematics and astronomy (Aryabhata, Brahmagupta)
- Medicine: Ayurveda, Sushruta, Charaka
- Metallurgy and architecture (Vastu Shastra)
- Agricultural knowledge

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	CLO Avg.
ITTMSEIK0326.1	3	1	1	1	0	2	2	1.43
ITTMSEIK0326.2	3	2	2	1	1	2	2	1.86
Average PLO	3.0	1.5	1.5	1.0	.50	2.0	2.0	1.64

Suggested Readings

1. Sharma, C. (2018). *Indian knowledge systems: Foundations and contemporary relevance*. New Delhi, India: Motilal Banarsidass.



2. Radha krishnan, S., & Moore, C. A. (Eds.). (1957). *A sourcebook in Indian philosophy*. Princeton, NJ: Princeton University Press.
3. Hiriyanna, M. (2000). *Outlines of Indian philosophy* (2nd ed.). New Delhi, India: Motilal Banarsidass.
4. Kapoor, K. (2005). *Indian knowledge systems*. New Delhi, India: D. K. Print world.



FYIMPTM

4th Semester (Second Year)

(Course Work + Course Work)

&

(Course Work + Research)



Second year						
4 th Semester						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJFM0426	Tourism Marketing	70	30	-	100	3-1-0-0
ITTMMJNR0426	Natural Tourism Resources of India	70	30	-	100	3-1-0-0
ITTMMJTG0426	Tour Guiding and Escorting	70	30	-	100	3-1-0-0
ITTMMJCA0426	Computer Applications in Tourism	70	30	-	100	2-1-1-0
ITTMMJDF0426	Destination Familiarization Visit 2	50	-	-	50	0-0-1-1
Minor Courses- (MN)	Note: Students will have to opt one (1) course of four (4) credits from a pool of Minor Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies/other departments.					
ITTMMNFB0426	Food & Beverages Service Management	70	30	-	100	3-1-0-0
ITTMMNPE0426	Professional Excellence for Tourism Managers	70	30	-	100	3-1-0-0
Total Credits						22



Fundamentals of Tourism Marketing

FYIMPTTM (4th Semester)

Course Code: ITTMMJFM0426 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* fundamental marketing concepts and philosophies and their application to the tourism and travel industry.

CLO 2: *Analyze* tourism markets and tourist consumer behaviour to apply segmentation, targeting and positioning strategies.

CLO 3: *Develop* appropriate tourism marketing programmes by integrating product, pricing, distribution and promotion decisions.

CLO 4: *Evaluate* tourism marketing strategies with reference to destination marketing, digital practices and service quality management

Course Contents:

Unit I: Introduction to Marketing and Tourism Marketing

- Meaning and evolution of marketing
- Needs, wants and demand in tourism
- Concepts of market and marketing
- Marketing management philosophies
- Scope and importance of tourism marketing
- Tourism as a service industry and its distinctive characteristics
- Tourism marketing mix: Product, Price, Place, Promotion, People, Process and Physical evidence

Unit II: Tourism Market and Consumer Behaviour

- Tourism marketing environment: internal and external
- Concept and importance of tourist consumer behaviour
- Tourist buying decision process
- Motivation for travel and tourism demand
- Market segmentation: bases and relevance in tourism
- Target market selection
- Positioning of tourism products and destinations



Unit III: Tourism Marketing Planning and Marketing Mix Strategies

- Concept and components of tourism marketing planning
- Tourism product development and packaging
- Product life cycle in tourism
- Pricing of tourism products and services
- Distribution channels in tourism and travel trade
- Branding in tourism
- Promotion mix: advertising, public relations, sales promotion and personal selling

Unit IV: Tourism Marketing Strategies and Contemporary Trends

- Marketing of tourism sub-sectors: accommodation, transport, travel intermediaries and attractions
- Destination marketing and destination branding
- Digital marketing and social media marketing in tourism
- Relationship marketing and customer satisfaction
- Service quality in tourism and GAP model
- Sustainable and green marketing practices in tourism
- Monitoring and control of tourism marketing programmes

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJFM0426.1	3	2	2	2	1	1	1	1.71
ITTMMJFM0426.2	2	3	3	2	2	1	2	2.14
ITTMMJFM0426.3	2	3	3	2	3	2	2	2.43
ITTMMJFM0426.4	2	3	2	3	2	2	3	2.43
Average PLO	2.25	2.75	2.50	2.25	2.00	1.50	2.00	2.18

Suggested Readings

1. Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2023). Marketing for Hospitality and Tourism (8th ed.). Pearson Education.
2. Kapoor, B. K. (2022). Tourism Marketing. Oxford University Press.
3. Kotler, P., & Keller, K. L. (2023). Marketing Management (16th ed.). Pearson Education.
4. Morrison, A. M. (2023). Marketing and Managing Tourism Destinations. Routledge.



Natural Tourism Resources of India

FYIMPTM (4th Semester)

Course Code: ITTMMJNR0426 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the physiographic foundations of India and analyze the role of forests, wildlife sanctuaries, national parks, and biosphere reserves as tourism resources.

CLO 2: Describe the mountain and hill tourism resources of India and assess their importance for adventure tourism and destination development.

CLO 3: Identify and examine coastal, island, beach, wetland, and marine tourism resources of India and evaluate their tourism potential.

CLO 4: Analyze geomorphological and arid tourism resources, including caves and deserts, and assess the environmental challenges and sustainability issues associated with their use.

Course Contents:

Unit I: Physiographic Foundations and Wildlife Tourism Resources

- India's physical setting and tourism relevance
- Spatial distribution of forests
- Recreational and aesthetic value of forests
- Wildlife sanctuaries and national parks of India: Distribution and tourism importance
- Biosphere reserves: concept, zoning, and significance
- Role of protected areas in biodiversity conservation and ecotourism
- Issues and challenges in wildlife tourism

Unit II: Mountain and Hill Tourism Resources

- Major mountain ranges of India
- Himalayan region as a tourism destination
- Adventure tourism in mountain regions
- Hill stations of India: Distribution and characteristics
- Environmental issues in mountain and hill tourism

Unit III: Coastal, Island and Beach Tourism Resources

- Coastal regions of India and beach tourism
- Major beach destinations of India



- Island tourism resources: Andaman & Nicobar Islands and Lakshadweep
- Marine tourism and water-based recreational activities
- Backwaters, estuaries, and mangrove ecosystems
- Wetlands and Ramsar sites in India
- Environmental threats and sustainable coastal tourism

Unit IV: Geomorphological and Arid Resources

- Caves of India as tourism resources
- Major cave sites and their tourism significance
- Desert tourism with special reference to the Thar Desert
- Desert landscapes and tourism products
- Environmental challenges and sustainable tourism in caves and deserts

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	CLO Avg.
ITTMMJNR0426.1	3	2	2	1	3	2	2	2.14
ITTMMJNR0426.2	3	2	3	1	2	2	1	2.00
ITTMMJNR0426.3	3	2	2	1	3	2	2	2.14
ITTMMJNR0426.4	2	3	3	1	3	3	2	2.42
PLO Avg.	2.75	2.25	2.50	1.00	2.75	2.25	1.75	2.17

Suggested Readings

1. Singh, S. *Tourism Geography*. New Delhi: Anmol Publications.
2. Negi, J. M. S. *Tourism and Travel: Concepts and Practices*. New Delhi: Gyan Publishing House.
3. Sharma, J. K. *Tourism Geography of India*. New Delhi: Rawat Publications.
4. Bhatia, A. K. *Tourism Development: Principles and Practices*. New Delhi: Sterling Publishers.
5. Hall, C. M., & Page, S. J. *The Geography of Tourism and Recreation*. London: Routledge.
6. Honey, M. *Ecotourism and Sustainable Development*. Washington DC: Island Press.



Tour Guiding and Escorting

FYIMPTTM (4th semester)

Course Code: ITTMMJTG0426 (15 Hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the fundamental concepts of guiding and escorting and evaluate the roles and responsibilities of a professional tourist guide.

CLO 2: *Describe* the profession of a tour leader and demonstrate understanding of various tour arrangements and group management strategies.

CLO 3: *Develop* key competencies for tour escorting, including effective communication and interpersonal skills, and analyse the duties of a tour escort.

CLO 4: *Demonstrate* knowledge of escorting operations and apply professional standards and practices in conducting guided tours.

Course Contents:

Unit 1: Foundations of Tour Guiding and Escorting

- Introduction to Tour Guiding and Tour Escorting
- Differences between a Tour Guide and a Tour Escort
- Importance and relevance of guiding in tourism
- Types of Tourist Guides (local, cultural, heritage, nature, adventure, etc.)
- Steps and procedures for guide certification/approval in India (MoT guidelines)
- Employability pathways and entrepreneurship in guiding

Unit 2: Professional Guiding Techniques and Practices

- Responsibilities of a Guide: Before, During, and After a Tour
- Site-specific Guiding Techniques - Monument guiding, Religious sites and heritage locations, Nature trails and walking tours, Museum and archaeological site interpretation
- Designing and conducting Heritage Walks and Local Experiences
- Use of storytelling and technology in guiding (AR/VR, mobile apps)

Unit 3: Understanding Tour Escorting as a Profession

- Role and Responsibilities of a Tour Escort
- Escorting vs. Guiding: Comparative perspective



- Pre-tour planning, en-route coordination, post-tour reporting
- Grooming, personal hygiene, and etiquette
- Competencies of a Tour Escort: Communication, leadership, conflict resolution
- Opportunities and challenges in domestic and international tour escorting

Unit 4: Group Handling, Ethics, and Professionalism (12 hours)

- Arrival formalities and briefing techniques
- Group leadership, control strategies, setting boundaries
- Managing tour logistics: Checklist, lost baggage, emergencies, medical issues
- Safety, security, and cross-cultural sensitivity
- Professional ethics and Code of Conduct for Tour Guides (Ministry of Tourism)
- Sustainable guiding practices and responsible tourism behaviour

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJTG0426.1	2	3	2	3	2	3	1	2.28
ITTMMJTG0426.2	2	3	2	3	2	3	2	2.42
ITTMMJTG0426.3	2	3	2	3	2	3	2	2.42
ITTMMJTG0426.4	1	3	2	3	2	3	1	2.14
Average PLO	1.75	3.0	2.0	3.0	2.0	3.0	1.5	2.31

Suggested Readings:

1. Hatfield, L., & Fallon, K. (2016). *The Tour Guide: Walking and Talking New York*. Princeton Architectural Press.
2. Tourtellotte, S. (2019). *The Complete Guide to Becoming a Professional Tour Guide*. Rowman & Littlefield.
3. Richards, G. (2019). *The Routledge Handbook of Cultural Tourism*. Routledge.
4. Ruitenberg, C. W. (2018). *Teaching for Aesthetic Experience: The Art of Learning*. Routledge.
5. Gartner, W. C. (2016). *Tourism Development: Principles, Processes, and Policies*. Routledge.



Computer Applications in Tourism

FYIMPTTM (4th Semester)

Course Code: ITTMMJCA0426 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the basic concepts of computer systems, hardware, software and data representation relevant to tourism operations.

CLO 2: *Demonstrate* proficiency in using operating systems and common application software for tourism-related academic and professional tasks.

CLO 3: *Apply* concepts of data management, databases and spreadsheets for handling tourism information and decision-making.

CLO 4: *Assess* the role of networking, internet technologies and emerging digital applications in tourism and travel management.

Course Contents:

Unit I: Fundamentals of Computer Systems

- Introduction to computers and evolution of computing
- Characteristics and classifications of computers
- Components of computer system: input, processing, output and storage
- Central Processing Unit: ALU, Control Unit and registers
- Primary and secondary memory devices
- Hardware and software: system software and application software
- Data, information and data representation

Unit II: Operating Systems and Application Software

- Concept and functions of operating systems
- Types of operating systems
- File and folder management
- Introduction to word processing software
- Creating, formatting and editing documents
- Introduction to presentation software
- Creating slides, animations and basic presentation design

Unit III: Data Management and Spreadsheet Applications



- Concept of data management and information systems
- Introduction to spreadsheets, Spreadsheet interface and basic operations
- Use of formulas and functions
- Charts and data visualization
- Introduction to databases and DBMS
- Basic concepts of tables, records and fields
- Applications of databases in tourism and hospitality

Unit IV: Computer Networks, Internet and Digital Applications

- Introduction to computer networks
- Types of networks: LAN, MAN and WAN
- Internet concepts and services
- Email, search engines and cloud computing basics
- E-commerce and e-tourism concepts
- Role of computers in travel agencies, airlines and hotels
- Cyber security basics and ethical issues in computing

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJCA0426.1	3	2	1	1	0	1	1	1.29
ITTMMJCA0426.2	2	3	2	2	1	1	1	1.71
ITTMMJCA0426.3	2	2	3	1	1	1	2	1.71
ITTMMJCA0426.4	2	2	2	2	1	2	3	2.00
Average PLO	2.25	2.25	2.00	1.50	0.75	12.5	1.75	1.68

Suggested Readings

1. Vermaat, M. E. (2023). Discovering Computers: Digital Technology, Data, and Devices. *Cengage Learning*.
2. Shelly, G. B., & Vermaat, M. E. (2022). Computers: Concepts and Applications. *Cengage Learning*.
3. Laudon, K. C., & Laudon, J. P. (2023). Management Information Systems: Managing the Digital Firm. *Pearson Education*.
4. Buhalis, D. (2024). eTourism: Information Technology for Strategic Tourism Management. *Pearson Education*.



Destination Familiarization Visit – 2 (DFV-2)

FYIMPTTM (4th semester)

Course Code: ITTMS EDF0426 (30 hours per credit)

Total Credits: 02

Total Marks: 50

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Collect and document first-hand information on the leading tourism hospitality chains of Kashmir (functioning of front office, housekeeping, F&B and other divisions) during field visits.

CLO 2: Prepare and present structured report regarding hospitality operations and communicate findings with critical insight regarding functioning of hospitality sector in Kashmir.

Course Description:

This course aims to provide students with experiential learning through a structured field/familiarization visit to leading hospitality chains across Kashmir. The main goal is to help students gather first-hand information and exposure to the functioning of the hospitality sector in Kashmir. These visits will offer students practical insights into the leading hospitality chains; the functioning of front office, housekeeping, F&B and other divisions and learn about the marketing strategies and HRD activities of these hotels.

Structure

1. Destination Familiarization Visit – 2 (DFV-2)

- Four days DFV-2 will be conducted during the fourth semester to expose students to the hospitality chains operating in Kashmir. The four days visit will be distributed between the four teaching months of the second semester, atleast conducting one day visit during each month of the semester.
- Students will visit leading hospitality units operating in the Kashmir valley and will know about their operations; front office, housekeeping, F&B and other activities of the hotel.
- Each visit will be followed by the submission of a detailed report covering the uniqueness of the Hospitality chains visited by the students including the operations of these accommodation units visited including their activities.



2. Assessment

- The DRFV component will carry two credits of 60 hours practical, with a total of 50 marks.
- Evaluation will be divided into two parts, and both are compulsory:
 - 25 marks for the evaluation of the report
 - 25 marks for the presentation, followed by a Viva Voce of the report, where students will communicate the learning's from the visit.

3. Methods of Evaluation

The report will be evaluated on the following criteria:

- Collection of information about the Hospitality units: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their visits.
- Presentation followed by Viva: The effectiveness of students' presentations in conveying their DFV learning's and findings.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMSSEDF0426.1	3	3	3	1	1	1	2	1.85
ITTMSSEDF0426.2	2	3	3	3	3	1	1	2.28
Average PLO	2.5	3.0	3.0	2.0	2.0	1.0	1.5	2.14



Food & Beverages Service Management

FYIMPTTM (4th Semester)

Course Code: ITTMMNFB0426 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the principles, scope, and organizational structure of food and beverage service operations, including various types of catering establishments and service outlets

CLO2: Identify and apply different styles of food and beverage service, service equipment, and standard operating procedures to ensure quality service delivery in hospitality organizations.

CLO3: Analyze food and beverage service management functions such as menu planning, pricing, cost control, purchasing, and inventory management to enhance operational efficiency

CLO4: Evaluate contemporary issues and trends in food and beverage service management, including customer satisfaction, hygiene and safety standards, sustainability practices, and service innovation

Course Contents:

Unit 1: Introduction to Food & Beverage Service

- Meaning, scope, and importance of food and beverage service
- Organization of food and beverage department
- Types of catering establishments: commercial and non-commercial
- Food and beverage outlets in hotels
- Roles and responsibilities of food and beverage service personnel

Unit 2: Food & Beverage Service Styles and Equipment

- Types of food service: table service, self-service, assisted service, and specialized service
- Service of breakfast, lunch, dinner, and special meals
- Mise-en-place and mise-en-scène
- Service equipment: crockery, cutlery, glassware, and linen
- Standard operating procedures in food and beverage service

Unit 3: Food & Beverage Service Management



- Menu planning: principles and types of menus
- Menu pricing and costing
- Food and beverage cost control techniques
- Purchasing, receiving, storing, and issuing
- Inventory control and stock-taking methods

Unit 4: Contemporary Issues and Trends in Food & Beverage Service

- Hygiene, sanitation, and food safety standards
- Customer care and service quality management
- Sustainability and eco-friendly practices in food and beverage service
- Technological advancements in food and beverage operations
- Emerging trends and innovations in food and beverage service

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNFB0426.1	3	2	1	1	1	1	1	1.43
ITTMMNFB0426.2	2	3	2	3	1	1	1	1.86
ITTMMNFB0426.3	2	3	3	1	2	1	3	2.14
ITTMMNFB0426.4	2	2	2	1	3	3	2	2.14
Average PLO	2.25	2.50	2.00	1.50	1.75	1.50	1.75	1.89

Suggested Readings

1. Singaravelavan, R., Food and Beverage Service, Oxford University Press, New Delhi.
2. Lillicrap, D., & Cousins, J., Food and Beverage Service, Hodder Education, London.
3. Andrews, S., Hotel Food and Beverage Management, Tata McGraw-Hill, New Delhi.
4. Negi, J. M. S., Professional Hotel Management, S. Chand & Company, New Delhi.



Professional Excellence for Tourism Managers

FYIMPTM (4th Semester)

Course Code: ITTMMNPE0426 (15 Hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the importance of grooming, personal hygiene, and professional appearance in the hospitality and tourism industry and assess their impact on service quality and guest satisfaction.

CLO 2: *Describe* dress codes, uniform standards, and appearance norms applicable to various sectors of hospitality and tourism and apply appropriate grooming practices in professional settings.

CLO 3: *Demonstrate* knowledge of social, dining, business, and workplace etiquettes and apply effective communication and professional behavior while interacting with guests and colleagues.

CLO 4: *Analyse* cross-cultural etiquettes and travel-related conduct and demonstrate ethical, culturally sensitive, and professional behavior in global hospitality and tourism environments.

Course Contents:

Unit I: Grooming and Professional Image

- Importance of grooming in hospitality and tourism
- Personal hygiene and cleanliness standards
- Professional appearance and first impressions
- Posture, body language, and confidence
- Professional attitude and behavior

Unit II: Dress Code and Appearance

- Dress codes and uniform standards
- Grooming norms for men and women
- Formal and business attire
- Accessories, footwear, and overall presentation
- Cultural sensitivity in appearance

Unit III: Social and Workplace Etiquettes

- Types of Communication



- Social etiquette and professional courtesy
- Communication etiquette (verbal, telephone, email)
- Dining etiquette
- Workplace etiquette and teamwork
- Guest handling and complaint etiquette

Unit IV: Cross-Cultural and Travel Etiquettes

- Cultural awareness in hospitality
- Cross-cultural communication basics
- International dining and social customs
- Travel and tourism etiquette
- Professional ethics and global conduct

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNPE0426.1	3	2	2	2	2	1	1	1.85
ITTMMNPE0426.2	2	3	2	3	2	2	2	2.28
ITTMMNPE0426.3	2	2	3	3	2	2	1	2.14
ITTMMNPE0426.4	1	2	2	2	3	3	2	2.14
Average PLO	2.00	2.25	2.25	2.50	2.25	2.00	1.50	2.10

Suggested Readings:

1. Bhatnagar, K. – Business Etiquette and Professional Communication
2. Chaney, L. H. & Martin, J. S. – Intercultural Business Communication
3. Madan, P. – Personality Development and Soft Skills
4. Walker, J. R. – Introduction to Hospitality
5. Kumar, A. & Sethi, A. – Professional Etiquette and Image Building



FYIMPTM

5th Semester (Third Year)

(Course Work + Course Work)

&

(Course Work + Research)



3rd year						
5th Semester						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJIP0526	Itinerary Preparation and Tour Designing	70	30	-	100	3-1-0-0
ITTMMJAT0526	Adventure Tourism Management	70	30	-	100	3-1-0-0
ITTMMJCR0526	Cultural Tourism Resources of India	70	30	-	100	3-1-0-0
ITTMMJWA0526	World Tourism Resources (Asia)	70	30	-	100	3-1-0-0
ITTMMJIN0526	Internship 2	100	-	-	100	0-0-3-1
Minor Courses- (MN)	Note: Students will have to opt one (1) course of four (4) credits from a pool of Minor Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies/other departments.					
ITTMMNHK0526	House Keeping Service Management	70	30	-	100	2-1-1-0
ITTMMNAT0526	Anthropology of Tourism	70	30	-	100	3-1-0-0
Total Credits						24



Itinerary Preparation and Tour Designing

FYIMPTTM (5th Semester)

Course Code: ITTMMJIP0526 (15 Hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the concepts, importance, and components of itinerary preparation and tour designing in tourism operations.

CLO 2: *Design* tour itineraries by selecting destinations, transport, accommodation, and attractions and apply basic tour costing and pricing principles.

CLO 3: *Prepare* clear, accurate, and professional tour itineraries and related documentation using appropriate formats and technological tools.

CLO 4: *Analyse* tour execution requirements, risk management issues, and emerging trends and apply sustainable practices in tour designing.

Course Contents:

Unit I: Introduction to Itinerary Preparation and Tour Designing

- Meaning and importance of itinerary planning
- Concept of tour designing in tourism
- Types of itineraries:
 - Domestic & International
 - Inbound and outbound
- Components of a tour itinerary
- Role of itinerary planning in tour operations
- Skills required for itinerary preparation

Unit II: Tour Designing and Costing

- Tour design process and planning stages
- Selection of destinations and attractions
- Travel routes, accommodation, and transport planning
- Tour costing:
 - Fixed and variable costs
 - Pricing strategies and mark-ups
- Preparation of tour quotations



- Packaging of tours for different market segments

Unit III: Itinerary Writing and Documentation

- Format and presentation of itineraries
- Day-wise tour programme preparation
- Inclusion of sightseeing, meals, and leisure time
- Documentation for tour itineraries:
 - Tickets and vouchers
 - Hotel and transport confirmations
- Use of technology and software in itinerary planning
- Common errors in itinerary preparation

Unit IV: Tour Operations, Customisation, and Emerging Trends

- Tour execution and coordination
- Customised and tailor-made tour planning
- Special interest tours (adventure, cultural, eco-tourism, MICE)
- Risk management and contingency planning
- Sustainable and responsible tour designing
- Emerging trends in itinerary planning and tour designing

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJIP0526.1	3	3	2	2	2	2	1	2.14
ITTMMJIP0526.2	3	3	2	3	2	2	2	2.42
ITTMMJIP0526.3	2	3	3	3	2	2	1	2.28
ITTMMJIP0526.4	2	3	2	2	3	3	2	2.42
Average PLO	2.5	3.0	2.25	2.5	2.25	2.25	1.50	2.31

Suggested Readings:

1. Foster, D. – *Travel and Tourism Management*
2. Bhatia, A. K. – *Tourism Development: Principles and Practices*
3. Holloway, J. C. & Humphreys, C. – *The Business of Tourism*
4. Gee, C. Y. & Fayos-Solà, E. – *Tourism Management*
5. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. – *Tourism: Principles and Practice*



Adventure Tourism Management

FYIMPTTM (5th Semester)

Course Code: ITTMMJAT0526 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Describe the key concepts, types, and historical development of adventure tourism and assess its role in tourism development.

CLO 2: Examine the components of adventure tourism products and evaluate risk management and safety protocols

CLO 3: Demonstrate the planning and operational aspects of adventure tourism activities and design itineraries for specific adventure products.

CLO 4: Analyse the sustainability, ethical concerns, and regulatory frameworks governing adventure tourism in diverse settings.

Course Contents:

Unit 1: Introduction

- Meaning, evolution, and definitions of adventure tourism
- Understanding the adventure tourism consumer: characteristics and behaviour
- The adventure tourist and the adventure tourism market
- Management issues in the business of adventure tourism
- Business model innovation in adventure tourism
- Certification and standardisation among adventure tourism operators

Unit 2: Adventure Tourism Planning

- Conservation and restoration of adventure destinations
- Adventure tourism in biodiversity-rich and protected areas
- Impacts and challenges of adventure tourism
- Management approaches for adventure destinations
- Digital marketing strategies and branding
- Customer engagement and global trends in adventure tourism

Unit 3: Adventure Tourism Operations and Techniques

- River tourism and expeditions
- Adventure in the marine environment



- Mountain adventure operations (specifically Himalayas)
- Adventure in polar regions
- Wildlife and air-based adventure tourism
- Angling tourism
- Role of technology in enhancing adventure experience

Unit 4: Managing Impacts

- Recreational impacts on mountain, marine, river, and protected areas
- Impacts of hunting, fishing, and wildlife tourism
- Strategies for impact mitigation in various adventure environments
- Ethical codes of conduct in adventure tourism
- Climate change and its implications for adventure tourism

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMMJAT0526.1	2	2	1	0	2	2	1	1.43
ITTMMJAT0526.2	2	2	2	1	2	2	2	1.86
ITTMMJAT0526.3	1	2	2	0	1	1	2	1.29
ITTMMJAT0526.4	1	1	2	1	2	3	2	1.71
Average PLO	1.50	1.75	1.75	0.50	1.75	2.00	1.75	1.57

Suggested Readings

1. Buckley, R. (2010). *Adventure tourism management*. Oxford: Elsevier Butterworth-Heinemann.
2. Ewert, A., & Sibthorp, J. (2014). *Outdoor adventure education: Foundations, theory, and research*. Human Kinetics.
3. Fennell, D.A. (2018). *Adventure Tourism and Recreation: Handbook of Management and Safety*. CABI.
4. Pomfret, G., & Varley, P. (2019). *Adventure tourism: Meanings, experience and learning*. Routledge.
5. Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). *Adventure tourism: The new frontier*. Oxford: Butterworth-Heinemann.



Cultural Tourism Resources of India

FYIMPTM (5th Semester)

Course Code: ITTMMJCT0526 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs

Course Learning Outcomes (CLOs):

After the completion of this course students shall be able to:

CLO 1: Demonstrate conceptual clarity regarding Culture, Heritage and Civilization by studying the concepts and definitions regarding them.

CLO 2: Analyse the Tangible Cultural Heritage of the Country by focusing on the Important Museums, Art Galleries, Libraries, Archaeological Sites as well as the Architectural styles of India.

CLO 3: Develop an understanding regarding the rich Living Culture & Intangible Heritage of the country.

CLO 4: Analyse the valuable rich cultural Heritage of the region which has received recognition at global and national.

Course Contents:

Unit 1: Understanding Indian Culture:

- Concept and Definition - Culture, Heritage & Civilization
- Cultural Heritage of India – General Features, Historical Evolution and Sources

Unit 2: Tangible Cultural Heritage (Monuments & Sites)

- Important Museums, Art Galleries, Libraries & Palaces
- Archaeological Sites: Important Sites of Indus Valley Civilization in India
- Architectural styles in India: Hindu, Islamic, Jain, Buddhist and Sikhs

Unit 3: Living Culture & Intangible Heritage

- Performing Arts: Indian Classical & Folk Dances, Music (Vocal/Instrumental).
- Fairs & Festivals: National, Regional, Seasonal, Religious
- Arts & Crafts: Handicrafts, Handlooms, Textiles
- Folk Culture: Customs, Costumes, Folklore, Legends
- Indian Cuisine: Gastronomic Heritage and regional varieties

Unit 4: Recognized Cultural Heritage

- UNESCO World Heritage Sites of India
- UNESCO Intangible Cultural Heritage List of India



- ASI protected Monuments and Sites of India

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJCT0526.1	3	3	2	2	2	2	2	2.28
ITTMMJCT0526.2	3	3	2	2	2	2	2	2.28
ITTMMJCT0526.3	3	3	2	2	2	2	2	2.28
ITTMMJCT0526.4	3	3	2	2	3	3	2	2.57
Average PLO	3.0	3.0	2.0	2.0	2.25	2.25	2.0	2.35

Suggested Readings

1. BashamAL: *The Cultural History of India*, Tapling Publishing Co., New York
2. BashamA L:*The Wonder that was India*, Tapling Publishing Co., New York
3. Daljeet and PC Jain: *Indian Miniature Paintings*, Brijwasi Art Press
4. Dixit Manoj and Charu Sheela, *Tourism Product of India*, Lucknow: New Royal Publisher
5. Luniya B.N.: *Ancient Indian Culture*, Laxmi Narain Educational Publisher, Agra
6. ThaparRomilaandPercivalSpear:*HistoryofIndia*, OrientLongman, NewDelhi
7. Jacob,R.(2007).*Indian Tourism Products*. New Delhi:Abhijeet Publications.
8. Singh,S.(2008).*LonelyPlanetIndia*. Gurugram:LonelyPlanetPublications.



World Tourism Resources (Asia)

FYIMPTTM (5th Semester)

Total Credits: 04

Course Code: ITTMMJWA0526 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO 1: Identify and classify major tourism resources of Asia, including natural, cultural, historical, and man-made attractions.

CLO2: Compare tourism resources across different regions of Asia to understand regional strength and tourism potential.

CLO 3: Apply knowledge of Tourism resources to basic tourism planning or destination promotion.

CLO 4: Identify and differentiate the countries of Asia with tourism potential and able to design package tours for the travellers.

Course Contents:

Unit 1: Introduction to Asia

- Countries in Asia
- Understanding its location on world map
- International Carriers of these countries
- Currencies used in these countries
- Tourism flow to these countries.
- VISA norms for Indian nationals

Unit 2: Cultural, Religious and Heritage Resources of East Asia

- **China:** Beijing, Shanghai, Guangzhou
- **Japan:** Tokyo, Kyoto, Nara, Osaka
- **South Korea:** Seoul, Gyeongju, Busan, Jeju Island

Unit 3: Cultural, Religious and Heritage Resources of South Asia

- **India:** New Delhi, Rajasthan, Kerala, Mumbai
- **Sri Lanka:** Kandy, Dambulla, Colombo
- **Maldives:** Male, Maafushi, Guraidhoo
- **Nepal:** Kathmandu, Pokhara, Chitwan

Unit 4: Itinerary preparation



- 9/10 days Itinerary for India
- 9/10 days Itinerary for China
- 6/7 days Itinerary for Japan
- 6/7 days Itinerary South Korea
- 6/7 days Itinerary for Nepal
- 6/7 days Itinerary for Sri Lanka

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJWA0526.1	1	3	3	1	3	1	0	1.71
ITTMMJWA0526.2	1	3	3	1	3	1	0	1.71
ITTMMJWA0526.3	1	3	3	1	3	1	0	1.71
ITTMMJWA0526.4	1	3	3	1	3	1	1	1.85
Average PLO	1	3	3	1	3	1	.25	1.75

Suggested Readings:

1. Anukrati Sharma & Azizul Hassan, *Future of Tourism in Asia*; Springer
2. Saurabh Kumar Dixit, *Tourism in Asian Cities*; Routledge
3. Alan A. Lew, *Tourism Places in Asia: Destinations, Stakeholders and Consumption*; Routledge
4. Lonely Planet-Asia
5. A Routledge handbook on tourism in Asia



Internship - 2

FYIMPTM (5th Semester)

Total Credits: 04

Course Code: ITTMMJIN0526 (30 hours per credit)

Total Marks: 100

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Demonstrate functional knowledge and understanding of core operations in tourism, hospitality, aviation, or travel organizations through hands-on exposure.

CLO 2: Apply industry-relevant skills in real-world settings and understand organisational structures, service protocols, and work environments.

CLO 3: Analyse work-based experiences to identify challenges and opportunities in tourism-related operations and recommend feasible improvements.

CLO 4: Prepare and present a structured internship report and effectively communicate experiences, insights, and learning's through viva and professional interaction.

Course Contents:

The students shall undertake an internship at reputable tourism, hospitality, aviation, and travel organisations for 4-6 weeks at the end of the 5th semester during the winter vacation. The students shall aim to gain practical experience and learn the intricacies of the organisation where they are placed for their respective internships.

The evaluation of the Internship (ITTMMJIN0326) shall consist of three parts.

1. Firstly, evaluation of the student undergoing internship on the basis of his participation/conduct during the period of the internship shall be done by the company supervisor where the student is placed and shall have a weightage of 25 marks.
2. Secondly, evaluation of the project report shall also be done by the external evaluator, to be appointed by the Head, Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, from the panel and shall have a weightage of 25 marks.
3. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have a weightage of 50 marks.

Panel for Evaluation



- d) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- e) One External Examiner, approved by the Honourable Vice Chancellor, from the panel submitted by the Head of the Department.
- f) Two senior faculty members of the department.

Note:

1. The project report shall be prepared by the students during the first week of their return from the internship.
2. "All students must submit a plagiarism report along with their internship report. The similarity index mustn't exceed 20%, and the content of the report must be free from AI-generated material. Ensuring academic integrity through proper plagiarism screening is a compulsory requirement for report submission."

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJIN0526.1	3	3	2	2	2	2	2	2.28
ITTMMJIN0526.2	3	3	3	3	2	3	2	2.71
ITTMMJIN0526.3	2	2	3	2	3	2	2	2.28
ITTMMJIN0526.4	2	2	3	3	3	2	2	2.42
Average	2.5	2.5	2.75	2.5	2.5	2.25	2.0	2.42



House Keeping Service Management

FYIMPTM (5th Semester)

Course Code: ITTMMNHK0526 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the scope, organization, functions, and significance of the housekeeping department in hospitality establishments, highlighting its role in guest satisfaction and operational efficiency

CLO2: Identify and apply housekeeping procedures, cleaning methods, equipment, and supplies for guestrooms and public areas in accordance with standard operating procedures

CLO3: Analyze housekeeping management functions such as staffing, scheduling, inventory control, linen and laundry management, and interdepartmental coordination

CLO4: Evaluate contemporary issues in housekeeping management including hygiene and sanitation standards, safety and security, sustainability practices, and technological innovations

Course Content:

Unit 1: Introduction to Housekeeping Management

- Meaning, scope, and objectives of housekeeping
- Importance of housekeeping in hospitality operations
- Organization structure of housekeeping department
- Roles and responsibilities of housekeeping personnel
- Coordination of housekeeping with front office, engineering, and food & beverage departments

Unit 2: Housekeeping Operations and Procedures

- Guestroom layout, types, and amenities
- Cleaning methods, agents, and equipment
- Cleaning of guestrooms and public areas
- Turn-down service and special cleaning procedures
- Standard operating procedures in housekeeping

Unit 3: Housekeeping Management and Control

- Manpower planning, staffing, and scheduling



- Inventory control of linen, uniforms, and guest supplies
- Linen and laundry management
- Budgeting and cost control in housekeeping
- Outsourcing and contract cleaning services

Unit 4: Hygiene, Safety, and Contemporary Trends

- Hygiene, sanitation, and cleanliness standards
- Safety and security in housekeeping operations
- Sustainable and eco-friendly housekeeping practices
- Use of technology in housekeeping management
- Emerging trends and innovations in housekeeping services.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNHK0526.1	3	2	1	1	1	1	1	1.43
ITTMMNHK0526.2	2	3	2	2	1	1	1	1.71
ITTMMNHK0526.3	2	3	3	1	2	1	3	2.14
ITTMMNHK0526.4	2	2	2	1	3	3	2	2.14
Average PLO	2.25	2.50	2.00	1.25	1.75	1.50	1.75	1.88

Suggested Readings

1. Andrews, S., *Hotel Housekeeping: Training Manual*, Tata McGraw-Hill, New Delhi.
2. Raghubalan, G., & Raghubalan, S., *Hotel Housekeeping: Operations and Management*, Oxford University Press, New Delhi.
3. Negi, J. M. S., *Professional Hotel Management*, S. Chand & Company, New Delhi.
4. Jones, T., *Professional Management of Housekeeping Operations*, Wiley India.



Anthropology of Tourism

FYIMPTM (5th Semester)

Course Code: ITTMMNAN0526 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain key anthropological concepts, theories, and methods relevant to the study of tourism as a cultural and social phenomenon.

CLO2: Analyse issues of cultural authenticity, commodification, and indigenous cultural rights in tourism contexts.

CLO3: Evaluate host–guest relations, cultural change, and the role of intermediaries in shaping tourism experiences and traditions.

CLO4: Apply anthropological perspectives to assess tourism’s impact on cultural identity, globalization, and forms of cultural resistance.

Course Content:

UNIT 1: Anthropological Foundations of Tourism

- Anthropology and tourism studies
- Tourism as cultural phenomenon
- Key concepts: culture, identity, ritual
- Ethnographic approaches to tourism

UNIT 2: Cultural Authenticity and Tourism

- Authenticity debates in tourism
- Staged authenticity and cultural performances
- Commodification of culture
- Indigenous tourism and cultural rights

UNIT 3: Host-Guest Relations

- Anthropology of host-guest encounters
- Cultural brokers and intermediaries
- Acculturation and cultural change
- Material culture and souvenirs

UNIT 4: Tourism, Identity, and Globalization

- Cultural identity construction through tourism



- Ethnic tourism and exoticism
- Pilgrimage and sacred tourism
- Globalization and cultural homogenization

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	CLO Avg.
ITTMMNAN0526.1	3	1	1	1	0	1	2	1.29
ITTMMNAN0526.2	3	2	2	1	1	3	2	2.00
ITTMMNAN0526.3	2	2	2	2	1	2	2	1.86
ITTMMNAN0526.4	2	2	3	2	2	3	3	2.43
Average PLO	2.50	1.75	2.00	1.50	1.00	2.25	2.25	1.89

Suggested Readings

1. Smith, V. L. (Ed.). (1989). *Hosts and guests: The anthropology of tourism* (2nd ed.). Philadelphia, PA: University of Pennsylvania Press.
2. Burns, P. M. (2004). *Tourism and anthropology*. London, UK: Routledge.
3. MacCannell, D. (1999). *The tourist: A new theory of the leisure class* (2nd ed.). Berkeley, CA: University of California Press.
4. LeCompte, M. D., & Schensul, J. J. (2010). *Designing and conducting ethnographic research* (2nd ed.). Lanham, MD: AltaMira Press.



FYIMPTTM
6th Semester (Third Year)
(Course Work + Course Work)
&
(Course Work + Research)



3 rd year						
6 th Semester						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJTP0626	Tourism Policy and Planning	70	30	-	100	3-1-0-0
ITTMMJET0626	Event Management & MICE Tourism	70	30	-	100	3-1-0-0
ITTMMJWE0626	World Tourism Resources (Europe)	70	30	-	100	3-1-0-0
ITTMMJTT0626	Tourism Technology	70	30	-	100	3-1-0-0
ITTMMJDF0626	Destination Familiarization Visit 3	50	-	-	50	0-0-1-1
Minor Courses- (MN)	Note: Students will have to opt one (1) course of four (4) credits from a pool of Minor Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies/other departments.					
ITTMMNTE0626	Tourism Economics	70	30	-	100	3-1-0-0
ITTMMNLR0626	Leisure and Recreation Programming	70	30	-	100	3-1-0-0
Total Credits						22



Tourism Policy and Planning

FYIMPTM (6th Semester)

Course Code: ITTMMJTP0626 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course students shall be able to:

CLO 1: Explain the concept, objectives, components, and role of tourism policy in destination development.

CLO 2: Describe the meaning, levels, and stakeholder roles in tourism planning, including destination planning concepts and models.

CLO 3: Analyze tourism planning approaches, processes, and techniques, including carrying capacity and impact assessment.

CLO 4: Examine the evolution of tourism policy in India and assess the salient features of tourism policy in Jammu & Kashmir.

Course Content:

Unit I: Introduction to Tourism Policy

- Concept and meaning of tourism policy
- Objectives and importance of tourism policy
- Components and types of tourism policies
- Role of tourism policy in destination development

Unit II: Tourism Planning

- Meaning and significance of tourism planning
- Levels of tourism planning: international, national, regional, and local
- Role of public and private sectors in tourism planning
- Stakeholders in tourism planning
- Destination Planning concepts, issues
- Destination zone planning model,
- WTO guide for planners.

Unit III: Approaches and Techniques of Tourism Planning

- Tourism planning approaches
- Tourism planning process and stages
- Carrying capacity and impact assessment



- Use of tourism planning tools and techniques

Unit IV: Tourism Policy and Planning Framework

- Five-year plans and tourism in India
- Tourism policies in India: National Tourism Policy 1982; National action Plan for Tourism (NAPT) 1992, National Tourism Policy 2002
- Salient Features of the J&K Tourism Policy 2020

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	CLO Avg.
ITTMMJTP0626.1	3	2	2	1	2	2	1	1.85
ITTMMJTP0626.2	3	2	3	1	2	2	1	2.00
ITTMMJTP0626.3	2	3	3	1	3	3	2	2.42
ITTMMJTP0626.4	3	2	2	1	3	3	2	2.28
PLO Avg.	2.75	2.25	2.50	1.00	2.50	2.50	1.5	2.13

Suggested Readings

1. **Gunn, C. A., & Var, T.** (2002). *Tourism Planning: Basics, Concepts, Cases*. New York: Routledge.
2. **Mason, P.** (2016). *Tourism Impacts, Planning and Management*. London: Routledge.
3. **Inskeep, E.** (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. New York: Wiley.
4. **Wall, G., & Mathieson, A.** (2006). *Tourism: Change, Impacts and Opportunities*. Harlow: Pearson Education.
5. **Taneja, R.** (2011). *Tourism Planning and Development*. New Delhi: Kanishka Publishers.
6. **Chawla, R.** (2006). *Tourism Planning and Development*. New Delhi: Sonali Publications.
7. **Goeldner, C. R., & Ritchie, J. R. B.** (2012). *Tourism: Principles, Practices, Philosophies*. Hoboken, NJ: John Wiley & Sons.



Event Management & MICE Tourism

FYIMPTM (6th Semester)

Course Code: ITTMMJET0626 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Develop an understanding about concept and scope of Events. Identify the operational considerations regarding Events and elaborate the role of ICCA and ICPB in Event Industry

CLO 2: Demonstrate conceptual understanding of the MICE sector and event tourism, and explain the Economic and Social Significance of MICE Tourism

CLO 3: Exhibit the mastery regarding organising and designing Events by studying event feasibility, various protocols during events, time and financial management and safety and security regarding successful conduct of the events.

CLO 4: Apply managerial skills and strategies to promote, execute, and evaluate MICE and special events effectively, enhancing operational efficiency and event success

Course Content:

Unit 1: Introduction to Events

- Concept, Definition & Scope of Events
- The Events Industry
- Event Staging and Logistics
- Operational Considerations: Legal Environment, Insurance, Regulations, Licenses, & Permits, Event Finance
- Five C's of Event Management
- Role and Functions of ICCA (International Congress and Convention Association) and ICPB (India Convention Promotion Bureau)

Unit 2: Introduction to MICE Tourism

- Concept and Importance of Meetings, Incentives, Conferences, Congresses, Conventions, Trade Fairs, and Exhibitions
- MICE as a Supplement to Tourism
- Economic and Social Significance of MICE Tourism
- Event Venues: Concept and Types



- Special Events
- Key Suppliers to the MICE Industry

Unit 3: Organizing & Designing of Events

- Event Planning: Concept, Process and Design,
- Studying Event feasibility; Pre- Event Research, Legal Compliances, Event Venue, Finding Logistics and Ambience
- Event Catering
- Events Decorations
- Entertainment planning for Events and Speaker selection
- Various Protocols during Events
- Time Management during Events
- Financial Management of Events
- Safety and Security: Occupational Safety and Health, Incident Reporting, Crisis Management, Crowd Management and Evacuation

Unit 4: Marketing & Human Resource for Events

- Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship
- Promotion: Image/ Branding, Advertising, Publicity and Public Relation.
- The Human Research Planning Process: Need Assessment; Policies and Procedures, training and development of event staff
- Developing Leadership and Supervision skills during Events, Group Development
- Event Manager; Role and Importance
- Skills required to be a Good Event Planner
- Measuring Event Impact and Sustainability
- Emerging Trends in Event Industry

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJET0626.1	3	3	2	2	3	2	2	2.42
ITTMMJET0626.2	3	2	2	3	3	2	2	2.42
ITTMMJET0626.3	3	2	2	3	3	2	2	2.42



ITTMMJET0626.4	2	3	2	2	3	2	3	2.42
Average PLO	2.75	2.5	2.0	2.5	3.0	2.0	2.25	2.42

Suggested Readings

1. *Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi*
2. *Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning*
3. *Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi*
4. *David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK*
5. *Joe Goldblatt (1997), Special Events: Best Practices in Modern Event Management, John Wiley and Sons, New York*
6. *Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York*
7. *Montgomery, R.J. (1994), Meetings, Conventions, and Expositions, VNR, New York.*



World Tourism Resources (Europe)

FYIMPTM (6th Semester)

Total Credits: 04

Course Code: ITTMMJWE0626 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO 1: Identify and classify major tourism resources of Europe, including natural, cultural, historical, and man-made attractions.

CLO2: Compare tourism resources across different regions of Europe to understand regional strength and tourism potential.

CLO 3: Apply knowledge of Tourism resources to basic tourism planning or destination promotion.

CLO 4: Identify and differentiate the countries of Europe with tourism potential and able to design package tours for the travellers.

Course Contents:

Unit 1: Introduction to Europe

- Countries in Europe
- Understanding its location on world map
- International Carriers of these countries
- Currencies used in these countries
- Tourism flow to these countries.
- ETOA
- VISA norms for Indian nationals

Unit 2: Cultural, Religious and Heritage Resources

- **France:** Paris, Loire Valley, Nice
- **Spain:** Barcelona, Madrid, Toledo, Granada, Seville
- **United Kingdom:** London, Edinburgh
- **Italy:** Rome, Florence, Venice

Unit 3: Man Made Attractions

- **France:** Eiffel tower, Louvre Museum, Millau Viaduct, Disneyland
- **Spain:** Royal Alcazar, Royal palace of Madrid, Santiago Bernabéu Stadium



- **United Kingdom: Stonehenge, London Eye, Tower of London, Tussauds Museum**
- **Italy: Leaning Tower of Pisa, St. Peter's Basilica, Venice Canals, Duomo di Milano**

Unit 4: Itinerary preparation

- 6/7 days Itineraries of tourist places for France
- 6/7 days Itineraries of tourist places for Spain
- 6/7 days Itineraries of tourist places for Italy
- 6/7 days Itineraries of tourist places for United Kingdom

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJWE0626.1	1	3	3	1	3	1	0	1.71
ITTMMJWE0626.2	1	3	3	1	3	1	0	1.71
ITTMMJWE0626.3	1	3	3	1	3	1	0	1.71
ITTMMJWE0626.4	1	3	3	1	3	1	1	1.85
Average PLO	1	3	3	1	3	1	.25	1.75

Suggested Readings:

1. John Ebejer, *Tourism in European Cities: The Visitor Experience of Architecture, Urban Spaces, and City Attractions*; Bloombury
2. G.W.Richards, *Cultural Tourism in Europe*; CABI
3. Krzysztof Widawski & Jerzy Wyrzykowski, *The Geography of Tourism of Central and Eastern European Countries* ;Springer
4. *Lonely Planet- Europe*
5. *Europe: A Travel Guide*



Tourism Technology

FYIMPTTM (6th Semester)

Course Code: ITTMMJTT0626 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the role and applications of information and communication technologies in the tourism and travel industry.

CLO 2: *Analyze* the functioning of computerized reservation systems and global distribution systems in tourism operations.

CLO 3: *Apply* digital platforms and emerging technologies to tourism marketing, operations and customer engagement.

CLO 4: *Evaluate* the impact of advanced technologies on destination management, sustainability and smart tourism development.

Course Contents:

Unit I: Information and Communication Technology in Tourism

- Concept and evolution of tourism technology
- Role of ICT in tourism and hospitality sector
- Components of tourism information systems
- Technology-enabled tourism value chain
- Use of ICT in travel agencies, tour operations and hospitality enterprises
- Technology adoption challenges in tourism

Unit II: Computerized Reservation Systems and Global Distribution Systems

- Introduction to computerized reservation systems
- Evolution and functions of CRS
- Global distribution systems: concept and features
- Major GDS platforms: Amadeus, Galileo, Sabre and Worldspan
- Role of CRS and GDS in airline, hotel and tour bookings
- Advantages and limitations of CRS and GDS

Unit III: Digital Platforms and Emerging Technologies in Tourism

- E-tourism and online travel portals
- Mobile applications in tourism and hospitality



- Digital marketing technologies in tourism
- Social media platforms and content management
- Use of artificial intelligence and chatbots in tourism
- Big data analytics and customer relationship management

Unit IV: Smart Tourism, Sustainability and Future Technologies

- Concept of smart tourism and smart destinations
- Internet of Things (IoT) applications in tourism
- Virtual reality and augmented reality in tourism experiences
- Technology for sustainable and responsible tourism
- Cyber security and data privacy issues in tourism
- Future trends and innovations in tourism technology

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJTT0626.1	3	2	2	2	1	2	2	2.00
ITTMMJTT0626.2	2	3	3	2	2	2	3	2.43
ITTMMJTT0626.3	2	3	3	2	2	2	3	2.43
ITTMMJTT0626.4	2	2	3	2	2	3	3	2.43
Average PLO	2.25	2.50	2.75	2.00	1.75	2.25	2.75	2.33

Suggested Readings

1. Buhalis, D., & Law, R. (2023). Progress in Tourism Management: eTourism. Elsevier.
2. Xiang, Z., & Fesenmaier, D. R. (2024). Analytics in Smart Tourism Design. Springer.
3. Morrison, A. M. (2023). Marketing and Managing Tourism Destinations. Routledge.
4. Laudon, K. C., & Laudon, J. P. (2023). Management Information Systems: Managing the Digital Firm. Pearson Education.
5. Sigala, M. (2024). Smart Tourism: Foundations and Developments. Emerald Publishing.



Destination Familiarization Visit - 3

FYIMPTM (6th semester)

Course Code: ITTMMJDF0626 (30 hours per credit)

Total Credits: 02

Total Marks: 50

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Collect and document first-hand information on the operations of prominent Travel & Tour Operators operating in Kashmir during field visits.

CLO 2: Prepare and present structured reports on travel and tour operation business and communicate findings with critical insight regarding their functions and operations.

Course Contents:

This course aims to provide students with experiential learning through a structured field/familiarization visit to key travel and tour operators operating in Srinagar city. The main goal is to help students gather first-hand information and exposure to the travel and tour business and their operational aspects. These visits will offer students practical insights into travel and tour operations, the business structure, operational aspects, other activities, and analyse the challenges that affect the travel and tour business in Kashmir.

Structure

Destination Familiarization Visit – 3 (DFV-3)

- Four days DFV-3 will be conducted during the sixth semester to expose students to the leading travel agencies and tour operation companies of Kashmir operating.
- The four days visit will be distributed between the four teaching months of the second semester, atleast conducting one day visit during each month of the semester.
- Students will visit selected travel agencies/tour operation companies operating in Srinagar city and will learn about their functioning, operational aspects, linkages, business structure, promotional and other activities.
- Each visit will be followed by the submission of a detailed report covering the operational aspects of the travel and tour business.

Assessment

The DRFV 3 will carry two credits of 60 hours practical, with a total of 50 marks.



Evaluation will be divided into two parts, and both are compulsory:

- ✓ 25 marks for the evaluation of the report
- ✓ 25 marks for the presentation, followed by a Viva Voce of the report, where students will communicate the learning's from the visit.

Methods of Evaluation

The report will be evaluated on the following criteria:

- Collection of information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their visits.
- Presentation followed by Viva: The effectiveness of students' presentations in conveying their DFV learning's and findings.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJDF0626.1	3	3	3	1	1	1	2	1.85
ITTMMJDF0626.2	2	3	3	3	3	1	1	2.28
Average PLO	2.5	3.0	3.0	2.0	2.0	1.0	1.5	2.14



Tourism Economics

FYIMPTM (6th Semester)

Course Code: ITTMMNTE0626 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the scope and significance of tourism economics by analyzing tourism demand theories, demand models, forecasting techniques, and the economic contribution of tourism using tools such as tourism multipliers and Tourism Satellite Accounts (TSA)

CLO2: Examine tourism supply dynamics, market structures, pricing mechanisms, investment patterns, and taxation in tourism, including the role of service quality and economic instruments addressing environmental impacts

CLO3: Analyze tourism pricing strategies, employment generation, income creation, and the role of tourism in regional economic development, considering seasonality, price discrimination, and labor impacts

CLO4: Evaluate the economic impacts of tourism through direct, indirect, and induced effects, and apply cost–benefit analysis (CBA) to tourism projects by assessing economic costs, benefits, leakages, and linkages in tourism development.

Course Content:

Unit 1: Introduction and Demand Theory in Tourism

- Meaning and scope of Tourism Economics
- The demand for touring and tourism
- Tourism demand models: concepts and theories
- Empirical estimation of tourism demand models
- Tourism demand in UT of J&K
- Tourism demand forecasting
- Demand and cost consequences of violence affecting domestic tourism: a case study
- Economic contribution of tourism (tourism multiplier impact)
- Measuring economic contribution: Tourism Satellite Accounts (TSA)

Unit: 2 Tourism Supply and Market Structure

- Concept of tourism supply
- Factors influencing tourism supply



- Service quality in tourism
- Service encounters and service quality models
- Concept of price mechanism in tourism
- Overview of market structures in tourism
- Tourism investment and taxation of tourism
- Investment in tourism infrastructure
- Economic instruments to address tourism's environmental effects

Unit 3: Tourism Pricing, Employment and Income Generation

- Concept of pricing in tourism
- Determinants of tourism prices
- Price discrimination in tourism services
- Role of seasonality in tourism pricing
- Tourism and employment generation
- Direct, indirect, and induced employment in tourism
- Income generation through tourism
- Role of tourism in regional economic development

Unit 4: Economic Impacts, Policy and Cost–Benefit Analysis in Tourism

- Direct, indirect and induced economic effects of tourism
- Measurement of tourism impacts on output, income and employment
- Multiplier effects in tourism economy
- Concept and importance of Cost–Benefit Analysis in tourism economics
- Identification of economic costs and benefits in tourism projects
- Social cost–benefit analysis of tourism development
- Application of CBA in tourism infrastructure projects (airports, hotels, resorts)
- Concept of leakages in tourism
- Types of leakages: import, income and profit leakages
- Strengthening backward and forward linkages in tourism sector

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMNTE0626.1	3	2	1	1	1	1	3	1.71



ITTMMNTE0626.2	3	2	1	1	1	2	2	1.71
ITTMMNTE0626.3	2	3	2	1	2	1	1	1.71
ITTMMNTE0626.4	2	2	3	1	1	3	3	2.14
Average PLO	2.50	2.25	1.75	1.00	1.25	1.75	2.25	1.82

Suggested Readings

1. Tisdell, C. A. (Ed.). (2013). *Handbook of tourism economics: analysis, new applications and case studies*. World scientific.
2. Dwyer, L., Forsyth, P., & Dwyer, W. (2020). *Tourism economics and policy (Vol. 5)*. Channel View Publications.
3. Stabler, M. J., Papatheodorou, A., & Sinclair, M. T. (2009). *The economics of tourism*. Routledge.
4. Metin, Kozak and Mugla. *Tourism Economics: Concepts and Practices*. Nova Science Pub Incorporated
5. Cullen, P., 1997, *Economics for Hospitality Management*. London, International Thomson Business Press.



Recreation & Leisure Programming

FYIMPTM (6th semester)

Course Code: ITTMNLR0626 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain key concepts, historical evolution, and socio-psychological dimensions of leisure and recreation, and evaluate their importance in modern society.

CLO2: Assess leisure service delivery models across public, private, and non-profit sectors, and analyse the role of technology in leisure experiences.

CLO3: Design inclusive and accessible recreation programs based on community needs, planning principles, and participatory strategies.

CLO4: Develop a comprehensive leisure program proposal integrating sustainability, inclusivity, and post-pandemic considerations for diverse populations.

Course Contents:

Unit 1: Foundations of Leisure & Recreation

- Definitions and key concepts of Leisure & Recreation
- Importance of leisure in society
- Leisure & Recreation in ancient and modern civilizations
- Evolution of leisure theories
- The Social Psychology of Leisure: identity and community
- Benefits of Leisure: psychological, physical, economic, and environmental

Unit 2: Recreation and Leisure Program Design

- Principles of program design
- Understanding community needs
- Program Planning Process: goals, objectives, and planning steps
- Inclusivity and accessibility in design
- Designing for diverse populations
- Strategies to promote participation

Unit 3: Implementation and Management of Leisure Programs

- Leadership and staffing in recreation services
- Budgeting, funding, and resource management



- Marketing leisure programs: digital and traditional approaches
- Monitoring and evaluation frameworks
- Risk management and legal considerations

Unit 4: Contemporary Issues and Future Trends

- Sustainable and eco-recreation practices
- Leisure, well-being, and mental health in the 21st century
- Urban recreation and smart city integrations
- Policy frameworks and governance in recreation
- Future trends: virtual reality, gamification, and experiential leisure

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMMNLR0626.1	3	2	1	2	1	2	2	1.86
ITTMMNLR0626.2	2	3	2	1	2	2	2	2.00
ITTMMNLR0626.3	2	3	3	2	3	2	2	2.43
ITTMMNLR0626.4	2	3	3	3	3	3	3	2.86
Average PLO	2.25	2.75	2.25	2.00	2.25	2.25	2.25	2.29

Suggested Readings

1. Russell, R. V., & Jamieson, L. M. (2021). *Leisure Program Planning and Delivery* (4th ed.). Human Kinetics.
2. Edginton, C. R., Jordan, D. J., DeGraaf, D. G., & Edginton, S. R. (2019). *Leisure and Life Satisfaction: Foundational Perspectives* (7th ed.). McGraw-Hill.
3. Torkildsen, G. (2011). *Leisure and Recreation Management* (6th ed.). Routledge.
4. Cushman, G., Veal, A. J., & Zuzanek, J. (Eds.). (2018). *Free Time and Leisure Participation: International Perspectives*. CABI.
5. Stebbins, R. A. (2020). *The Serious Leisure Perspective: A Synthesis*. Palgrave Macmillan.
6. Mull, R. F., Beggs, B. A., & Renneisen, M. (2020). *Recreation Programming: Designing and Staging Leisure Experiences* (8th ed.). Sagamore Publishing.



FYIMPTTM

7th Semester (Fourth Year)

(Course Work + Course Work)

&

(Course Work + Research)



4 th year						
7 th Semester (CW+CW) & (CW+R)						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJTP0726	Tourism Practices	70	30	-	100	3-1-0-0
ITTMMJTG0726	Tourism Geography and Spatial Sciences	70	30	-	100	3-1-0-0
ITTMMJWA0726	World Tourism Resources (America)	70	30	-	100	3-1-0-0
ITTMMJRM0726	Research Methodology	70	30	-	100	3-1-0-0
IMTTMMJIN0726	Internship 3	100	-	-	100	0-0-3-1
Discipline Centric Elective Courses (DCE)						
Note: Students will have to opt one (1) course of four (4) credits from a pool of following DCE Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies						
ITTMDCOB0726	Organizational Behavior	70	30	-	100	3-1-0-0
ITTMDCTF0726	Theoretical Foundations of Tourism	70	30	-	100	3-1-0-0
ITTMDCTB0726	Tourism Business Opportunities	70	30	-	100	3-1-0-0
Total Credits						24



Tourism Practices

FYIMPTTM (7th Semester)

Course Code: ITTMMJTP0726 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the fundamental concepts, and current trends of tourism, including the key motivations and deterrents influencing tourist behaviour.

CLO 2: *Identify* and *describe* the core components of Tourism—Attractions, Accessibility, and Hospitality—and *analyse* the significance of Tourism demand, supply, and measurement tools.

CLO 3: *Evaluate* the Economic, Environmental, and Socio-Cultural impacts of Tourism, and *assess* the role of tourism in regional development, national integration, cultural exchange, and promotion of peace.

CLO 4: *Recognise* the major national, regional, and international Tourism organisations and *explain* their roles in the promotion and development of tourism globally, at national & regional level.

Course Content:

Unit 1: Introduction to Tourism

- Meaning and definitions of Tourism
- Typology of Tourism and classification of Tourists
- Interdisciplinary approaches to the study of Tourism
- Leiper's Model of Tourism System
- Concept and characteristics of the Tourism Product
- Major Travel Motivations and Deterrents
- Emerging areas of Tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, Ideals of Responsible Tourism - Alternate Tourism

Unit 2: Tourism Industry

- Structure and basic Components of the Tourism Industry
- Concept and types of Tourist Attractions
- Accessibility and the importance of Transport Services
- Modes of Transportation used in Tourism



- Concept and nature of the Hospitality sector
- Tourism Infrastructure and Superstructure
- Tourism Statistics - Importance and methods of measuring Tourism
- Concepts of Tourism Demand and Supply, Measuring Tourism Demand, Pattern and characteristic of Tourism supply; Factors influencing Tourism demand and supply
- Factors influencing Travel and Tourism, Push/Pull factors and Tourism statistics

Unit 3: Impacts of Tourism

- Overview of Tourism Impacts
- ✓ Economic impacts; Benefits and Costs
- ✓ Environmental Impacts; Desirable and Undesirable
- ✓ Socio-cultural Impacts: Positive and Negative
- Carrying Capacity and its types
- Environmental Impact Assessment (EIA): Process & Implications
- Tourism Impact Assessment (TIA) & Indicators
- Sustainable & Responsible Tourism Strategies
- Policy Development & Remedial Actions

Unit 4: Tourism Organisations

- Introduction to Tourism Organisations: origin, objectives, and functions:
- a) International Organisations - UN Tourism (formerly UNWTO), World Travel & Tourism Council (WTTC), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO), Pacific Asia Travel Association (PATA)
- b) National Organisations - Ministry of Tourism, Government of India, India Tourism Development Corporation (ITDC), Indian Heritage Academy (IHA), Federation of Hotel and Restaurant Associations of India (FHRAI), Indian Convention Promotion Bureau (ICPB)
- c) Regional & State-Level Organisations: Department of Tourism, Government of Jammu & Kashmir, State Tourism Development Corporations
- d) Supporting Organisations - Indian Railway Catering and Tourism Corporation (IRCTC), Airport Authority of India (AAI), Archaeological Survey of India (ASI), Directorate General of Civil Aviation (DGCA)

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution



CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJTP0726.1	3	2	3	2	2	3	3	2.57
ITTMMJTP0726.2	3	2	2	2	2	2	2	2.14
ITTMMJTP0726.3	2	2	2	3	2	3	3	2.57
ITTMMJTP0726.4	2	2	2	2	2	2	3	2.14
Average PLO	2.5	2.0	2.25	2.25	2.0	2.5	2.75	2.35

Suggested Readings

1. *Tourism, Principles, Practices, Philosophies* – Goeldner, C. & Ritchie, J.R., John Wiley, New Jersey
2. *Tourism Principles and Practices*– Swain, S.K. & Mishra, J.M. (2011), Oxford University Press, New Delhi
3. *The SAGE Handbook of Tourism Studies*–Jamal, T.& Robinson, M.(Eds.) (2009), Sage Publications, United Kingdom
4. *Tourism Principles and Practice*–Cooper, C.(2008), Prentice Hall, New Delhi
5. *Tourism and Pilgrimage*–Dar, S.A., Sarup Publications, New Delhi
6. *The Tourism System: An Introductory Text*–Milland Morrison, Prentice Hall
7. Holloway, J. C. (1994), *The Business of tourism*, Pitman Publishing, London.
Page J. Stephen & Brunt Paul (2007), *Tourism- A Modern Synthesis*, Thomson Publishers, London.
8. Ray Youell (1998), *Tourism-an introduction*, Addison Wesley Longman, Essex.



Tourism Geography and Spatial Sciences

FYIMPTTM (7th Semester)

Course Code: ITTMMJTG0726 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course students shall be able to:

CLO 1: Demonstrate the scope, importance, and historical evolution of tourism geography and analyse global tourist flows' spatial distribution and seasonality.

CLO 2: Assess how physical geography—landforms, climate, water bodies, and ecosystems—shapes tourist destinations and influences travel patterns.

CLO 3: Evaluate the cultural and geopolitical factors affecting tourism, and identify the role of cultural landscapes and heritage in shaping tourism experiences.

CLO 4: Apply geospatial techniques and spatial analysis tools to map tourism resources, profile destinations, and support data-driven decision-making in tourism planning.

Course Contents:

Unit 1: Introduction to Travel Geography

- Definition and scope of tourism geography
- Historical perspective on tourism geography
- Importance of geography in travel and tourism
- Components of travel geography
- Seasonality and tourism
- Types and characteristics of tourist destinations
- Spatial distribution of tourist flows

Unit 2: Physical Geography and Tourism

- Landforms and their influence on travel destinations
- Climate and its impact on travel patterns
- Water bodies and their significance for travel and tourism
- Ecosystems and biodiversity as attractions for travellers

Unit 3: Cultural Geography and Tourism

- Cultural landscapes and their role in shaping tourism experiences
- Heritage sites and their significance in tourism
- Cultural diversity and its impact on tourism development



- Socio-cultural factors influencing travel behaviour
- Geopolitical factors influencing travel patterns

Unit 4: Spatial Analysis in Tourism Geography

- Geospatial technologies in tourism and planning
- Spatial distribution of tourism resources and activities
- Mapping and visualization techniques for travel geography
- Destination profiling and market segmentation

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMMJTG0726.1	3	2	2	1	1	2	1	1.71
ITTMMJTG0726.2	3	2	3	1	2	3	2	2.29
ITTMMJTG0726.3	3	2	3	2	2	3	2	2.43
ITTMMJTG0726.4	2	3	3	2	2	2	3	2.43
Average PLO	2.75	2.25	2.75	1.50	1.75	2.50	2.00	2.21

Suggested Readings

1. Boniface, B. & Cooper, C. (2005). *Worldwide Destinations: The Geography of Travel and Tourism*. Oxford: Butterworth-Heinemann.
2. Burton, R. (1995). *Travel Geography*. Marlow Essex: Pitman Publishing.
3. Hall, C.M. (1999). *Geography of Travel and Tourism*. London: Routledge.
4. Hall, C.M. & Page, S.J. (2006). *The Geography of Tourism and Recreation: Environment, Place and Space* (3rd ed.). London: Routledge.
5. Robinson, H.A. (1976). *Geography of Tourism*. London: MacDonald & Evans Ltd.



World Tourism Resources (America)

FYIMPTTM (7th Semester)

Total Credits: 04

Course Code: ITTMMJWA0726 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO 1: Identify and classify major tourism resources of America, including natural, cultural, historical, and man-made attractions.

CLO2: Compare tourism resources across different regions of America to understand regional strength and tourism potential.

CLO 3: Apply knowledge of Tourism resources to basic tourism planning, itinerary design or destination promotion.

CLO 4: Identify and differentiate the countries with tourism potential located on the western hemisphere.

Course Contents:

Unit 1: Introduction to America

- Countries in North and South America
- Understanding its location on world map
- International Carriers of these countries
- Currencies used in these countries
- Tourism flow to these countries.
- VISA norms for Indian nationals

Unit 2: Cultural, Religious and Heritage Resources of South America

- **Brazil:** Rio de Janeiro, Sao Paulo, Iguazu Falls(Brazil side)
- **Chile:** Santiago, Atacama, Patagonia
- **Peru:** Lima, Arequipa, Cusco, Machu Picchu
- **Argentina:** Buenos Aires, Patagonia, Iguazu Falls(Argentina side)

Unit 3: Cultural, Religious and Heritage Resources of North America

- **US:** New York, Niagara Falls, Grand Canyon, Las Vegas
- **Canada:** Vancouver, Jasper, Montreal
- **Mexico:** Mexico city, Oaxaca, Tulum

Unit 4: Itinerary preparation



- 9/10 days Itinerary for United States of America
- 9/10 days Itinerary for Canada
- 9/10 days Itinerary for South America

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJWA0726.1	1	3	3	1	3	1	0	1.71
ITTMMJWA0726.2	1	3	3	1	3	1	0	1.71
ITTMMJWA0726.3	1	3	3	1	3	1	0	1.71
ITTMMJWA0726.4	1	3	3	1	3	1	1	1.85
Average PLO	1	3	3	1	3	1	.25	1.75

Suggested Readings:

1. Dallen J. Timothy, *Cultural Heritage and Tourism: An Introduction*; Routledge
2. Dallen J. Timothy & Dimitri Ioannides, *Tourism in the USA: A Spatial and Social Synthesis*; Routledge
3. Robert J. Demott, *America the beautiful: A journey through the hearts of the US*, Routledge
4. Lonely Planet- *North and South America*
5. *North & South America: A Tourism Handbook*



Research Methodology

FYIMPTM (7th Semester)

Course Code: ITTMMJRM0726 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the nature, scope and significance of research and scientific inquiry in tourism and travel studies.

CLO 2: *Analyze* research design, data sources and sampling techniques applicable to tourism research.

CLO 3: *Apply* appropriate methods of data collection, measurement and basic analysis for tourism research problems.

CLO 4: *Evaluate* research reports with reference to ethical standards, citation practices and academic writing norms.

Course Contents:

Unit I: Introduction to Research and Scientific Inquiry

- Meaning and definition of research
- Objectives and types of research
- Research process and steps in research
- Scientific methods and research approaches
- Research in tourism, hospitality and travel studies
- Identification and formulation of research problems
- Review of literature: sources and significance

Unit II: Research Design and Sampling

- Concept and importance of research design
- Types of research design: exploratory, descriptive and causal
- Sources of data: primary and secondary
- Methods of primary data collection
- Sampling: meaning and importance
- Sampling techniques: probability and non-probability
- Determination of sample size

Unit III: Measurement, Data Collection and Analysis



- Concept of measurement and scaling
- Types of measurement scales
- Questionnaire and interview schedule design
- Pilot study and pre-testing
- Data editing, coding and tabulation
- Introduction to quantitative and qualitative data analysis
- Use of statistical tools in tourism research

Unit IV: Research Report Writing and Ethics

- Research report: meaning and structure
- Referencing and citation styles (APA)
- Use of research management tools
- Research ethics and plagiarism
- Reliability and validity of research
- Presentation of research findings
- Writing research proposals and dissertations

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJRM0726.1	3	2	2	2	1	3	3	2.29
ITTMMJRM0726.2	2	2	3	2	2	3	3	2.43
ITTMMJRM0726.3	2	3	3	2	2	3	3	2.57
ITTMMJRM0726.4	2	2	3	3	2	3	3	2.57
Average PLO	2.25	2.25	2.75	2.25	1.75	3.00	3.00	2.46

Suggested Readings

1. Saunders, M., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students* (9th ed.). Pearson Education.
2. Veal, A. J. (2022). *Research Methods for Leisure and Tourism* (5th ed.). Pearson Education.
3. Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). Sage Publications.
4. Kumar, R. (2022). *Research Methodology: A Step-by-Step Guide for Beginners* (5th ed.). Sage Publications.
5. *Tourism Management and Annals of Tourism Research* (2023–2025 issues).



Internship - 3

FYIMPTM (7th Semester)

Total Credits: 04

Course Code: ITTMMJIN0726 (30 hours per credit)

Total Marks: 100

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Demonstrate functional knowledge and understanding of core operations in tourism, hospitality, aviation, or travel organizations through hands-on exposure.

CLO 2: Apply industry-relevant skills in real-world settings and understand organisational structures, service protocols, and work environments.

CLO 3: Analyse work-based experiences to identify challenges and opportunities in tourism-related operations and recommend feasible improvements.

CLO 4: Prepare and present a structured internship report and effectively communicate experiences, insights, and learning's through viva and professional interaction.

Course Contents:

The students shall undertake an internship at reputable tourism, hospitality, aviation, and travel organisations for 4-6 weeks at the end of the 7th semester during the winter vacation. The students shall aim to gain practical experience and learn the intricacies of the organisation where they are placed for their respective internships.

The evaluation of the Internship (ITTMMJIN0726) shall consist of three parts.

1. Firstly, evaluation of the student undergoing internship on the basis of his participation/conduct during the period of the internship shall be done by the company supervisor where the student is placed and shall have a weightage of 25 marks.
2. Secondly, evaluation of the project report shall also be done by the external evaluator, to be appointed by the Head, Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, from the panel and shall have a weightage of 25 marks.
3. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have a weightage of 50 marks.

Panel for Evaluation



- a) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- b) One External Examiner from the panel submitted by the Head of the Department and duly approved by the Honourable Vice Chancellor.
- c) Two senior faculty members of the department.

Note:

- i. The project report shall be prepared and submitted by the students during the first week of their return from the internship.
- ii. "All students must submit a plagiarism report along with their internship report. The similarity index mustn't exceed 20%, and the content of the report must be free from AI-generated material. Ensuring academic integrity through proper plagiarism screening is a compulsory requirement for report submission."

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJIN0526.1	3	3	2	2	2	2	2	2.28
ITTMMJIN0526.2	3	3	3	3	2	3	2	2.71
ITTMMJIN0526.3	2	2	3	2	3	2	2	2.28
ITTMMJIN0526.4	2	2	3	3	3	2	2	2.42
Average	2.5	2.5	2.75	2.5	2.5	2.25	2.0	2.42



Organizational Behaviour

FYIMPTTM (7th Semester)

Course Code: ITTMDCOB0726 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the foundations of organizational behavior and individual behavior concepts relevant to tourism and hospitality organizations.

CLO 2: *Analyze* group dynamics, leadership styles and communication processes within tourism organizations.

CLO 3: *Apply* motivation, performance and organizational culture concepts to enhance employee effectiveness in tourism enterprises.

CLO 4: *Evaluate* organizational change, stress management and contemporary behavioral challenges in the tourism industry.

Course Contents:

Unit I: Foundations of Organizational Behavior and Individual Behavior

- Nature and scope of organizational behavior
- Importance of organizational behavior in tourism and hospitality
- Contributing disciplines to organizational behavior
- Individual behavior and personality
- Perception and perceptual processes
- Attitudes, values and job satisfaction
- Learning and behavior modification

Unit II: Group Behavior, Leadership and Communication

- Concept and types of groups
- Stages of group development
- Team building and teamwork in tourism organizations
- Leadership: meaning, traits and styles
- Contemporary leadership approaches
- Communication process and types
- Barriers to effective communication

Unit III: Motivation, Performance and Organizational Culture



- Concept and importance of motivation
- Content and process theories of motivation
- Employee performance and productivity
- Reward systems and performance appraisal
- Organizational culture: meaning and characteristics
- Organizational climate and employee engagement

Unit IV: Organizational Change and Contemporary Issues

- Concept and forces of organizational change
- Change management models
- Resistance to change and strategies to overcome resistance
- Work stress and stress management
- Conflict: types and conflict management techniques
- Industrial relations and employee well-being
- Emerging issues in organizational behavior in tourism

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMDCOB0726.1	3	2	1	2	1	1	1	1.57
ITTMDCOB0726.2	2	3	2	3	2	1	2	2.14
ITTMDCOB0726.3	2	3	3	2	2	2	2	2.29
ITTMDCOB0726.4	2	2	3	2	2	3	3	2.42
Average PLO	2.25	2.50	2.25	2.25	1.75	1.75	2.00	2.11

Suggested Readings

1. Robbins, S. P., & Judge, T. A. (2023). *Organizational Behavior (19th ed.)*. Pearson Education.
2. Luthans, F. (2022). *Organizational Behavior: An Evidence-Based Approach (14th ed.)*. McGraw-Hill Education.
3. Mullins, L. J., & Christy, G. (2023). *Management and Organizational Behaviour*. Pearson Education.
4. Torrington, D., Hall, L., Taylor, S., & Atkinson, C. (2023). *Human Resource Management*. Pearson Education.



Theoretical Foundations of Tourism

FYIMPTM (7th Semester)

Total Credits: 04

Course Code: ITTMDCTF0726 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the fundamental concepts, nature, historical evolution, and systemic structure of tourism, including its role as a social institution.

CLO 2: Analyze tourist behavior using established typologies and motivation theories to understand travel decision-making, experiences, and satisfaction.

CLO 3: Evaluate the sociocultural dimensions of tourism by examining social impacts, cultural exchange, authenticity, and host–guest relationship dynamics.

CLO 4: Apply major tourism theories to critically assess sustainability, responsible tourism practices, and contemporary challenges such as overtourism, digital transformation, and climate change.

Course Contents:

Unit 1: Conceptual Framework of Tourism

- Definition and nature of tourism
- Tourism as a social institution
- Historical development of tourism
- The tourism system (Leiper's model)

Unit 2: Tourist Behavior and Typologies

- Understanding tourist behavior and decision-making
- Tourist typologies: Cohen's, Plog's, and Smith's classifications
- Motivations for travel: push-pull factors, psychological drivers
- Tourist experiences and satisfaction

Unit 3: Sociocultural Dimensions of Tourism

- Social impacts of tourism
- Cultural exchange: concept, mechanisms, and authenticity
- Host-guest relationships and dynamics
- Tourism and identity formation

Unit 4: Theoretical Perspectives and Contemporary Issues



- Major theoretical approaches (modernization, dependency, political economy, postmodernism)
- Sustainability and responsible tourism
- Contemporary issues: overtourism, digital transformation, climate change
- Future directions in tourism theory

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMDCTF0726.1	3	2	3	2	2	3	2	2.43
ITTMDCTF0726.2	3	2	2	3	2	2	2	2.29
ITTMDCTF0726.3	2	2	2	3	3	3	2	2.43
ITTMDCTF0726.4	2	2	2	3	3	3	3	2.57
Average PLO	2.50	2.00	2.25	2.75	2.50	2.75	2.25	2.43

Suggested Readings

1. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and practice (4th ed.)*. Pearson Education.
2. Page, S. J. (2019). *Tourism management (6th ed.)*. Routledge.
3. Sharpley, R. (2008). *Tourism development: Concepts and issues*. Channel View Publications.
4. Theobald, W. F. (Ed.). (2005). *Tourism, global perspective (3rd ed.)*. Elsevier Butterworth-Heinemann.



Tourism Business Opportunities

FYIMPTTM (7th Semester)

Course Code: ITTMDCTB0726 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the concept, scope, and importance of entrepreneurship in the tourism and hospitality sector, including the role of innovation, startups, and institutional support.

CLO 2: Identify and analyze entrepreneurial opportunities in tourism using opportunity recognition and environmental scanning techniques.

CLO 3: Evaluate the feasibility of tourism business ideas through market, financial, legal, and sustainability analysis.

CLO 4: Apply basic management, marketing, and growth strategies to manage and scale tourism enterprises sustainably.

Course Contents:

Unit I: Entrepreneurship and Business Foundations in Tourism

- Concept and meaning of entrepreneurship
- Entrepreneurship in the tourism and hospitality sector
- Characteristics and role of tourism entrepreneurs
- Entrepreneurial mindset, skills, and competencies
- Small business and startup concepts in tourism
- Role of innovation and creativity in tourism enterprises
- Overview of startup ecosystem and institutional support for tourism entrepreneurship
- Government initiatives and schemes supporting tourism entrepreneurship in India

Unit II: Opportunity Identification

- Concept and importance of opportunity identification in entrepreneurship
- Difference between ideas and opportunities
- Sources of entrepreneurial opportunities in tourism
- Environmental scanning and trend analysis in tourism markets
- Opportunity recognition techniques: creativity, innovation, and problem identification

Unit III: Feasibility and Business Planning for Tourism Enterprises

- Opportunity evaluation and feasibility analysis



- Tools for opportunity evaluation
- Market assessment and demand analysis
- Financial planning and funding sources
- Legal and regulatory requirements for tourism businesses
- Risk assessment and sustainability considerations
- Decision-making and selection of viable tourism business opportunities

Unit IV: Managing and Scaling Tourism Enterprises

- Business registration and legal formalities for tourism enterprises in India
- Licensing, approvals, and regulatory requirements in tourism and hospitality
- Business model selection for tourism ventures
- Marketing and branding of tourism businesses
- Go-To-Market Strategy: Digital Marketing, Sales, Funnels.
- Policy Support for Scaling
- Challenges faced by tourism entrepreneurs
- Growth, diversification, and sustainability of tourism enterprises

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PL07	Average.
ITTMDCTB0726.1	3	2	2	1	2	2	2	2.00
ITTMDCTB0726.2	2	3	3	1	2	3	1	2.14
ITTMDCTB0726.3	2	3	3	1	3	3	2	2.42
ITTMDCTB0726.4	2	2	3	2	3	3	2	2.42
Average PLO	2.25	2.50	2.75	1.25	2.50	2.75	1.75	2.24

Suggested Readings

1. *Aleljević, J., & Page, S. J. (2017). Tourism and entrepreneurship: International perspectives. Routledge.*
2. *Morrison, A., Rimmington, M., & Williams, C. (1999). Entrepreneurship in the hospitality, tourism and leisure industries. Butterworth-Heinemann.*
3. *Lee-Ross, D., & Lashley, C. (2012). Entrepreneurship and small business management in the hospitality industry (2nd ed.). Routledge.*
4. *Timmons, J. A., & Spinelli, S. New Venture Creation: Entrepreneurship for the 21st Century. McGraw-Hill.*



FYIMPTM

8th Semester (Fourth Year)

(Course Work + Course Work)



4 th year						
8 th Semester (CW+CW)						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJTH0826	Tourism, Hospitality and Leisure Marketing	70	30	-	100	3-1-0-0
ITTMMJSI0826	Startups & Innovation Management in Tourism	70	30	-	100	3-1-0-0
ITTMMJWR0826	World Tourism Resources (Australia)	70	30	-	100	3-1-0-0
ITTMMJLE0826	Laws and Ethics in Tourism and Hospitality	70	30	-	100	3-1-0-0
ITTMMJDF0826	Destination Familiarization Visit - 4	50	-	-	50	0-0-1-1
Discipline Centric Elective Courses (DCE)						
Note: Students will have to opt one (1) course of four (4) credits from a pool of following DCE Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies						
ITTMDCTM0826	Tourist Transport Management	70	30	-	100	3-1-0-0
ITTMDCPT0826	Psychology of Tourism	70	30	-	100	3-1-0-0
ITTMDCET0826	Eco-Tourism Development	70	30	-	100	3-1-0-0
Total Credits						22



Tourism, Hospitality and Leisure Marketing

FYIMPTTM (8th Semester)

Course Code: ITTMMJTH0826 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* core marketing concepts and service marketing principles as applied to tourism, hospitality and leisure sectors.

CLO 2: *Analyze* consumer behaviour and market segmentation strategies in tourism, hospitality and leisure markets.

CLO 3: *Apply* integrated marketing mix and branding strategies for tourism, hospitality and leisure products and services.

CLO 4: *Evaluate* contemporary marketing practices, digital strategies and sustainability initiatives in tourism, hospitality and leisure industries.

Course Contents:

Unit I: Foundations of Tourism, Hospitality and Leisure Marketing

- Concept, scope and evolution of tourism, hospitality and leisure marketing
- Nature and characteristics of services marketing
- Differences between goods and services marketing
- Tourism, hospitality and leisure value chain
- Role of marketing in tourism and hospitality organizations
- Marketing environment affecting tourism, hospitality and leisure sectors

Unit II: Consumer Behaviour and Market Segmentation

- Consumer behaviour in tourism, hospitality and leisure
- Motivation theories and travel decision-making process
- Factors influencing tourist and leisure consumption
- Market segmentation: demographic, psychographic and behavioural bases
- Target market selection
- Positioning strategies for tourism, hospitality and leisure products

Unit III: Marketing Mix, Branding and Relationship Marketing

- Product development and service design in tourism and hospitality
- Pricing strategies in tourism, hospitality and leisure services



- Distribution channels and intermediaries
- Integrated marketing communication tools
- Branding of destinations, hotels and leisure services
- Relationship marketing and customer relationship management

Unit IV: Contemporary Marketing Practices and Emerging Trends

- Digital and social media marketing in tourism and hospitality
- Online travel agencies and platform-based marketing
- Experiential marketing and co-creation of value
- Sustainable and green marketing practices
- Service quality management and customer satisfaction
- Future trends in tourism, hospitality and leisure marketing

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJTH0826.1	3	2	2	2	2	1	1	1.71
ITTMMJTH0826.2	2	3	3	2	2	1	2	2.14
ITTMMJTH0826.3	2	3	3	2	3	2	2	2.43
ITTMMJTH0826.4	2	3	2	3	2	2	3	2.43
Average PLO	2.25	2.75	2.50	2.25	2.00	1.50	2.00	2.18

Suggested Readings

1. Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2023). *Marketing for Hospitality and Tourism* (8th ed.). Pearson Education.
2. Hudson, S., & Thal, K. (2024). *Tourism and Hospitality Marketing: A Global Perspective*. Sage Publications.
3. Morrison, A. M. (2023). *Marketing and Managing Tourism Destinations*. Routledge.
4. Pike, S., & Page, S. J. (2024). *Destination Marketing Organizations*. Routledge.
5. Sigala, M. (2023). *Social Media and Customer Engagement in Tourism*. Emerald Publishing.
6. *Journal of Travel & Tourism Marketing and International Journal of Hospitality Management* (2023–2025 issues).



Startup & Innovation Management in Tourism

FYIMPTM (8th Semester)

Course Code: ITTMMJSI0826 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Understand and appreciate the role of Entrepreneurship in Tourism, along with the characteristics and mind-set of successful Entrepreneurs.

CLO 2: Apply creativity and innovation to identify and develop entrepreneurial opportunities addressing social, environmental, and cultural issues.

CLO 3: Develop and present a Tourism Business Plan with technical and economic feasibility, drawing inspiration from successful ventures.

CLO 4: Demonstrate knowledge of funding mechanisms, government support systems, and develop confidence to initiate tourism start-ups or allied enterprises.

Course Contents:

Unit 1: Foundations of Entrepreneurship in Tourism

- Meaning, scope, and significance of Entrepreneurship in Tourism
- Capacity Building and motivational factors for Tourism Entrepreneurs
- Entrepreneurial mind-set, challenges, and risk-taking in Tourism
- Role of Entrepreneurship in self-employment and socio-economic development

Unit 2: Creativity, Innovation & Opportunity Identification

- The Creative Process: Tools and Techniques
- Barriers to Creativity and overcoming them
- Innovation: Definition, types (product, process, business model)
- Role of Creativity in Tourism product/service development
- Opportunity identification through consumer trends and gaps
- Contemporary Innovations in Tourism and Hospitality

Unit 3: Venture Creation and Business Planning

- Identifying Tourism Entrepreneurship Opportunities
- Structure and components of a Business Plan
- Feasibility Study: Technical, Market, and Financial viability
- Procedures for setting up an Enterprises: Legal, Regulatory, and Strategic



- Start-up Ecosystem in India: Start-up India, State-Level Policies
- Case Studies of successful Travel and Tourism Start-ups

Unit 4: Financial Planning and Institutional Support

- Financial planning essentials for Start-ups
- Funding Options: Self-Finance, Venture Capital, Angel Investors, Crowd Funding
- Government subsidies, schemes, and incentives for Tourism Entrepreneurs
- Business Failure Analysis and revival strategies
- Role of women and marginalised communities in Tourism Entrepreneurship
- Role of Institutions: MSME, SIDBI, NIESBUD, MoT, and State Tourism Boards

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJSI0826.1	3	3	3	2	3	3	2	2.71
ITTMMJSI0826.2	3	3	2	2	3	2	2	2.42
ITTMMJSI0826.3	3	3	2	2	3	2	2	2.42
ITTMMJSI0826.4	3	2	3	2	2	2	2	2.28
Average PLO	3.0	2.75	2.5	2.0	2.75	2.25	2.0	2.45

Suggested Readings

1. Arthur, S. J., & Hisrich, R. D. (2011). *Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture*, 19(01), 1-40.
2. Bezbaruah, M.P. (2000). *Beyond the Millennium*. New Delhi: Gyan Pub House.
3. Drucker, P.F. (1985). *Innovation & Entrepreneurship*. New York: Harper & Row.
4. Jeffrey, T. (1984). *New Venture Creation*. Illinois: Homewood.
5. Kuratko, D.F. & Hodgets, R.M. (2008). *Entrepreneurship*. New York: Harcourt College Publisher.



World Tourism Resources (Australia)

FYIMPTM (8th Semester)

Total Credits: 04

Course Code: ITTMMJWR0826 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO1: Identify and classify major tourism resources of Australia, including natural, cultural, wildlife, and man-made attractions.

CLO2: Compare tourism resources across different regions of Australia to understand regional strength and tourism potential.

CLO3: Apply knowledge of Tourism resources to basic tourism planning or destination promotion.

CLO4: Identify and differentiate the cities of Australia with tourism potential and able to design package tours for the travellers.

Course Content:

Unit 1: Introduction to Australia

- Understanding its location on world map
- International Carrier of the country
- Currencies used in the country
- Tourism flow to these countries.
- VISA norms for Indian nationals
- Tourism Australia

Unit 2: Natural and Cultural Resources

- **Natural:** Great Barrier Reef, Ningaloo Coast, Gondwana Rainforests, Blue Mountains
- **Cultural:** Sydney Opera House, Budj Bim Cultural Landscape, Murujuga Cultural Landscape.

Unit 3: Wildlife Resources

- Lone Pine Koala Sanctuary
- Ballarat Wildlife Park
- Phillip Island Nature Parks
- Kakadu National Park



- Currumbin Wildlife Sanctuary
- Uluru-Kata Tjuta National Park

Unit 4: Itinerary preparation

- 9/10 days Itinerary of tourist places for Australia
- 5/6 days Itinerary of tourist places of Western Australia
- 5/6 days Itinerary of tourist places of Southern Australia

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJWR0826.1	1	3	3	1	3	1	0	1.71
ITTMMJWR0826.2	1	3	3	1	3	1	0	1.71
ITTMMJWR0826.3	1	3	3	1	3	1	0	1.71
ITTMMJWR0826.4	1	3	3	1	3	1	1	1.85
Average PLO	1	3	3	1	3	1	.25	1.75

Suggested Readings:

1. *Introduction to Tourism in Australia*; Pearson publications
2. *Tourism and Australian Beach Culture*; Channel View Publications
3. Bill Bryson's "Down Under"
4. *Lonely Planet-Australia*



Laws and Ethics in Tourism and Hospitality

FYIMPTTM (8th Semester)

Course Code: ITTMMJLE0826 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the meaning, sources, and importance of tourism and hospitality laws in India, and their relationship with ethics and responsible tourism practices.

CLO 2: Interpret the Indian Contract Act, 1872, and analyze issues related to contracts and negligence in tourism and hospitality services.

CLO 3: Examine the concept of bailment and analyze the rights, duties, and liabilities of innkeepers and guests under Indian law.

CLO 4: Evaluate the legal and ethical responsibilities of tourism service providers, including consumer protection, tourist safety, and professional conduct in India.

Course Content:

Unit I: Tourism and Hospitality Law

- Meaning and need of law in tourism and hospitality
- Sources of tourism law in India
- Relationship between law, ethics, and responsible tourism
- Rights and duties of tourists and service providers
- Ethical principles in hospitality and tourism services

Unit II: Contract Law and Negligence

- Indian Contract Act, 1872: essentials of a valid contract
- Types of contracts in hotels, travel, and tourism services
- Breach of contract and remedies
- Negligence: meaning, elements, and liability
- Negligence in hotels, transport, and tourism services

Unit III: Bailment and Rights of Innkeepers and Guests

- Bailment under Indian law
- Duties and liabilities of bailor and bailee
- Rights, duties and liabilities of innkeepers
- Rights and obligations of guests



- Loss of guest property and limitation of liability

Unit IV: Legal and Ethical Responsibilities

- Legal responsibilities of travel agents and tour operators
- Consumer Protection Act and tourism services
- Tourist safety, security, and grievance redressal
- Ethical issues in hospitality and tourism operations
- Responsible tourism and professional codes of conduct in India

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJLE0826.1	3	2	2	1	3	2	2	2.14
ITTMMJLE0826.2	3	3	3	1	2	3	2	2.42
ITTMMJLE0826.3	3	2	2	1	2	3	1	2.00
ITTMMJLE0826.4	2	3	3	1	3	3	2	2.42
Average PLO	2.75	2.50	2.50	1.00	2.50	2.75	1.75	2.24

Suggested Readings

1. **Devendra, Amitabh.** Hotel Laws. Oxford University Press, New Delhi.
2. **Negi, Jagmohan.** Hotel and Tourism Laws. Gyan Publishing House, New Delhi.
3. **Bharath, Stephen.** Hospitality Law: Managing Legal Issues in the Hospitality Industry. Wiley India, New Delhi.
4. **Hall, C. M.** Tourism Planning: Policies, Processes and Relationships. Pearson Education.
5. **Sharpley, R.** Tourism, Tourists and Society. Routledge.
6. **Holloway, J. C., & Humphreys, C. (2024).** The Business of Tourism (11th ed.). Pearson Education.
7. **UNWTO. (2024).** Global Code of Ethics for Tourism. World Tourism Organization.
8. **Guidelines, Acts, and Reports related to Tourism and Hospitality.** Ministry of Tourism, Government of India



Destination Familiarization Visit – 4 (DFV-4)

FYIMPTM (8th Semester)

Total Credits: 02

Course Code: ITTMMJDF0826 (30 hours per credit)

Total Marks: 50

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Collect and document first-hand information on the new and emerging tourism forms/potential tourism areas of the region (adventure/culture tourism) during field visits.

CLO 2: Prepare and present structured reports on the new areas of the regions being explored/promoted for tourism activities and/or potential tourism areas (adventure/culture) and communicate findings with critical insight regarding opportunities and challenges.

Destination Familiarization Visit – 4 (DFV-4)

- Four days DFV-4 will be conducted during the eighth semester to expose students to new and emerging forms of tourism or potential tourism areas of the region.
- The four days visit will be distributed between the four teaching months of the second semester, atleast conducting one day visit during each month of the semester.
- Students will visit the potential and newly emerging tourism areas of the region or focus on the new and emerging forms of tourism and see their opportunities in Kashmir.
- Each visit will be followed by the submission of a detailed report covering the new and emerging forms of tourism or potential tourism areas of the region.

Assessment

The DFV-4 will carry two credits of 60 hours practical, with a total of 50 marks.

Evaluation will be divided into two parts, and both are compulsory:

- ✓ 25 marks for the evaluation of the report
- ✓ 25 marks for the presentation, followed by a Viva Voce of the report, where students will communicate the learning's from the visit.

Methods of Evaluation

The report will be evaluated on the following criteria:



- Collection of information about new and emerging forms of tourism or potential tourism areas of the region: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their DFV-4.
- Presentation followed by Viva Voce: The effectiveness of students' presentation in conveying their DFV-4 learning's and findings.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJDF0826.1	3	3	3	1	1	1	2	1.85
ITTMMJDF0826.2	2	3	3	3	3	1	1	2.28
Average PLO	2.5	3.0	3.0	2.0	2.0	1.0	1.5	2.14



Tourist Transport Management

FYIMPTM (8th Semester)

Course Code: ITTMDCTM0826 (15 Hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the fundamental concepts, scope, and significance of transport in tourism and analyse its role in tourism development and destination accessibility.

CLO 2: *Describe* various modes of tourist transport, including surface, air, and water transport, and evaluate their operational characteristics and services in tourism.

CLO 3: *Analyse* transport management practices related to planning, costing, safety, and regulation in the tourism sector.

CLO 4: *Demonstrate* knowledge of sustainable transport practices, emerging trends, and technological innovations and apply transport management principles in tourism operations.

Course Content:

Unit I: Introduction to Tourist Transport Management

- Meaning and scope of tourist transport
- Role of transport in tourism development
- Types of transport used in tourism
- Transport as a component of tourism products
- Factors affecting tourist transport demand
- Relationship between transport, accessibility, and destination development

Unit II: Surface Transport in Tourism

- Road transport:
 - Tourist coaches, buses, cars, and taxis
 - Role of road transport in domestic and regional tourism
- Rail transport:
 - Passenger trains and tourist trains
 - Luxury and heritage trains
- Management of surface transport operations; Safety, comfort, and service standards
- Government and private sector role in surface transport

Unit III: Air and Water Transport in Tourism



- Air transport:
 - Role of airlines in tourism
 - Types of airlines and aircraft
 - Airports and passenger handling services
- Water transport:
 - Sea transport and cruise tourism
 - Inland waterways and ferry services
- Regulations and organizations related to air and water transport
- Environmental impact of air and water transport

Unit IV: Transport Planning, Management, and Emerging Trends

- Transport planning for tourism destinations
- Costing, pricing, and scheduling of tourist transport
- Transport safety, security, and risk management
- Sustainable transport and eco-friendly practices
- Technological innovations in tourist transport
- Future trends and challenges in tourist transport management

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMDCTM0826.1	3	2	2	1	2	1	1	1.71
ITTMDCTM0826.2	3	3	2	2	2	2	2	2.28
ITTMDCTM0826.3	2	3	2	2	3	2	2	2.28
ITTMDCTM0826.4	2	2	2	3	3	3	1	2.28
Average PLO	2.5	2.5	2.0	2.0	2.5	2.0	1.5	2.13

Suggested Readings:

1. Page, S. J. – *Transport and Tourism: Global Perspectives*
2. Cooper, C., Fletcher, J., Gilbert, D. & Wanhill, S. – *Tourism: Principles and Practice*
3. Pender, L. & Sharpley, R. – *The Management of Tourism*
4. Lohmann, G. & Duval, D. T. – *Tourism and Transport: Modes, Networks and Flows*
5. Goeldner, C. R. & Ritchie, J. R. B. – *Tourism: Principles, Practices, Philosophies*



Psychology of Tourism

FYIMPTM (Semester)

Course Code: ITTMDCT0826 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain psychological concepts and theories related to tourist motivation, personality, perception, and decision-making.

CLO2: Analyse tourist experiences, emotions, satisfaction, risk perception, and loyalty in different tourism contexts.

CLO3: Evaluate the influence of social and cross-cultural psychology on tourist behavior, group dynamics, and intercultural interactions.

CLO4: Apply principles of environmental and consumer psychology to destination design, branding, tourist well-being, and transformative travel experiences.

Course Content:

UNIT 1: Psychological Foundations of Tourism

- Psychology and tourism: an introduction
- Tourist motivation theories (Maslow, Dann's push-pull)
- Personality and travel preferences (Plog's model)
- Perception and decision-making

UNIT 2: Tourist Experience and Behavior

- Tourist experience: expectations and reality
- Emotions and memory in tourism
- Tourist satisfaction and loyalty
- Risk perception and travel anxiety

UNIT 3: Social Psychology in Tourism

- Group dynamics and family decision-making
- Social influence on tourism choices
- Cross-cultural psychology and tourist behavior
- Intercultural encounters and attitudes

UNIT 4: Environmental and Consumer Psychology

- Environmental psychology and destination design



- Consumer behavior in tourism
- Destination loyalty and brand attachment
- Well-being and transformative travel

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	CLO Avg.
ITTMD CPT0826.1	3	2	1	1	0	1	2	1.43
ITTMD CPT0826.2	3	2	2	1	1	2	3	2.00
ITTMD CPT0826.3	2	2	2	3	1	2	2	2.00
ITTMD CPT0826.4	2	3	3	2	2	3	3	2.57
Average PLO	2.50	2.25	2.00	1.75	1.00	2.00	2.50	2.00

Suggested Readings

1. Maclean, M. A. (2019). Consumer psychology of tourism, hospitality, and leisure. Canada: Society Publishing.
2. Pearce, P. L. (2011). Tourist behaviour and the contemporary world. Bristol, UK; Buffalo, NY: Channel View Publications.
3. Prebensen, N. K., Chen, J. S., & Uysal, M. (Eds.). (2021). Creating experience value in tourism (2nd ed.). Oxfordshire, UK: CABI.
4. Weeden, C. (2017). Tourist behaviour. New York, NY: Routledge. ISBN 9781138081949.
5. Raj, A. (Ed.). (2004). Tourist behaviour: A psychological perspective. New Delhi, India: Kanishka Publishers
6. Bowen, D. (2022). Contemporary tourist behaviour: Yourself and others as tourists (2nd ed.). Wallingford, UK: CABI
7. Kozak, M., & Kozak, N. (Eds.). (2016). Tourist behaviour: An international perspective. Oxfordshire, UK: CABI.



Ecotourism Development

FYIMPTM (8th Semester)

Course Code: ITTMD CET0826 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain and critically analyse the core principles, ethics, evolution, and global–national frameworks of eco-tourism, demonstrating how eco-tourism differs from other forms of nature-based tourism.

CLO 2: Assess ecological, socio-cultural, and economic impacts of eco-tourism and apply relevant assessment tools to evaluate destination-level outcomes.

CLO 3: Design low-impact eco-tourism experiences and trails using interpretation, stakeholder coordination, eco-infrastructure planning, and visitor-risk-management approaches suited to protected/natural areas.

CLO 4: Evaluate eco-tourism policies, certification standards, monitoring systems, and financing models while analysing future-oriented innovations such as regenerative tourism, bio-cultural heritage, and technology-enabled eco-tourism.

Course Content:

Unit 1: Eco-Tourism: Foundations & Global Context

- Meaning, Scope & Principles of Eco-Tourism
- Ethical Dimensions: Respect for Biodiversity, Landscape Integrity, Visitor Code of Conduct
- Eco-Tourism vs. Nature Tourism, Wildlife Tourism & Adventure Tourism (clear distinction—no sustainability theory duplication)
- Historical Evolution & Milestones – Galápagos Model, African Safaris, Bhutan's High-Value Low-Volume
- Global Frameworks & Standards: International Union for Conservation of Nature (IUCN), and The International Ecotourism Society (TIES).
- Eco-Tourism in India: National Policy Frameworks (Ministry of Environment, Forest and Climate Change, Forest & Wildlife Acts, Eco-Tourism Boards, Kerala & Sikkim Models)

Unit 2: Eco-Tourism Impacts & Assessment Tools



- Ecological Impacts: Positive and Negative Effects on Flora, Fauna, and Habitats
- Socio-cultural Impacts: Community Livelihoods, Cultural Integrity, and Equity
- Economic Impacts: Local Employment, Leakage, and Benefit Sharing
- Tools for Impact Assessment: Environmental Impact Assessment (EIA), Social Return on Investment (SROI), Carbon Footprinting
- Carrying Capacity Models: Physical, Ecological, Social, and Perceptual

Unit 3: Designing & Managing Eco-Tourism Experiences

- Eco-Tourism Product Development: Experience Design, Themes, & Interpretation
- Stakeholder Engagement: Involving Local Communities, NGOs, & Government
- Role of Eco-Guides and Interpretive Communication Strategies
- Infrastructure Planning: Low-Impact Design, Eco-Lodges, & Green Technology
- Marketing Eco-Tourism: Digital Storytelling, Certification Labels, & Niche Markets
- Risk Management and Visitor Safety in Natural Settings

Unit 4: Policy, Certification, Financing & Future Innovations

- National and International Eco-Tourism Policies and Regulations
- Eco-Certification Schemes: Global (Earth Check, Green Key) and Indian (ECO MARK, MoEFCC Guidelines)
- Monitoring and Evaluation Frameworks
- Financing Eco-Tourism: Grants, crowdfunding, CSR, Impact Investing, and Public-Private Partnerships
- Emerging Trends: Regenerative Tourism, Bio-Cultural Heritage, Climate-Smart Tourism

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMDCET0826.1	3	2	2	2	2	3	2	2.29
ITTMDCET0826.2	3	2	3	2	2	3	3	2.57
ITTMDCET0826.3	2	3	3	2	3	3	2	2.57
ITTMDCET0826.4	3	2	3	2	3	3	3	2.71



Average PLO	2.75	2.25	2.75	2.00	2.50	3.00	2.50	2.54
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Suggested Readings

1. Fennell, D. A. (2020). *Ecotourism (5th ed.)*. Routledge.
2. Honey, M. (2008). *Ecotourism and Sustainable Development: Who Owns Paradise? (2nd ed.)*. Island Press.
3. Buckley, R. (2009). *Ecotourism: Principles and Practices*. CABI.
4. Page, S. J., & Dowling, R. K. (2002). *Ecotourism*. Pearson Education.
5. Ministry of Tourism, Govt. of India. (2021). *National Strategy for Ecotourism*.



FYIMPTM

8th Semester (Fourth Year)

(Course Work + Research)

Note: For this category (CW + R),

➤ **1st to 7th semester syllabus same as syllabus of CW+CW**



4 th year						
8 th Semester (CW+R)						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJRE0826	Research Ethics and Publication	70	30	-	100	3-1-0-0
ITTMMJRW0826	Report Writing	70	30	-	100	3-1-0-0
ITTMMJRP0826	Research Project	250	-	100	350	0-0-14-0
Total Credits						22



Research Ethics and Publication

FYIMPTM (8th Semester)

Course Code: ITTMMJRE0826 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the foundational principles, frameworks, and regulatory bodies governing research ethics globally and in India.

CLO 2: Identify ethical issues in research design, data collection, and analysis, and apply ethical decision-making models in tourism and hospitality contexts.

CLO 3: Demonstrate responsible scholarly writing practices, including citation, referencing, plagiarism avoidance, and adherence to authorship and publication standards.

CLO 4: Critically evaluate publication ethics, peer review processes, open access models, and research dissemination strategies while understanding legal and social responsibilities.

Course Content:

Unit 1: Foundations of Research Ethics

- Introduction to Research Ethics: Meaning, Importance, and Historical Context.
- Core Ethical Principles: Autonomy, Beneficence, Non-Maleficence, Justice.
- Global Ethical Frameworks: Belmont Report, Nuremberg Code, Declaration of Helsinki.
- Research Ethics in India: UGC Regulations, ICSSR Guidelines, Institutional Ethics Committees (IECs).
- Ethical Issues in Tourism and Hospitality Research: Vulnerable Groups, Cultural Sensitivity, Industry Conflicts.

Unit 2: Ethical Research Design and Data Management

- Ethical Considerations in Research Design: Informed Consent, Confidentiality, Anonymity.
- Data Ethics: Collection, Storage, Sharing, and Disposal.
- Digital and Online Research Ethics: Social Media, Big Data, and Privacy Concerns.
- Ethical Issues in Qualitative and Mixed-Methods Research.
- Case Studies: Ethical Dilemmas in Tourism Fieldwork and Industry Collaboration.

Unit 3: Scholarly Writing and Publication Standards



- Principles of Academic Integrity: Honesty, Accountability, Transparency.
- Citation and Referencing Styles: APA, Harvard, Chicago, & Tourism-Specific Formats.
- Plagiarism: Types, Detection Tools (Turnitin, Urkund), and Avoidance Strategies.
- Authorship and Contributorship: ICMJE Criteria, Ghost and Gift Authorship.
- Writing Ethically: Paraphrasing, Quoting, Acknowledging Sources.

Unit 4: Publication Ethics and Dissemination

- Publication Ethics: COPE Guidelines, Journal Standards, and Editorial Responsibilities.
- Peer Review Process: Ethical Expectations for Authors, Reviewers, and Editors.
- Predatory Publishing: Identification and Avoidance.
- Open Access Models: Benefits, Challenges, and Ethical Implications.
- Research Dissemination: Conferences, Reports, Media, and Public Engagement.
- Legal Aspects: Copyright, Intellectual Property Rights, and Data Ownership.

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMMJRE0826.1	3	1	2	2	1	3	3	2.14
ITTMMJRE0826.2	3	2	3	2	2	3	3	2.57
ITTMMJRE0826.3	2	2	2	3	2	3	2	2.29
ITTMMJRE0826.4	2	2	3	3	2	3	3	2.57
Average PLO	2.50	1.75	2.50	2.50	1.75	3.00	2.75	2.39

Suggested Readings

1. Israel, M. (2015). Research Ethics and Integrity for Social Scientists (2nd ed.). SAGE.
2. Iphofen, R. (2020). Handbook of Research Ethics and Scientific Integrity. Springer.
3. Committee on Publication Ethics (COPE). (2022). COPE Guidelines: Publication Ethics. Wiley.
4. University Grants Commission (UGC). (2018). Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institutions.
5. National Institutional Ranking Framework (NIRF) – Research and Professional Practice Guidelines.



Report Writing

FYIMPTTM (8th Semester)

Course Code: ITTMMJRW0826 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the purpose, types, and structural frameworks of professional and academic reports in tourism and hospitality contexts.

CLO 2: Plan, research, and organise content for reports using appropriate methodologies, logical flow, and audience analysis.

CLO 3: Compose clear, concise, and well-structured reports integrating textual, numerical, and visual data effectively.

CLO 4: Apply ethical standards, digital tools, and presentation techniques to edit, format, and disseminate reports for diverse stakeholders.

Course Content:

Unit 1: Foundations of Report Writing (15 Hours)

- Introduction to Report Writing: Purpose, Importance, Types
- Differences Between Essays, Reports, Proposals, Case Studies
- Structural Elements of a Report: Title Page, Abstract, Table of Contents, Introduction, Methodology, Findings, Discussion, Conclusion, Recommendations, Appendices
- Audience Analysis and Purpose-Driven Writing
- Ethical Principles in Reporting

Unit 2: Research and Planning for Reports

- Defining Objectives and Scope of a Report
- Research Methods for Report Writing: Primary and Secondary Data Collection
- Literature Review and Source Evaluation
- Outlining and Structuring Content: Logical Flow, Sequencing, and Hierarchical Organization
- Time Management and Project Planning for Report Writing
- Using Digital Tools for Research and Organization (Zotero, Mendeley)

Unit 3: Writing and Data Presentation

- Writing Style and Tone: Clarity, Conciseness, Formality, and Persuasion



- Presenting Quantitative Data: Tables, Graphs, Charts, and Statistical Summaries
- Presenting Qualitative Data: Narratives, Quotes, Case Examples & Thematic Analysis
- Visual Communication: Infographics, Maps, Diagrams, and Photography in Reports
- Incorporating Citations and References (APA 7th Edition/Tourism-specific Styles)
- Avoiding Common Pitfalls: Jargon, Redundancy, Ambiguity, and Bias

Unit 4: Editing, Formatting, and Dissemination

- Editing and Proofreading Techniques: Self-Editing, Peer Review, Software Tools (Grammarly, Hemingway)
- Formatting Guidelines: Layout, Typography, Headings, Pagination, and Consistency
- Digital & Interactive Reports: Web-Based Reports, PDFs, Slide Decks, & Dashboards
- Oral Presentation of Reports: Summarizing, Pitching, and Visual Aids
- Dissemination Strategies: Stakeholder Reports, Executive Summaries, Publication, and Digital Sharing
- Ethical and Legal Considerations: Copyright, Data Privacy, and Confidentiality

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMMJRW0826.1	3	2	2	3	2	2	2	2.29
ITTMMJRW0826.2	2	2	3	2	2	2	3	2.29
ITTMMJRW0826.3	2	3	3	3	2	2	2	2.43
ITTMMJRW0826.4	2	3	3	3	3	3	2	2.71
Average PLO	2.25	2.50	2.75	2.75	2.25	2.25	2.25	2.43

Suggested Readings

1. Bailey, S. (2023). Academic Writing: A Handbook for International Students (6th ed.). Routledge.
2. Veal, A. J. (2018). Research Methods for Leisure and Tourism: A Practical Guide (5th ed.). Pearson.
3. Finn, M., Elliott-White, M., & Walton, M. (2020). Researching Tourism, Leisure and Hospitality (3rd ed.). Goodfellow Publishers.
4. Few, S. (2021). Show Me the Numbers: Designing Tables and Graphs to Enlighten (3rd ed.). Analytics Press.
5. Kirk, A. (2019). Data Visualisation: A Handbook for Data Driven Design SAGE.



Research Project

FYIMPTM (8th Semester)

Total Credits: 14

Course Code: ITTMMJRP0826 (30 hours per credit)

Total Marks: 350

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Define and formulate relevant tourism research problems or issues. Design a structured research plan under academic supervision.

CLO 2: Conduct an independent investigation using appropriate qualitative and/or quantitative research methods, tools, and techniques. Analyse, interpret, and discuss research data to draw evidence-based conclusions

CLO 3: Provide practical recommendations for the tourism industry or policy. Compile a well-structured Research Project report adhering to academic writing standards.

CLO 4: Present research findings effectively during presentation and viva-voce.

Course Description:

The Research Project course of the program for the students opting for (CW+R) mode aims to provide students with the opportunity to undertake independent research and develop confidence in analyzing problems and issues in tourism, hospitality, aviation and allied sectors. The guidelines for conducting the Dissertation are as under:

1. Objective

- The Research Project serves as a major individual research project in the tenth semester.
- It aims to test students' abilities and his understanding of the subject and apply the learned theories, concepts, & analytical tools to real-world problems.

2. Credits

- The Research Project carries 14 credits and students are expected to present the intricacies and implications of their research during a viva-voce examination conducted at the end of the semester.

3. Nature of the Project



- The Research Project should be a critical exposition, utilizing reasoning power and knowledge of relevant literature in the field of tourism.
- Emphasis is on applied research, investigating practical problems or issues related to tourism destinations, products, and activities.

4. Research Process

- The students will commence the study immediately after the completion of their seventh semester under the supervision of a supervisor to be allotted by the Department.
- They are required to define the area of investigation, design the research process, gather relevant data, analyse the data, draw conclusions, and make recommendations.
- Regular contact with the assigned supervisor must be maintained, and drafts of work are provided for continuous verification and guidance.

5. Structure of the Research Project Report

The final report should follow a standardised format:

- a) Title Page
- b) Certificate by the Supervisor
- c) Declaration by the Student
- d) Acknowledgements
- e) Table of Contents
- f) List of Tables and Figures
- g) Abstract (250–300 words)
- h) Chapter 1: Introduction (Background, Rationale, Objectives, Scope, Structure)
- i) Chapter 2: Literature Review
- j) Chapter 3: Research Methodology (Research design, sampling, tools)
- k) Chapter 4: Data Analysis and Interpretation
- l) Chapter 5: Findings and Discussion
- m) References (APA Style)
- n) Appendices (Questionnaire, maps, etc.)

6. Evaluation

- The Research Project Report will be evaluated by both an external examiner and an internal examiner (Supervisor).



- External examiner is approved by the honorable Vice Chancellor from a panel submitted by the Head of the Department.
- The Research Project Report (ITTMMJRP0826) shall be evaluated by an internal and external examiner, followed by a viva-voce examination conducted by a panel of experts. The evaluation of the Research Project shall consist of three parts.
 - a. Firstly, the evaluation shall be conducted by the concerned supervisor and will carry a value of 100 marks, based on the student's performance during the completion of the Research Project.
 - b. Secondly, the evaluation shall be carried out by the external evaluator, appointed by the Head of the Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, from the panel, and will carry a value of 100 marks.
 - c. Lastly, the evaluation will be conducted by the panel of experts through a viva-voce with the student, and will carry a value of 150 marks.

7. Viva-Voce Mechanism

The viva-voce examination will be conducted by a panel consisting of:

- a) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- b) One External Examiner, approved by the Honorable Vice-Chancellor, from the panel submitted by the Head of the Department.
- c) Concerned supervisor & two senior faculty members of the department.

8. Mechanism

- a. The student presents their research findings through a structured Power Point Presentation.
- b. The panel may ask questions on any part of the research (problem, theory, data analysis, discussion).
- c. Presentation Duration: 30 minutes + 20 minutes Q&A

9. Plagiarism Report

All students are required to submit a plagiarism report along with the submission of their dissertations. The similarity index must not exceed 20%, and the project content must be free from AI-generated material. Maintaining academic integrity



via proper plagiarism screening is a mandatory part of the report submission process.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJDI1026.1	2	2	2	2	3	2	3	2.28
ITTMMJDI1026.2	2	2	3	2	2	2	2	2.14
ITTMMJDI1026.3	2	2	3	3	2	1	1	2.0
ITTMMJDI1026.4	2	1	1	3	2	1	2	1.71
Average	2.0	1.75	2.25	2.5	2.25	1.5	2.0	2.03



FYIMPTM

9th Semester (Fifth Year)

(Course Work + Course Work)
&
(Course Work + Research)



5 th year						
9 th Semester (CW+CW) & (CW+R)						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJHT0926	Heritage Tourism Management	70	30	-	100	3-1-0-0
ITTMMJST0926	Sustainable Tourism Development	70	30	-	100	3-1-0-0
ITTMMJWM0926	World Tourism Resources (Middle East)	70	30	-	100	3-1-0-0
ITTMMJIN0926	Internship 4	200	-	-	200	0-0-7-1
Discipline Centric Elective Courses (DCE)						
Note: Students will have to opt one (1) course of four (4) credits from a pool of following DCE Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies						
ITTMDCTB0926	Tourist Behavior	70	30	-	100	3-1-0-0
ITTMDCWA0926	World Tourism Resources (Africa)	70	30	-	100	3-1-0-0
ITTMDCHR0926	Human Resource Management in Tourism	70	30	-	100	3-1-0-0
ITTMDCVA0926	Visitor Attraction Management	70	30	-	100	3-1-0-0
Total Credits						24



Heritage Tourism Management

FYIMPTTM (9th Semester)

Course Code: ITTMMJHT0926 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the meaning and concept of Culture and Heritage and the guidelines regarding the classification of Heritage by UNESCO and ICOMOS, describe the evolution and key features of India's Cultural Heritage.

CLO 2: Identify major Museums, Art Galleries, Libraries, And Fairs & Festivals of India, & analyse their touristic significance. Differentiate between classical & folk dances of India.

CLO 3: Describe the criteria for selection of World Heritage Sites and examine key International Conventions on Heritage. Evaluate challenges and ethical concerns in heritage conservation.

CLO 4: Analyse the principles of Heritage Management and Marketing, Categorise different types of Heritage Hotels, and assess recent trends and innovations in Heritage Tourism Marketing and Promotion.

Course Content:

Unit 1: Introduction to Heritage Tourism

- Concepts: Culture, Civilisation, and Heritage – Definitions and Differences
- Heritage Tourism: Meaning, Scope, and Components
- Cultural Heritage of India – General Features and Historical Evolution
- Sources of Indian Heritage: Textual, Oral, Architectural, and Artistic
- Categorisation of Heritage as per guidelines by UNESCO and ICOMOS
- Key Institutions: UNESCO, ICOMOS, ASI, INTACH, Department of Archives, Archaeology & Museums Government of J&K

Unit 2: Artistic and Cultural Forms in Heritage Tourism

- Important Museums, Art Galleries, and Libraries of India
- Performing Arts: Classical and Folk Dances, Music, and Theatre Traditions
- Handicrafts, Textiles, and Souvenir Industry – Role in Cultural Representation
- Cultural Events: Craft Melas, Fairs and Festivals – Religious, Social, and Commercial Significance



- Role of Living Culture in Tourism Interpretation

Unit 3: World Heritage and Global Conventions

- Types of Heritage: Built, Natural, Mixed, Industrial, and Maritime
- UNESCO Criteria for selection under World Heritage List
- Global Conventions - UNESCO World Heritage Convention (1972), UNESCO Intangible Cultural Heritage Convention (2003)
- Heritage Issues: Over-Tourism, Commodification, Conservation Challenges
- Ethical Issues in Heritage Tourism

Unit 4: Heritage Management and Marketing

- Objectives and Strategies of Heritage Management
- Protection, Conservation, and Preservation Techniques
- Legal and Constitutional Provisions in India
- Heritage Marketing Strategies and Product Development
- Heritage Hotels: Classification, Criteria and Role in Tourism
- Recent Trends: Digital Heritage, Virtual Tourism, and Community-led Initiatives

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJHT0926.1	3	3	2	2	3	2	2	2.42
ITTMMJHT0926.2	3	3	2	2	3	2	2	2.42
ITTMMJHT0926.3	3	3	2	2	2	3	2	2.42
ITTMMJHT0926.4	3	3	2	3	2	3	2	2.57
Average PLO	3.0	3.0	2.0	2.25	2.5	2.5	2.0	2.45

Suggested Readings

1. A.L. Basham – *A Cultural History of India*, Oxford University Press
2. Timothy, D. J., & Boyd, S. W. (2015). *Heritage Tourism* (2nd ed.). Channel View Publications.
3. Bhardwaj, S. M. (2020). *Cultural Heritage of India*. National Book Trust.
4. Christopher Tadgell – *The History of Architecture in India*, Penguin, New Delhi
5. UNESCO World Heritage Centre. (2024). *Operational Guidelines for the Implementation of the World Heritage Convention*.



Sustainable Tourism Development

FYIMPTTM (9th Semester)

Total Credits: 04

Course Code: ITTMMJST0926 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the concept, evolution, and global relevance of sustainable tourism, including theoretical foundations and key principles.

CLO2: Analyse the environmental, socio-cultural, and economic impacts of tourism and evaluate strategies for sustainable tourism planning.

CLO3: Evaluate global and national policy frameworks, certification schemes, and stakeholder roles in sustainable tourism governance.

CLO4: Design innovative sustainability plans for tourism destinations using technology, entrepreneurship, and ethical practices.

Course Content:

Unit 1: Foundations of Sustainable Tourism

- Introduction to Sustainable Tourism: Concepts, Principles, and Evolution
- Sustainable Tourism vs. Ecotourism, Responsible Tourism, & Regenerative Tourism
- Jafari's Platform Model & principles of sustainability
- Sustainability & social theory
- Global Sustainability Frameworks: UN Sustainable Development Goals (SDGs), GSTC Criteria, IPCC Guidelines
- Triple Bottom Line Approach: Environmental, Socio-cultural, and Economic Sustainability

Unit 2: Assessing Tourism Impacts and Sustainability

- Environmental Impacts: Carbon Footprint, Biodiversity Loss, Resource Use
- Socio-cultural Impacts: Community Displacement, Cultural Commodification, Social Equity
- Sustainable Tourism Planning (STP) concepts: Zoning, climate, site analysis
- Economic Impacts: Leakage, Employment, Local Value Chains, & Inclusive Growth
- Sustainability Assessment Tools: Environmental Impact Assessment (EIA), Life Cycle Assessment (LCA), Carrying Capacity Analysis



- Sustainability Indicators and Reporting Frameworks

Unit 3: Planning and Managing Sustainable Destinations

- Sustainable Destination Management Planning
- Stakeholder Engagement and Participatory Governance
- Policy Instruments: Regulations, Incentives, Certification, and Zoning
- Measurement tools: Economic, command & control, voluntary instruments, Supporting Instruments
- Global Sustainable Tourism Criteria (GSTC), Earth Check, Travelife, Green Globe
- Sustainable Tourism Product Development: Low-impact Infrastructure, Green Certification, Community-based Tourism and sustainability metrics
- Marketing Sustainable Tourism: Authenticity, Digital Storytelling, and Responsible Consumer Behaviour

Unit 4: Contemporary Issues and Innovations in Sustainable Tourism

- Smart tourism & sustainability dashboards
- Climate Change Adaptation and Mitigation in Tourism
- Over-Tourism and Visitor Management Strategies
- Sustainable tourism entrepreneurship and business innovation
- Technology for Sustainability: AI, Big Data, Blockchain, and Smart Tourism
- Financing Sustainable Tourism: Green Bonds, Impact Investing, CSR, and Public-Private Partnerships
- Ethics, Justice, and Future Directions: De-growth and Regenerative Models

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO / PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	Average
ITTMMJST0926.1	3	2	2	2	2	3	2	2.29
ITTMMJST0926.2	3	2	3	2	2	3	3	2.57
ITTMMJST0926.3	2	3	3	2	3	3	3	2.71
ITTMMJST0926.4	3	3	3	2	3	3	3	2.86
Average PLO	2.75	2.50	2.75	2.00	2.50	3.00	2.75	2.61



Suggested Reading

1. Weaver, D. B. (2021). *Sustainable Tourism: Theory and Practice* (3rd ed.). Oxford University Press.
2. Gössling, S., & Hall, C. M. (2006). *Tourism and global environmental change: Ecological, social, economic and political interrelationships*. Routledge.
3. Inskeep, E. (1991). *Tourism planning: An integrated and sustainable development approach*. Van Nostrand Reinhold.
4. United Nations Environment Programme (UNEP) & UNWTO. (2005). *Making tourism more sustainable: A guide for policy makers*. UNEP and UNWTO.
5. Buckley, R. (2022). *Sustainability and Tourism: The Business of Green*. Channel View Publications.



World Tourism Resources (Middle East Asia)

FYIMPTM (9th Semester)

Total Credits: 04

Course Code: ITTMMJWM0926 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO 1: Identify and classify major tourism resources of Middle East Asia, including natural, cultural, historical, and man-made attractions.

CLO2: Compare tourism resources across different regions of Middle East Asia to understand regional strength and tourism potential.

CLO 3: Apply knowledge of Tourism resources to basic tourism planning or destination promotion.

CLO 4: Identify and differentiate the countries of Middle East Asia with tourism potential and able to design package tours for the travellers.

Course Content:

Unit 1: Introduction to Middle East Asia

- Countries in Middle East Asia
- Understanding its location on world map
- International Carriers of these countries
- Currencies used in these countries
- Tourism flow to these countries.
- VISA norms for Indian nationals

Unit 2: Cultural, Religious and Heritage Resources

- **UAE:** Dubai, Abu Dhabi, Sharjah
- **Egypt:** Cairo, Aswan, Luxor
- **Jordan:** Amman, Petra, Dead Sea
- **Iran:** Tehran, Shiraz, Isfahan
- **Saudi Arabia:** Riyadh, AlUla, Jeddah

Unit 3: Man Made Attractions

- **UAE:** Burj Khalifa, Palm Jumeirah, Dubai Mall, Yas Island
- **Egypt:** Luxor Temple, Great Sphinx, The Great Pyramid of Giza
- **Jordan:** King Abdullah I Mosque, Wadi Rum Camps, Roman Theatre



- Iran: Persian Qanat, Trans-Iranian Railways, Imam Reza Shrine
- Saudi Arabia: Sindala Island, Salam Park, Al Balad

Unit 4: Itinerary preparation

- 6/7 days Itinerary for UAE
- 6/7 days Itinerary for Egypt
- 6/7 days Itinerary for Jordan
- 6/7 days Itinerary for Iran
- 6/7 days Itinerary for Saudi Arabia

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJWM0926.1	1	3	3	1	3	1	0	1.71
ITTMMJWM0926.2	1	3	3	1	3	1	0	1.71
ITTMMJWM0926.3	1	3	3	1	3	1	0	1.71
ITTMMJWM0926.4	1	3	3	1	3	1	1	1.85
Average PLO	1	3	3	1	3	1	.25	1.75

Suggested Readings:

1. *Tourism Planning and Development in the Middle East – CAB International*
2. *Siamak Seyfi & C. Michael Hall, Cultural and Heritage Tourism in the Middle East and North Africa: Complexities, Management and Practices; Routledge*
3. *Dallen J. Timothy, Routledge Handbook on Tourism in the Middle East and North Africa; Elsevier*
4. *Lonely Planet-Middle East*
5. *The Travels of Ibn Battuta: in the near East, Asia and Africa 1325-1354*



Internship - 4

FYIMPTTM (9th Semester)

Total Credits: 08

Course Code: ITTMMJIN0926 (30 hours per credit)

Total Marks: 200

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Demonstrate functional knowledge and understanding of core operations in tourism, hospitality, aviation, or travel organizations through hands-on exposure.

CLO 2: Apply industry-relevant skills in real-world settings and understand organisational structures, service protocols, and work environments.

CLO 3: Analyse work-based experiences to identify challenges and opportunities in tourism-related operations and recommend feasible improvements.

CLO 4: Prepare and present a structured internship report and effectively communicate experiences, insights, and learning's through viva and professional interaction.

Course Description:

The students shall undertake an internship at reputable tourism, hospitality, aviation, and travel organisations for 10-12 weeks at the end of the 9th semester during the winter vacation. The students shall aim to gain practical experience and learn the intricacies of the organisation where they are placed for their respective internships.

The evaluation of the Internship (ITTMMJIN0926) shall consist of three parts.

1. Firstly, evaluation of the student undergoing internship on the basis of his participation/conduct during the period of the internship shall be done by the company supervisor where the student is placed and shall have a weightage of 50 marks.
2. Secondly, evaluation of the project report shall also be done by the external evaluator, from the panel submitted by the Head, Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, and approved by the Honourable Vice Chancellor and shall have a weightage of 50 marks.
3. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have a weightage of 100 marks.

Panel for Evaluation



- a) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- b) One External Examiner, approved by the Honourable Vice Chancellor, from the panel submitted by the Head of the Department.
- c) Two senior faculty members of the department.

Note:

1. The project report shall be prepared and submitted by the students during the first week of their return from the internship.
2. "All students must submit a plagiarism report along with their internship report. The similarity index mustn't exceed 20%, and the content of the report must be free from AI-generated material. Ensuring academic integrity through proper plagiarism screening is a compulsory requirement for report submission."

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
MTTMCIN425.1	3	3	2	2	2	2	2	2.28
MTTMCIN425.2	3	3	3	3	2	3	2	2.71
MTTMCIN425.3	2	2	3	2	3	2	2	2.28
MTTMCIN425.4	2	2	3	3	3	2	2	2.42
Average	2.5	2.5	2.75	2.5	2.5	2.25	2.0	2.42



Tourist Behaviour

FYIMPTTM (9th Semester)

Course Code: ITTMDCTB0926 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* theoretical foundations and models of tourist behaviour in the context of travel and tourism decision-making.

CLO 2: *Analyze* psychological, socio-cultural and economic factors influencing tourist motivation and choice behaviour.

CLO 3: *Apply* consumer behaviour concepts to understand tourist experiences, satisfaction and post-purchase behaviour.

CLO 4: *Evaluate* contemporary trends and emerging influences shaping tourist behaviour in global and digital tourism markets.

Course Content:

Unit I: Foundations and Theories of Tourist Behaviour

- Concept, nature and scope of tourist behaviour
- Evolution of tourist behaviour studies
- Relationship between consumer behaviour and tourist behaviour
- Classical and contemporary models of tourist behaviour
- Decision-making process of tourists
- Role of attitudes, perception and learning in travel behaviour

Unit II: Motivation and Influencing Factors in Tourist Behaviour

- Tourist motivation: meaning and importance
- Theories of travel motivation
- Psychological factors influencing tourist behaviour
- Socio-cultural influences on travel behaviour
- Economic factors and disposable income
- Role of reference groups and family in travel decisions

Unit III: Tourist Experience, Satisfaction and Loyalty

- Concept of tourist experience
- Expectation formation and experience consumption



- Service encounters and experiential value
- Tourist satisfaction and dissatisfaction
- Destination image and its influence on behaviour
- Post-purchase behaviour and tourist loyalty

Unit IV: Contemporary Issues and Emerging Trends in Tourist Behaviour

- Impact of digital media on tourist behaviour
- Online reviews, electronic word-of-mouth and travel decisions
- Sustainable and responsible tourist behaviour
- Cultural sensitivity and ethical tourist conduct
- Crisis, risk perception and safety concerns in tourism
- Future trends in tourist behaviour research

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMDCTB0926.1	3	2	2	2	1	1	1	1.71
ITTMDCTB0926.2	2	3	3	2	2	1	2	2.14
ITTMDCTB0926.3	2	3	3	2	2	2	2	2.29
ITTMDCTB0926.4	2	3	2	3	2	2	3	2.43
Average PLO	2.25	2.75	2.50	2.25	1.75	1.50	2.00	2.18

Suggested Readings

1. Swarbrooke, J., & Horner, S. (2023). *Consumer Behaviour in Tourism* (3rd ed.). Routledge.
2. Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th ed.). Pearson Education.
3. Hudson, S. (2024). *Tourism and Hospitality Marketing: A Global Perspective*. Sage Publications.
4. Pearce, P. L. (2022). *Tourist Behaviour and the Contemporary World*. Channel View Publications.
5. Sigala, M., & Gretzel, U. (2023). *Social Media in Travel, Tourism and Hospitality*. Routledge.
6. *Annals of Tourism Research and Tourism Management* (2023–2025 issues).



World Tourism Resources (Africa)

FYIMPTTM (9th Semester)

Course Code: ITTMDCWA0926 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO 1: Identify and classify major tourism resources of Africa, including natural, cultural, historical, and man-made attractions.

CLO2: Compare tourism resources across different regions of Africa to understand regional strength and tourism potential.

CLO 3: Apply knowledge of Tourism resources to basic tourism planning, or destination promotion.

CLO 4: Identify and differentiate the countries with tourism potential located on African continent and design tour packages.

Course Content:

Unit 1: Introduction to Africa

- Countries in Africa
- Understanding its location on world map
- International Carriers of these countries
- Currencies used in these countries
- Tourism flow to these countries.
- VISA norms for Indian Nationals

Unit 2: Cultural, Religious and Heritage Resources of East Africa

- **Kenya:** Nairobi, Maasai Mara, Lake Naivasha
- **Tanzania:** Arusha, Lake Manyara, Zanzibar
- **Seychelles:** Mahe, Praslin, La Digue

Unit 3: Cultural, Religious and Heritage Resources of Southern Africa

- **South Africa:** Cape Town, Cape Peninsula, Johannesburg, Kruger National Park
- **Zimbabwe:** Victoria Falls, Bulawayo, Harare, Matobo National Park
- **Namibia:** Windhoek, Sossusvlei, Damaraland, Etosha National Park

Unit 4: Itinerary preparation

- 9/10 days Itinerary for South Africa



- 6/7 days Itinerary for Kenya
- 6/7 days Itinerary for Tanzania
- 6/7 days Itinerary Seychelles
- 6/7 days Itinerary for Zimbabwe
- 6/7 days Itinerary for Namibia

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMDCWA0926.1	1	3	3	1	3	1	0	1.71
ITTMDCWA0926.2	1	3	3	1	3	1	0	1.71
ITTMDCWA0926.3	1	3	3	1	3	1	0	1.71
ITTMDCWA0926.4	1	3	3	1	3	1	1	1.85
Average PLO	1	3	3	1	3	1	.25	1.75

Suggested Readings:

1. Dallen J. Timothy, *Cultural Heritage and Tourism in Africa*; Stenhouse books
2. *Discover South Africa – a country brimming with bucket-list experiences*, Penguin Random House
3. *Lonely Planet-Africa*
4. *Routledge Handbook of Tourism in Africa*



Human Resource Management in Tourism

FYIMPTM (9th Semester)

Total Credits: 04

Course Code: ITTMDCHR0926 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the concept, evolution, scope and strategic role of Human Resource Management in tourism and hospitality organizations.

CLO 2: Describe and apply human resource planning, recruitment, training and career development practices, including digital and industry-linked approaches in tourism.

CLO 3: Analyze employee motivation, performance management, compensation systems and wellbeing practices in tourism organizations.

CLO 4: Evaluate emerging HR issues, technological changes, ethical concerns and sustainability challenges affecting the contemporary tourism workforce.

Course Content:

Unit I: Introduction to HRM in Tourism

- Concept and meaning of Human Resource Management
- Nature, scope and significance of HRM in tourism and hospitality
- Evolution of HRM in tourism and hospitality
- Role of HR department in tourism organizations
- Difference between HRM and HRD
- Human capital as a competitive advantage in tourism
- Characteristics of the tourism workforce (service, seasonality, mobility)

Unit II: HR Planning, Recruitment and Training

- Human resource planning: concept, process and characteristics
- Job analysis, job description, and job specification
- Recruitment and selection methods
- Orientation, training and development in tourism industry
- Career planning and employee development
- Digital recruitment, e-HRM, and use of job platforms
- Continuous learning, upskilling, and reskilling
- Role of internships, apprenticeships, and industry partnerships



Unit III: Motivation, Performance Management, Compensation

- Theories of motivation and motivation techniques
- Performance appraisal methods and performance management
- Compensation, incentives, and reward management
- Employee engagement and job satisfaction
- Work-life balance, mental health, and wellbeing in tourism jobs

Unit IV: Emerging HR Issues and Trends in Tourism

- Human resource accounting and audit.
- Safety, health and wellbeing of tourism workforce.
- HR information systems and records management.
- Impact of technology and tele-working in HRM.
- Ethical considerations and workforce challenges in tourism.
- Labour shortages and talent retention challenges.
- Sustainable HRM and responsible tourism employment.

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PL07	CLO Avg.
ITTMDCHR0926.1	3	2	2	1	2	2	1	1.85
ITTMDCHR0926.2	3	2	3	1	2	2	2	2.14
ITTMDCHR0926.3	2	3	3	1	2	3	2	2.28
ITTMDCHR0926.4	2	3	2	1	3	3	3	2.42
PLO Avg.	2.50	2.50	2.50	1.00	2.25	2.50	2.00	2.17

Suggested Readings

1. **Nickson, D.** Human Resource Management for the Hospitality and Tourism Industries. *Routledge*.
2. **Baum, T.** Human Resource Management in Tourism. *CABI*.
3. **Dessler, G.** Human Resource Management. *Pearson Education*.
4. **Armstrong, M.A** Handbook of Human Resource Management Practice. *Kogan Page*.
5. **Torrington, D., Hall, L., & Taylor, S.** Human Resource Management. *Pearson*.
6. **Riley, M.** Human Resource Management in the Hospitality & Tourism Industry. *Elsevier*



Visitor Attraction Management

FYIMPTTM (9th Semester)

Course Code: ITTMDCVA0926 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Critically evaluate the role of the visitor attraction sector for the development and differentiation of destinations in the context of tourism.

CLO 2: Examine key functions involved in the management of tourist attractions, including visitor management, zoning, access, conservation, visitor engagement, planning, funding, staffing, operations, marketing etc.

CLO 3: Critically discuss how ethical and policy considerations create issues and challenges in the management of different visitor attractions and examine how the interpretation and operations at international visitor attractions impact visitor experiences.

CLO 4: Identify and evaluate the challenges and opportunities of visitor attraction management from an international perspective.

Unit 1: Introduction to Visitor Attraction

- Concept, Definition Purpose and Typology of Visitor Attractions
- Developing Visitor Attractions; components of Visitor Attraction Product and criteria for success
- Problems of developing Visitor Attractions
- Social and Political significance of Visitor Attractions in expressing national and cultural Identities
- Commodification and Authenticity Issues

Unit 2: Managing Visitor Attractions

- Visitor Management, Zoning, Access, Conservation, Planning
- Funding, Revenue creation
- Staffing Operations
- Marketing Visitor Attractions, Marketing challenges, Collaborative Marketing Strategies
- Competitive Pricing Strategies
- Managing the problem of Seasonality for Visitor Attractions



Unit 3: Managing the Visitor Experience

- Visitor Attractions and Tourist Behavior
- Interpretation of the Attraction
- Managing tourism service encounters, Authentic Tourist experiences, Accessible Tourist experiences
- Visitor Engagement; Social Media, 'Edutainment'
- Ethical considerations for Marketing fragile and/or unique Attractions

Unit 4: Policy considerations for Visitor Attraction Management

- Environmental Impact Assessment, Carrying Capacity, Sustainability Considerations
- Clearances from different agencies; Environment, Forest, Fire Services, town/city municipality, development authority, tourism and other agencies
- Guidelines from MOT GOI regarding registration and regulation of different services
- Stakeholder Alignment, Community Involvement
- Legal Issues
- Linking Heritage Management with Tourism Management

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMDCA0926.1	3	3	3	2	3	2	2	2.57
ITTMDCA0926.2	3	3	3	2	3	2	2	2.57
ITTMDCA0926.3	3	2	3	2	3	2	2	2.42
ITTMDCA0926.4	3	2	2	2	2	3	3	2.42
Average PLO	3.0	2.5	2.75	2.0	2.25	2.25	2.25	2.49

Suggested Readings

1. Leask, Anna and Yeoman, Ian (1999) Heritage Visitor Attractions: An Operations Management Perspective, London: Continuum.
2. Shackley, M. (2000) Visitor Management Case Studies from World Heritage Sites, Oxford: Butterworth-Heinemann.
3. Shackley, M. (2001) Managing Sacred Sites: Service Provision and Visitor Experience, Continuum.
4. Swabrooke, J., and Page, S. (2001) Development and Management of Visitor Attractions, Oxon: Routledge.



FYIMPTTM

10th Semester (Fifth Year)

(Course Work + Course Work)



5th year						
10 th Semester (CW+CW)						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJDM1026	Destination Management	70	30	-	100	3-1-0-0
ITTMMJWS1026	World Tourism Resources (South East Asia)	70	30	-	100	3-1-0-0
ITTMMJTC1026	Trends and Contemporary issues in Tourism & Hospitality	70	30	-	100	3-1-0-0
ITTMMJAM1026	Aviation Management	70	30	-	100	3-1-0-0
ITTMMJDR1026	Destination Research and Field Visit	100	-	-	100	0-0-3-1
Discipline Centric Elective Courses (DCE)						
Note: Students will have to opt one (1) course of four (4) credits from a pool of following DCE Courses designed and to be offered by the Department of Tourism Hospitality and Leisure Studies						
ITTMDCAI1026	AI in Tourism Operations	70	30	-	100	3-1-0-0
ITTMDCTM1026	Travel Media & Journalism	70	30	-	100	3-1-0-0
ITTMDCPB01026	Peace Building through Tourism	70	30	-	100	3-1-0-0
ITTMDCST1026	Strategic Tourism Management	70	30	-	100	3-1-0-0
Total Credits						24



Destination Management

FYIMPTTM (10th Semester)

Course Code: ITTMMJDM1026 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Define the concept and typologies of Tourism Destinations, and analyse Destination Attractiveness, Competitiveness, and the stages of Destination Development using the Destination Life Cycle model.

CLO 2: Explain the structure and functions of Destination Management Organisations (DMOs), and differentiate among various DMO models, types, and sources of funding.

CLO 3: Describe the scope of Destination Marketing and apply strategies to develop unique destination identities and branding approaches, integrating both traditional and digital marketing tools.

CLO 4: Compare centralised and decentralised Destination Governance Models, and evaluate stakeholder engagement, participatory planning, and sustainability practices in effective Destination Management.

Course Content:

Unit 1: Tourism Destination

- Definition, concept, scope, and importance
- Typologies of Tourism Destinations
- Destination Visioning
- Destination Attractiveness and Competitiveness
- Destination Life Cycle Model

Unit 2: Destination Management Organisations (DMOs)

- Definition, functions, and roles in Destination Management
- Evolution and significance of DMOs
- Types of DMOs: government-run, private, hybrid models
- Critical success factors of DMOs
- DMCs: Evolution, Importance, Activities and Types
- Sources of funding: public sector support, membership dues, revenue-generating activities



Unit 3: Destination Management and Governance

- Governance models: public-led, private-led, collaborative
- Centralised vs. Decentralised Governance
- Participatory planning and stakeholder engagement
- Integration of Sustainability in Destination Management
- Implementation of Sustainable Tourism Policies
- Feasibility Analysis
- Destination Benchmarking
- Destination e-business & Information Management
- Global forces and impacts on Destinations

Unit 4: Destination Marketing and Promotion

- Definition and scope of Destination Marketing
- Importance in Tourism Development
- Destination Branding and identity creation
- Branding Strategy and Differentiation
- Traditional and digital marketing channels
- Integration of online and offline efforts
- Destination Promotion campaigns

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJDM1026.1	3	2	3	2	2	3	2	2.42
ITTMMJDM1026.2	3	3	2	2	3	2	2	2.42
ITTMMJDM1026.3	2	3	2	3	2	2	3	2.57
ITTMMJDM1026.4	2	3	3	2	3	2	3	2.57
Average PLO	2.5	2.75	2.5	2.25	2.5	2.25	2.5	2.49

Suggested Readings

1. Pike, David – *Destination Marketing*, Butterworth-Heinemann
2. Howie, Frank – *Managing the Tourist Destination*, London: Continuum
3. Heath, Ernie & Wall, Geoffrey – *Marketing Tourism Destinations*, John Wiley & Sons, Inc.



World Tourism Resources (South East Asia)

FYIMPTM (10th Semester)

Total Credits: 04

Course Code: ITTMMJWS1026 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 30, Theory: Marks 70

Time Duration: 2½ hrs.

Course Learning Outcomes CLO's:

After completion of this course, the students will be able to:

CLO 1: Identify and classify major tourism resources of South East Asia, including natural, cultural, historical, and man-made attractions.

CLO2: Compare tourism resources across different regions of South East Asia to understand regional strength and tourism potential.

CLO 3: Apply knowledge of Tourism resources to basic tourism planning or destination promotion.

CLO 4: Identify and differentiate the countries of South East Asia with tourism potential and able to design package tours for the travellers.

Course Content:

Unit 1: Introduction to South East Asia

- Countries in South East Asia
- Understanding its location on world map
- International Carriers of these countries
- Currencies used in these countries
- Tourism flow to these countries.
- ASEAN
- VISA norms for Indian nationals

Unit 2: Cultural, Religious and Heritage Resources

- **Malaysia:** Kuala Lumpur, Penang, Langkawi
- **Thailand:** Bangkok, Phuket, Krabi, Chiang Mai
- **Singapore:** Sentosa Island, Little India
- **Indonesia:** Bali, Java, Gili Island and Lombok
- **Philippines:** Manila, Coron Island

Unit 3: Man Made Attractions

- **Malaysia:** Petronas Twin Towers, KL Tower **Langkawi Sky Bridge:** Merdeka Square



- **Thailand:** King Power Mahanakhon , Floating Markets, Ancient City
- **Singapore:** Gardens by the Bay, Marina Bay Sands, Jewel Changi Airport, Universal Studios Singapore, Singapore Flyer, Merlion Park
- **Indonesia:** SS Liberty Shipwreck, Jalan Malioboro , Bali Subak System
- **Philippines:** Vigan city, Intramuros, Corregidor Island

Unit 4: Itinerary preparation

- 6/7 days Itineraries of tourist places for Malaysia
- 6/7 days Itineraries of tourist places for Thailand
- 6/7 days Itineraries of tourist places for Singapore
- 6/7 days Itineraries of tourist places for Indonesia
- 6/7 days Itineraries of tourist places for Philippines

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJWS1026.1	1	3	3	1	3	1	0	1.71
ITTMMJWS1026.2	1	3	3	1	3	1	0	1.71
ITTMMJWS1026.3	1	3	3	1	3	1	0	1.71
ITTMMJWS1026.4	1	3	3	1	3	1	1	1.85
Average PLO	1	3	3	1	3	1	.25	1.75

Suggested Readings:

1. Michael Hitchcock, Victor T. King & Michael Parnwell, *Heritage Tourism in Southeast Asia*; Silkworm Books
2. David Harrison, Victor T. King & Jerry Eades, *Tourism in East and Southeast Asia: Critical Concepts in Asian Studies* ; Routledge
3. Tai-Chee Wong, Hoon-Peow See & Meg Milligan *Cultural Tourism in the Asia Pacific: Heritage, City and Rural Hospitality*; Springer
4. Lonely Planet- South East Asia
5. Travel Guide: South East Asia



Trends and Contemporary issues in Tourism & Hospitality

FYIMPTM (10th Semester)

Course Code: ITTMMJTC1026 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: *Identify and analyze* emerging trends and changing tourist behaviour in tourism and hospitality industries.

CLO2: *Evaluate* the role of digital technologies and innovation in transforming tourism and hospitality operations.

CLO3: *Analyze* sustainability, ethical, and socio-cultural challenges affecting tourism destinations and hospitality enterprises.

CLO4: *Assess* contemporary global issues and future prospects of tourism and hospitality with strategic and policy perspectives.

Course Content:

UNIT I: Emerging Trends in Tourism and Hospitality

- Concept and significance of trends in tourism and hospitality
- Changing tourist behaviour and experiential consumption
- Growth of niche tourism: wellness, medical, adventure, rural, dark, film tourism
- Luxury tourism and lifestyle hospitality trends
- Sharing economy and peer-to-peer accommodation
- Customization and personalization of tourism products

UNIT II: Technological Trends and Innovation in Tourism & Hospitality

- Digital transformation in tourism and hospitality
- Artificial intelligence, robotics, and automation
- Big data analytics, blockchain, and Internet of Things (IoT)
- Smart tourism destinations and smart hotels
- Virtual reality and augmented reality applications
- Data privacy, cyber security, and ethical issues

UNIT III: Sustainability, Ethics, and Contemporary Challenges

- Principles of sustainable and responsible tourism
- Climate change impacts and tourism resilience



- Overtourism and destination carrying capacity
- Community-based tourism and inclusive development
- Ethical issues in tourism and hospitality operations
- Green practices and sustainable supply chains

UNIT IV: Contemporary Global Issues and Future of Tourism & Hospitality

- Impact of pandemics, geopolitical tensions, and economic crises
- Tourism policy, governance, and global institutions
- Crisis management and disaster preparedness
- Future of work and skills in tourism and hospitality
- Innovation-led recovery and resilience strategies
- Future outlook and scenario planning for tourism

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJTC1026.1	3	2	3	2	2	1	2	2.14
ITTMMJTC1026.2	2	3	3	2	2	2	3	2.43
ITTMMJTC1026.3	2	2	3	2	3	3	3	2.57
ITTMMJTC1026.4	2	2	3	3	2	3	3	2.57
Average PLO	2.25	2.25	3.00	2.25	2.25	2.25	2.75	2.43

Suggested Readings

1. Buhalis, D., & Leung, R. (2023). *Smart Tourism: Foundations and Developments*. Springer.
2. Sigala, M. (2024). *Technology-Driven Innovation in Tourism*. Springer.
3. Weaver, D. (2023). *Sustainable Tourism: Theory and Practice (3rd ed.)*. Routledge.
4. Gössling, S., Scott, D., & Hall, C. M. (2023). *Tourism and Climate Change*. Routledge.
5. Holloway, J. C., & Humphreys, C. (2024). *The Business of Tourism (11th ed.)*. Pearson Education.
6. UNWTO. (2024). *Tourism and Sustainable Development Goals Report*.
7. WTTC. (2025). *Global Travel & Tourism Economic Impact Report*.



Aviation Management

FYIMPTTM (10th Semester)

Course Code: ITTMMJAM1026 (15 Hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* the structure, scope, and significance of the aviation industry and analyse its role in tourism and economic development.

CLO 2: *Describe* airline and airport operations, including flight scheduling, ground handling, passenger services, and safety management.

CLO 3: *Analyse* aviation marketing, financial management, and human resource practices with reference to customer service and operational efficiency.

CLO 4: *Demonstrate* knowledge of aviation regulations, sustainability issues, and emerging trends and apply professional practices in aviation management.

Course Content:

Unit I: Introduction to Aviation Management

- Meaning, scope, and importance of aviation
- Evolution and growth of the aviation industry
- Structure of the global and Indian aviation industry
- Types of aviation:
 - Commercial
 - General
 - Cargo
- Role of aviation in tourism and economic development
- Key aviation organizations (ICAO, IATA, DGCA, AAI)

Unit II: Airline and Airport Operations

- Airline operations and management
- Types of airlines and business models
- Flight operations and scheduling
- Airport management:
 - Airport layout and infrastructure
 - Terminal operations and passenger services



- Ground handling and support services
- Safety and security management

Unit III: Aviation Marketing, Finance, and Human Resources

- Aviation marketing concepts and strategies
- Pricing, ticketing, and revenue management
- Distribution systems and global distribution systems (GDS)
- Aviation finance:
 - Cost structure of airlines
 - Fare structures and financial planning
- Human resource management in aviation
- Training, grooming, and customer service standards

Unit IV: Aviation Regulations, Sustainability, and Emerging Trends

- Aviation laws and regulatory framework
- Safety, security, and risk management
- Environmental impact and sustainable aviation
- Technological advancements in aviation
- Airport privatization and public–private partnerships
- Future trends and challenges in aviation management

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJAM1026.1	3	2	2	1	2	1	1	1.71
ITTMMJAM1026.2	3	3	2	2	2	2	2	2.28
ITTMMJAM1026.3	2	3	3	2	2	2	2	2.28
ITTMMJAM1026.4	2	2	2	3	3	2	2	2.28
Average PLO	2.50	2.50	2.25	2.00	2.25	1.75	1.75	2.13

Suggested Readings:

1. Wells, A. T. & Wensveen, J. G. – *Air Transportation: A Management Perspective*
2. Belobaba, P., Odoni, A. & Barnhart, C. – *The Global Airline Industry*
3. Graham, A. – *Managing Airports: An International Perspective*
4. Doganis, R. – *Flying Off Course: Airline Economics and Marketing*
5. Kazda, A. & Caves, R. – *Airport Design and Operation*



Destination Research & Field Visit

FYIMPTM (10th Semester)

Course Code: ITTMMJDR1026 (30 hours per credit)

Total Credits: 04

Total Marks: 100

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Apply practical skills in itinerary planning, reservations, accommodation booking, and sightseeing arrangements for tourism destinations of national importance.

CLO 2: Analyse the key factors contributing to tourist satisfaction and destination loyalty through field-based interactions and observations.

CLO 3: Evaluate the feasibility and operational dynamics of tourism business establishments by engaging with community stakeholders and service providers.

CLO 4: Prepare and present a comprehensive destination research report and communicate findings effectively through structured presentations and viva.

Course Description:

The primary objective of the Two Weeks DRFV is to allow students to study tourism destinations from various perspectives, including tourist satisfaction, destination loyalty, profitability, and feasibility of tourism business establishments. This program aims to familiarise students with major tourism destinations of national importance outside Jammu & Kashmir, providing hands-on experience in designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with stakeholders.

Structure:

- The Two Weeks DRFV will be conducted at the end of the 10th semester, providing students with ample time to immerse themselves in experiential learning by visiting tourism destinations within the country.
- Students will engage in activities such as designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with tourists, community members, service providers, and government tourism officials.
- The visit aims to provide students with practical experience in tourism business operations and an understanding of the factors influencing tourist satisfaction and destination loyalty.



1. Assessment

- The DRFV component will carry 6 credits of 180 hours practical, with a total of 150 marks.
- Evaluation will be divided into two parts, comprising of:
 - 50 marks for the evaluation of the report,
 - 100 marks for presentation (50) cum viva voce (50)

2. Logistical Arrangements

- Students will be assigned the job of arranging train/bus tickets and accommodation for the group.
- Incharge faculty advisors may provide suggestions for itinerary planning and destination selection.
- The university will reimburse the cost of train/bus tickets and daily allowance, accommodation as per established norms.

Guidelines for Conducting of DRFV

3. Preparation of Itinerary

- Each DRFV team shall prepare a detailed itinerary outlining the destinations to be visited, activities planned, accommodations, transportation arrangements, and estimated costs.
- The itinerary will be presented by each team in the classroom for discussion and feedback from faculty members.

4. Approval of Itinerary

- Faculty members will review and approve the proposed itinerary, considering its merits, feasibility, and adherence to guidelines and standard operating procedures.

5. Destination Familiarization Activities

- DRFV activities shall strictly adhere to the approved itinerary and guidelines provided.
- Students will engage in activities such as visiting tourist attractions, interacting with locals, assessing accommodation options, and exploring transportation networks.

6. Cost Coverage



- The cost of destination familiarization will be partly covered by the field tour fund as per the university norms.
- Fares for normal concessional sleeper class train tickets and bus tickets, as well as DA costs within university norms, will be eligible for reimbursement.
- In cases where concessional train tickets are unavailable or due to itinerary constraints, the cost of full sleeper class train tickets may be reimbursed.
- Actual expenditures incurred during destination familiarization will be approved for reimbursement or settlement from the allocated budget.

By following these guidelines, the DRFVs can be conducted effectively, ensuring thorough destination familiarization while managing costs and adhering to university policies and procedures.

Mechanism for the conduct of DRFV

7. Preparation of Destination Familiarization Itinerary

- Each group of students will prepare a comprehensive itinerary detailing the destinations to be visited, activities planned, transportation arrangements, and accommodation options.

8. Group Presentation of Itinerary

- Groups will present their destination familiarization itinerary to the faculty for review and feedback.

9. Approval of Itinerary

- The faculty will review and approve the proposed itinerary, ensuring alignment with the objectives of the DRFVs and adherence to guidelines.

10. Submission of Destination Familiarization Budget

- Each group will submit a budget detailing the anticipated expenses for the destination familiarization activities.
- The budget will be reviewed and approved by the faculty to ensure adequate funding for the planned activities.

11. Booking of Tickets and Hotel Rooms

- Students will be responsible for booking train/bus tickets & reserving hotel rooms.
- If advance amounts from the university are not received, students will cover the costs of booking tickets and hotel rooms on their own.



12. Destination Familiarization Orientation Sessions

- Faculty will conduct orientation sessions to guide the do's and don'ts during the familiarization of destinations.
- These sessions will ensure that students are well-prepared and aware of their responsibilities during the DRFVs.

13. Daily Updates to Faculty Advisors

- Students will provide daily updates on their experiences and progress to their respective faculty advisors.
- This regular communication will enable faculty members to monitor the students' activities and offer support as needed.

14. Photographs

- Students will capture individual/group photographs and photographs with tourists, community members, service providers, and tourism offices at the visited destinations.
- These photographs should be appended in the appendix of report and will serve as visual documentation of the DRFV experiences.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJDR1026	2	3	3	2	2	1	1	2.0
ITTMMJDR1026	2	3	3	2	2	1	1	2.0
ITTMMJDR1026	2	3	3	2	1	2	2	2.14
ITTMMJDR1026	2	2	3	3	2	2	2	2.28
Average PLO	2.0	2.75	3.0	2.5	1.75	1.5	1.5	2.14



Artificial Intelligence in Tourism and Hospitality

FYIMPTTM (10th Semester)

Course Code: ITTMDCAI1026 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: *Explain* fundamental concepts of artificial intelligence and their relevance to tourism and hospitality operations.

CLO 2: *Analyze* the application of AI tools and systems in tourism marketing, service delivery and customer experience management.

CLO 3: *Apply* AI-enabled technologies to operational decision-making in tourism and hospitality organizations.

CLO 4: *Evaluate* ethical, managerial and future implications of artificial intelligence adoption in tourism and hospitality sectors.

Course Content:

Unit I: Introduction to Artificial Intelligence in Tourism and Hospitality

- Concept and evolution of artificial intelligence
- Components of AI systems
- Types of AI: narrow AI, general AI and applied AI
- Role of AI in tourism and hospitality industries
- Data, algorithms and learning systems
- Benefits and limitations of AI adoption in tourism

Unit II: AI Applications in Tourism Marketing and Customer Experience

- AI in tourism and hospitality marketing
- Recommendation systems and personalization
- Chatbots and virtual assistants
- Sentiment analysis and online review management
- Dynamic pricing and revenue management
- AI-driven customer relationship management

Unit III: AI for Operations and Decision-Making

- AI in demand forecasting and capacity planning
- AI applications in hotel operations and front office management



- Smart travel planning and itinerary optimization
- Robotics and automation in hospitality services
- AI in supply chain and resource management
- Decision support systems in tourism organizations

Unit IV: Ethics, Governance and Future Trends in AI

- Ethical issues in AI applications
- Data privacy and cybersecurity concerns
- Bias, transparency and accountability in AI systems
- Regulatory frameworks and governance of AI
- AI for sustainable and smart tourism development
- Future trends and innovations in AI for tourism and hospitality

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale : 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs\PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMDCAI1026.1	3	2	2	1	1	2	2	1.86
ITTMDCAI1026.2	2	3	2	2	2	1	2	2.00
ITTMDCAI1026.3	2	3	3	2	2	2	3	2.43
ITTMDCAI1026.4	2	1	1	2	2	3	3	2.00
Average PLO	2.25	2.25	2.00	1.75	1.75	2.00	2.50	2.07

Suggested Readings

1. Sigala, M. (2023). *Artificial Intelligence in Tourism and Hospitality*. Emerald Publishing.
2. Buhalis, D., & Leung, R. (2024). *Smart Tourism and AI Applications*. Elsevier.
3. Russell, S., & Norvig, P. (2022). *Artificial Intelligence: A Modern Approach (4th ed.)*. Pearson Education.
4. Xiang, Z., Fesenmaier, D. R., & Werthner, H. (2023). *Tourism Information Technology*. Springer.
5. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2023). *Smart Tourism: Foundations and Developments*. Emerald Publishing.
6. *Tourism Management and International Journal of Hospitality Management (2023–Present issues)*.



Travel Media and Journalism

FYIMPTTM (10th Semester)

Course Code: ITTMDCTM1026 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO 1: Explain the evolution, forms, and functions of travel media by distinguishing between travel journalism and travel writing.

CLO 2: Develop effective travel writing skills by applying narrative techniques, descriptive storytelling, and ethical principles to produce engaging travel narratives and blog content.

CLO 3: Create and evaluate digital travel media content by applying basic principles of social media communication, travel photography, videography, influencer practices, and user-generated content.

CLO 4: Critically evaluate professional travel journalism practices by examining ethical responsibilities, investigative approaches, representation issues, stereotypes, and emerging career trends in travel media.

Course Content:

UNIT 1: Foundations of Travel Media

- Evolution of travel writing and journalism
- Types of travel media: print, broadcast, digital
- Travel media's role in shaping destination images
- Travel journalism vs. travel writing

UNIT 2: Travel Writing and Storytelling

- Elements of effective travel writing
- Narrative techniques and descriptive writing
- Travel blogging and personal narratives
- Ethics in travel writing

UNIT 3: Digital Travel Media

- Social media and content creation
- Travel photography and videography basics
- Travel influencers and content marketing

UNIT 4: Professional Travel Journalism



- Ethics and responsibility in travel journalism
- Investigative travel journalism
- Representation and stereotypes
- Career paths and future trends

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMDCTM1026.1	3	2	2	2	2	1	1	1.85
ITTMDCTM1026.2	2	3	2	3	2	2	2	2.28
ITTMDCTM1026.3	2	2	3	3	2	2	1	2.14
ITTMDCTM1026.4	1	2	2	2	3	3	2	2.14
Average PLO	2.00	2.25	2.25	2.50	2.25	2.00	1.50	2.10

Suggested Readings

1. Thompson, C. (2011). Travel writing. London, UK: Routledge.
2. Wheeler, T., & McLaren, D. (2009). The Lonely Planet guide to travel writing (2nd ed.). Melbourne, Australia: Lonely Planet Publications.
3. Bain, K., & McLaren, D. (2016). Lonely Planet's how to write a travel guide. London, UK: Lonely Planet.
4. Sigala, M., Christou, E., & Gretzel, U. (2012). Social media in travel, tourism and hospitality. Farnham, UK: Ashgate.



Peace building through Tourism

FYIMPTM (10th Semester)

Course Code: ITTMDCPB1026 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1. **Explain** the concepts of peace, conflict, peacebuilding, and the relationship between tourism and peace.

CLO2. **Analyse** the role of tourism in conflict situations and post-conflict recovery, with reference to global case studies.

CLO3. **Evaluate** how tourism facilitates cross-cultural understanding, dialogue, and reconciliation among diverse communities.

CLO4. **Apply** principles of sustainable and ethical tourism to design tourism initiatives that contribute to long-term peacebuilding

Course Contents:

Unit 1: Foundations of Peace and Tourism

- Concepts of peace, conflict, and peacebuilding
- Tourism and peace nexus
- Contact hypothesis and intercultural understanding
- Tourism in conflict transformation

Unit 2: Tourism in Conflict Settings

- Tourism impacts during and after conflicts
- Post-conflict recovery and reconstruction
- Community healing and reconciliation
- Case studies: Rwanda, Northern Ireland, Cambodia

Unit 3: Cross-Cultural Understanding through Tourism

- Tourism as a diplomacy and dialogue tool
- Interfaith and educational tourism
- Youth exchange and people-to-people contact
- Breaking stereotypes through tourism

Unit 4: Sustainable Peace Tourism

- Community-based tourism for peacebuilding



- Ethical considerations in peace tourism
- Memorial and heritage tourism
- Stakeholder collaboration
- Challenges and limitations

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	CLO Avg.
ITTMDCPB1026.1	3	1	1	1	0	2	2	1.43
ITTMDCPB1026.2	3	2	3	1	1	2	3	2.14
ITTMDCPB1026.3	2	2	2	3	1	3	2	2.14
ITTMDCPB1026.4	2	2	3	2	2	3	3	2.43
Average PLO	2.50	1.75	2.25	1.75	1.00	2.50	2.50	2.03

Suggested Readings

1. Blanchard, L.-A., & Higgins-Desbiolles, F. (Latest Edition). Peace through tourism: London, UK: Routledge.
2. Tavares da Silva, J., Breda, Z., & Carbone, F. (Latest Edition). Role and impact of tourism in peacebuilding and conflict transformation. IGI Global.
3. Moufakkir, O., & Kelly, I. (Eds.). (2010). Tourism, progress and peace. Wallingford, UK: CABI.
4. Raj, R., & Griffin, K. (Eds.). (2017). Conflicts, religion and culture in tourism. Wallingford, UK: CABI



Strategic Tourism Management

FYIMPTTM (10th Semester)

Course Code: ITTMD CST1025 (15 Hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs)

After the completion of this course, students shall be able to:

CLO 1: *Explain* the nature, scope, process, and significance of strategic management and analyse the role of strategists at corporate and business levels.

CLO 2: *Analyse* the external and internal environment of an organisation using appropriate strategic tools to identify strengths, weaknesses, opportunities, and threats.

CLO 3: *Formulate* corporate-level and business-level strategies using strategic analysis models and portfolio frameworks.

CLO 4: *Apply* strategy implementation frameworks and evaluate organisational performance through strategic control mechanisms.

Course Content:

Unit I: Introduction to Strategic Management

- Nature, scope, and significance of strategic management
- Strategic management process
- Business strategy and its importance
- Different forms of strategy
- Strategy and tactics
- Competitive advantage as the focal point of strategy
- Strategic intent and vision

Unit II: Environmental Analysis

External Environment Analysis

- Concept of environmental analysis
- General environment and competitive environment
- Processes for analysing the external environment
- Industry and market forces

Internal Environment Analysis

- Concept and importance of internal analysis
- Resource-Based View (RBV) of the firm



- Developing company profile
- Value Chain Framework
- Methods for assessing internal strengths and weaknesses
- SWOT analysis

Unit III: Strategy Formulation

- Strategic analysis and strategic choice
- Corporate-level strategies:
 - Expansion strategies
 - Retrenchment strategies
- Business-level (generic) strategies:
 - Cost leadership
 - Differentiation
 - Focus strategy
- Portfolio analysis models:
 - BCG Matrix
 - GE Nine-Cell Matrix
- Grand Strategy Selection Matrix
- Model of Grand Strategy Clusters

Unit IV: Strategy Implementation, Evaluation, and Control

- Strategy implementation concepts and issues
- McKinsey's 7S Framework
- Organizational structures for strategy implementation
- Organizational leadership and corporate culture

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMD CST1025.1	3	2	1	2	2	1	1	1.71
ITTMD CST1025.2	3	3	1	3	2	2	2	2.28
ITTMD CST1025.3	3	3	1	3	2	2	2	2.28
ITTMD CST1025.4	2	2	1	3	3	2	2	2.14
Average PLO	2.75	2.50	1.00	2.75	2.25	1.75	1.75	2.10



Suggested Readings:

1. Dess and Miller, “Strategic Management” Tata McGraw Hill, New Delhi;
2. Kazmi, A. “Business policy and strategic Management” Tata McGraw Hill, New Delhi
3. Budhiraja, S.B. and Athreya, M.B “Cases in Strategic Management,” New Delhi Tata
4. Thomson and Strickland, “Strategic Management” McGraw Hill International Editions
5. Hax, A, C and Majlut, N.S. “Strategic Management”. Englewood Cliffs, New Jersey, Prentice Hall.



FYIMPTM

10th Semester (Fifth Year)

(Course Work + Research)

Note: For this category (CW + R),

- **1st to 7th semester syllabus same as CW+CW**
- **8th semester syllabus same as CW + R**
- **9th semester syllabus same as CW + CW**



5th year						
10 th Semester (CW+R)						
Course Code	Title of Courses	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P-S)
Major Courses- (MJ)						
ITTMMJAR1026	Advancements in Research and Publications	70	30	-	100	3-1-0-0
ITTMMJDI1026	Dissertation	400	-	100	500	0-0-20-0
Total Credits						24



Advancements in Research and Publications

FYIMPTTM (10th Semester)

Course Code: ITTMMJAR1026 (15 hours per credit)

Continuous Assessment: Marks 30, Theory: Marks 70

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs):

After the completion of this course, students shall be able to:

CLO1: Explain the foundations, philosophy, and contemporary approaches of research in tourism, hospitality, and allied social sciences, including research design, methods, and ethics in academic inquiry

CLO2: Apply appropriate research methodologies, tools, and data analysis techniques to design, conduct, and document empirical and conceptual research in tourism and hospitality studies

CLO3: Critically evaluate scholarly literature and research outputs by assessing quality, originality, ethical compliance, indexing standards, and impact indicators of academic publications

CLO4: Develop and present research manuscripts, theses, and publications by adhering to academic writing standards, referencing styles, plagiarism norms, and journal submission protocols.

Unit 1: Research Foundations and Contemporary Research Approaches

- Meaning, objectives, and scope of research
- Types of research: basic, applied, exploratory, descriptive, analytical, & experimental
- Research paradigms and philosophies (positivism, interpretivism, pragmatism)
- Research ethics and integrity in academic research
- Role of research in tourism, hospitality, and policy development

Unit 2: Research Design, Methods, and Data Analysis

- Research problem identification and formulation
- Research design and sampling techniques
- Qualitative, quantitative, and mixed-method approaches
- Data collection tools: questionnaires, interviews, observation, secondary data
- Introduction to data analysis tools and software (SPSS, NVivo, Excel)
- Interpretation and presentation of research findings

Unit 3: Academic Writing, Publications, and Research Metrics



- Structure of research papers, dissertations, and theses
- Literature review techniques and synthesis
- Referencing styles (APA, MLA, Chicago)
- Journal indexing and databases (Scopus, Web of Science, UGC-CARE)
- Research impact metrics: citation index, h-index, impact factor, altmetrics

Unit 4: Ethics, Plagiarism, and Emerging Trends in Research

- Academic integrity and publication ethics
- Plagiarism: types, detection tools, and prevention
- Open access publishing and predatory journals
- Peer review process and manuscript submission
- Emerging trends: AI in research, systematic reviews, Bibliometric analysis

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJAR1026.1	3	1	1	1	1	2	1	1.43
ITTMMJAR1026.2	2	2	3	1	1	1	3	1.86
ITTMMJAR1026.3	2	1	2	1	1	3	3	1.86
ITTMMJAR1026.4	2	2	2	3	3	2	3	2.43
Average PLO	2.25	1.50	2.00	1.50	1.50	2.00	2.50	1.90

Suggested Readings

1. Kothari, C. R., Research Methodology: Methods and Techniques, *New Age International Publishers, New Delhi.*
2. Creswell, J. W., Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, *Sage Publications.*
3. Sekaran, U., & Bougie, R., Research Methods for Business, *Wiley India.*
4. Booth, W. C., Colomb, G. G., & Williams, J. M., The Craft of Research, *University of Chicago Press.*



Dissertation

FYIMPTTM (10th Semester)

Total Credits: 20

Course Code: ITTMMJDI1026 (30 hours per credit)

Total Marks: 500

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Define and formulate relevant tourism research problems or issues. Design a structured research plan under academic supervision.

CLO 2: Conduct an independent investigation using appropriate qualitative and/or quantitative research methods, tools, and techniques. Analyse, interpret, and discuss research data to draw evidence-based conclusions

CLO 3: Provide practical recommendations for the tourism industry or policy. Compile a well-structured dissertation report adhering to academic writing standards.

CLO 4: Present research findings effectively during presentation and viva-voce.

Course Description:

The Dissertation component of the program for the students opting for (CW+R) mode aims to provide students with the opportunity to undertake independent research and develop confidence in analyzing problems and issues in tourism, hospitality, aviation and allied sectors. The guidelines for conducting the Dissertation are as under:

1. Objective

- The Dissertation serves as a major individual research project in the tenth semester.
- It aims to test students' abilities and his understanding of the subject and apply the learned theories, concepts, & analytical tools to real-world problems.

2. Credits

- The Dissertation carries 20 credits and students are expected to present the intricacies and implications of their research during a viva-voce examination conducted at the end of the semester.

3. Nature of the Project



- The Dissertation should be a critical exposition, utilizing reasoning power and knowledge of relevant literature in the field of tourism.
- Emphasis is on applied research, investigating practical problems or issues related to tourism destinations, products, and activities.

4. Research Process

- The students will commence the study immediately after the completion of their ninth semester under the supervision of a supervisor to be allotted by the Department.
- They are required to define the area of investigation, design the research process, gather relevant data, analyse the data, draw conclusions, and make recommendations.
- Regular contact with the assigned supervisor must be maintained, and drafts of work are provided for continuous verification and guidance.

5. Structure of the Dissertation Report

The final report should follow a standardised format:

- a) Title Page
- b) Certificate by the Supervisor
- c) Declaration by the Student
- d) Acknowledgements
- e) Table of Contents
- f) List of Tables and Figures
- g) Abstract (250–300 words)
- h) Chapter 1: Introduction (Background, Rationale, Objectives, Scope, Structure)
- i) Chapter 2: Literature Review
- j) Chapter 3: Research Methodology (Research design, sampling, tools)
- k) Chapter 4: Data Analysis and Interpretation
- l) Chapter 5: Findings and Discussion
- m) References (APA Style)
- n) Appendices (Questionnaire, maps, etc.)

6. Evaluation

- The Dissertation will be evaluated by both an external examiner and an internal examiner (Supervisor).



- External examiner is approved by the honorable Vice Chancellor from a panel submitted by the Head of the Department.
- The Dissertation (ITTMMJDI1026) shall be evaluated by an internal and external examiner, followed by a viva-voce examination conducted by a panel of experts. The evaluation of the Dissertation shall consist of three parts.
 - a. Firstly, the evaluation shall be conducted by the concerned supervisor and will carry a weight of 100 marks, based on the student's performance during the completion of the dissertation.
 - b. Secondly, the evaluation shall be carried out by the external evaluator, appointed by the Head of the Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, from the panel, and will carry a weight of 200 marks.
 - c. Lastly, the evaluation will be conducted by the panel of experts through a viva-voce with the student, and will carry a weight of 200 marks.

7. Viva-Voce Mechanism

The viva-voce examination will be conducted by a panel consisting of:

- d) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- e) One External Examiner, approved by the Honourable Vice-Chancellor, from the panel submitted by the Head of the Department.
- f) Concerned supervisor & two senior faculty members of the department.

8. Mechanism

- a. The student presents their research findings through a structured Power Point Presentation.
- b. The panel may ask questions on any part of the research (problem, theory, data analysis, discussion).
- c. Presentation Duration: 30 minutes + 20 minutes Q&A

9. Plagiarism Report

All students are required to submit a plagiarism report along with the submission of their dissertations. The similarity index must not exceed 20%, and the project content must be free from AI-generated material. Maintaining academic integrity



via proper plagiarism screening is a mandatory part of the report submission process.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	Average
ITTMMJDI1026.1	2	2	2	2	3	2	3	2.28
ITTMMJDI1026.2	2	2	3	2	2	2	2	2.14
ITTMMJDI1026.3	2	2	3	3	2	1	1	2.0
ITTMMJDI1026.4	2	1	1	3	2	1	2	1.71
Average	2.0	1.75	2.25	2.5	2.25	1.5	2.0	2.03

*****End of the Syllabus*****