



MTTM-I

SEMESTER



Tourism Concepts and Principles

Course Code: MTTM24101CR
MTTM 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

This will be an introductory course focusing on the fundamentals of tourism. This will give a broader understanding of the basic tourism concepts, and principles and an overview of the tourism industry and its various organisations.

Learning Outcome:

After successful completion of the course, students shall be able to describe the conceptual dimensions and various elements of the tourism industry. They will be able to appraise the positive and negative impacts of tourism development and the roles and responsibilities of various tourism organizations.

Course Contents:

- Unit: 1 Introduction to Tourism:** Concepts and Definitions, Tourism typology- Classification of tourists, Interdisciplinary approaches to the study of tourism, Leiper's Model of Tourism, Features of Tourism Product, Major motivations and deterrents to travel, Historical Development of Tourism. Old and modern tourism, Current scenario of the tourism industry.
- Unit: 2 Tourism Industry:** Structure and basic components of Tourism, Concept and Types of Attractions, Accessibility, Importance of Transport services, Different means of transportation, Meaning and nature of Hospitality, Types of accommodation, Importance and types of Infrastructure & Superstructure required in tourism. Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.
- Unit: 3 Impacts of Tourism:** Concept of impact of tourism, Economic Impact - Tourism Revenue, Employment generation, Foreign Exchange Earning; Environmental Impacts – Positive and Negative, Environmental impact assessment, sustainable tourism development; Socio-cultural impact – Guest Host relationships, Regional development, National Integration, Cultural Exchange, Preservation and Protection of Culture, Peace through tourism.
- Unit: 4 Tourism Organizations:** Origin, Objective, Functions, Working and Activities of UN Tourism, WTTC, IATA, ICAO, ICPB, IATO, IRCTC, PATA, Ministry of Tourism - GOI, ITDC, IHA, FHRAI, Department of Tourism - Government of India /J&K and State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Director General of Civil Aviation, Government of India.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Goeldner, C., & Ritchie, J.R. *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
2. Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi:
3. Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. United Kingdom: Sage Publications.
4. Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.
5. Kamra, Krishan K. & Chand, Mohinder, *Basics of Tourism*, N. Delhi, Kanishka Publishers.
6. Mill and Morrison, *The Tourism System: An Introductory Text*, Prentice Hall
7. P.C Sinha: *Tourism Evolution: Scope Nature and Organisation*: Anmol Publication
8. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press.



Management Sciences in Tourism

Course Code: MTTM24102CR
MTTM 1st Semester
Credits:4

Cont. Assessment:20
Term End Exam: 80
Min. Pass Marks:40%

Course Objective:

The objective of this paper is to enable the students to understand the multiplicity of interrelated factors that influence the behaviour and performance of people as members of work organizations.

Learning Outcome:

After successful completion of the course, students will not only gain theoretical knowledge but also practical insights into managing and leading organizations effectively in a dynamic business environment.

Course Contents:

- Unit: 1 Introduction:** Introduction to management; Evolution of management thought: Scientific, Administrative, Human Relations and Systems approach to management; Management Skills, Taylor's Scientific Management, Fayol's Administrative Management.
- Unit: 2 Planning:** Importance and types of plans, planning process, MBO; Decision making: process, types, the concept of bounded rationality; Control: process and types; Principles of organizing: common organizational structures, Departmentalization: types of departmentalisation, Delegation & Decentralization: Factors affecting the extent of decentralisation, Process and Principles of delegation.
- Unit: 3 Foundations of Organisational Behaviour:** The nature and determinants of organisational behaviour; the need for knowledge of OB, contributing disciplines to the field, Individual differences, Learning, Values, attitudes, Personality (MBTI, Big Five Model), Emotions, Affective events theory, Emotional Intelligence, Perception, Attribution theory 7. Work Motivation: Early Theories (Mc. Gregory's Theory X & Y, Abraham Maslow's Need Hierarchy Theory Herzberg's Two Factor Theory) & Contemporary Theories (Mc. Clelland's 3 Needs Theory, Alderfer's ERG Theory, Adam's Equity Theory & Vroom's Expectancy Theory, Goal Setting Theory), Application of Motivation Theories & workers participation management.
- Unit: 4 Leadership:** Basic Approaches (Trait Theories, Behavioural Theories & Contingency Theories) & Contemporary Issues in Leadership, Conflict: levels of conflict, resolving conflicts; power and politics: sources of power, use of power, Organisation culture and Organisational Change: Effects of culture, changing Organisational culture forces of change, Resistance to change, the change process.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. *Fundamentals of Management* by Griffin, Houghton Mifflin Company, Boston New York, U.S.A
2. *Essentials of Management* by Andrew J/ DuBrin THOMSON-South western.
3. *Management of Organizational Behaviour* by Hersey/Balanchard/Johnson Pearson Education-New Delhi
4. *Delhi*
5. *Organizational Behavior* By Stephen Robins- Pearson Education-New Delhi Organizational
6. *Behaviour* By Fred Luthans- McGraw-Hill
7. *Organizational Behaviour* By Debra/ James – THOMSON-South-Western



Travel Services Management

Course Code: MTTM24103CR
MTTM 1st Semester
Credits:4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks:40%

Course Objective:

To help students grasp the fundamentals of the tourism industry, understand the roles of travel agents and tour operators, explore legal and ethical considerations, learn about the operations of travel agencies and tour management, and identify factors influencing tour planning and income.

Learning Outcome:

After successful completion of the course, the student will know business planning, Customer service, product development, destination knowledge, supplier management, Sales techniques, marketing strategies, financial management, risk assessment, and regulatory compliance.

Course Contents:

- Unit: 1** **Travel Agency:** Evolution and history of a travel business, History of travel agency business in India. Timeline in the development of tourism worldwide, Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO, Types of travel agency and tour operator
- Unit: 2** **Setting up a Travel Agency:** Travel Agencies Roles and Responsibilities, Services Offered by Tour Operators & Travel Agents. Comparative study of various types of organization proprietorship, partnership, private limited and limited, Government rules for getting approval, IATA rules, and regulation for accreditation. Sources of earnings: commissions, service charges etc.
- Unit: 3** **Tour Operation:** Organizational Structure of tour operator, Forms of Organization, Departments and its functions. Reservation and Cancellation procedures for tour-related services, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service, Travel Insurance, Advantages of Travel Insurance.
- Unit: 4** **Tour Documentation & Distribution:** Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion. RBI Regulations for Tour Operators, Use of technology for better experience, customer relationship management, Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, Destination management companies, visitor information Centre.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

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



Tourism Geography and Spatial Sciences

Course Code: MTTM24104CR
MTTM 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

Tourism Geography explores the spatial patterns, processes, and impacts of tourism from a geographical perspective. The course aims to provide students with a comprehensive understanding of the interactions between tourism and the physical and human landscapes.

Learning Outcome:

After successful completion of the course, students will develop a comprehensive understanding of the spatial aspects of tourism, including destination planning, natural and cultural attractions, and spatial patterns of tourism.

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.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Boniface & Cooper C., *Worldwide Destinations: The Geography of Travel & Tourism*, Oxford Butterworth Heinemann.
2. Burton, R., *Travel Geography*, Pitman Publishing, Marlow Essex.
3. Hall M., *Geography of Travel and Tourism*, Routledge, London.
4. Hall, C. and Page, S., *The Geography of Tourism and Recreation- Environment, Place and Space*, 3rd edition, Routledge, London.
5. Robinson H. A., *Geography of Tourism*, Mac Donald & Evans, Ltd.



Recreation & Leisure Programming

Course Code: MTTM24105DCE

MTTMIst Semester

Credits:3

Cont. Assessment: 15

Term End Exam:60

Min. Pass Marks:40%

Course Objective:

This course explores the foundational concepts, theories, and practices within the field of recreation and leisure. It examines the role of leisure in individual and community well-being and the basic principles of recreation and leisure service delivery.

Learning Outcome:

After successful completion of the course, students will be able to articulate and apply foundational concepts and theories related to recreation and leisure, gain proficiency in designing, planning, and implementing inclusive and accessible recreation and leisure programs and will prepare them to navigate the operational challenges of recreational and leisure service delivery.

Unit: 1 Introduction

Definitions and key concepts, Importance of leisure in society, Leisure in ancient and modern civilizations, Evolution of leisure theories, The Social Psychology of Leisure: Leisure and human development and Leisure's role in identity and community, Benefits of Leisure: Psychological and physical benefits, Economic and environmental impacts. Leisure Service Delivery: Overview of public, private, and non-profit sectors, Challenges in leisure service provision, technology's impact on leisure, Leisure in a post-pandemic world)

Unit: 2 Recreation and Leisure Program Designing

Principles of recreation and leisure program design, Understanding community needs, Program Planning Process (Setting goals and objectives), Steps in planning effective programs, Inclusivity and Accessibility in Program Design (Designing for diverse populations, Ensuring accessibility for all participants), Strategies to promote recreation and leisure programs, Preparation and presentation of program plans.

Unit: 3 Program Management and Operations

Budgeting and financial management, Facility management and logistics, Risk Management, Identifying and managing risks in recreation programming, Legal considerations and insurance, Sustainability and Impact: Creating sustainable programs, assessing the potential impact on community well-being and environment.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Reading:

1. Godbey, G. (2019). *Leisure in your life: An exploration (8th ed.)*. State College, PA: Venture Publishing.
2. Rojek, C. (2005). *Leisure theory: Principles and practice*. New York, NY: Palgrave Macmillan.
3. Russell, R. V. (2013). *Pastimes: The context of contemporary leisure (5th ed.)*. Urbana, IL: Sagamore Publishing.
4. Coalter, F. (2010). *The politics of leisure policy (2nd ed.)*. New York, NY: Palgrave Macmillan.
5. Stebbins, R. A. (2007). *Serious leisure: A perspective for our time*. New Brunswick, NJ: Transaction Publishers.
6. Edginton, C. R., DeGraaf, D. G., Dieser, R. B., & Edginton, S. R. (2006). *Leisure and life satisfaction: Foundational perspectives (4th ed.)*. New York, NY: McGraw-Hill.
7. Walker, G. J., Scott, D., & Stodolska, M. (2017). *Leisure matters: The state and future of leisure studies*. State College, PA: Venture Publishing.
8. *Human Kinetics*. (2010). *Inclusive recreation: Programs and services for diverse populations*. Champaign, IL: Author.



Tourism Business Communication

Course Code: MTTM24106DCE
MTTM1st Semester
Credits:3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

The purpose of this course is to acquire in-depth knowledge about business communication and personality development and to make students familiar with the techniques and approaches to becoming a successful communicator.

Learning Outcome:

After successful completion of the course, students will be equipped with effective communication skills, Interpersonal Skills, cultural awareness and sensitivity, Media and Technology Skills, Ethical and Responsible Communication in the field of tourism, and contribute positively to the industry.

Course Contents:

Unit: 1 Basics of Communication: Concept of Communication, Types of Communication, Communication Process, Functions of Communication, Communication Channels, Barriers to Communication, Role of Communication in Tourism Industry, Intercultural Communication and Barriers to Intercultural Communication.

Unit: 2 Verbal Communication: Oral Communication- important Characteristics, Speaking and Listening Skills, Telephone Etiquettes, Public Speaking. Written Communication- Advantages of written communication, Types of Business Letters, Reports Writing, Preparing Resume, Memo and Proposals.

Unit: 3 Non-Verbal Communication: Non-Verbal Communication- Its Elements, Static and Dynamic Features of Non-Verbal Communication, Concept of Kinesics, 7 Cs of Effective Communication. Language Laboratory: Practical Exercises and Discussions.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

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



Hospitality Services Management

Course Code: MTTM24107DCE
MTTM 1st Semester
Credits:3

Cont. Assessment: 15
Term End Exam :60
Min. Pass Marks:40%

Course Objective:

The objective of this course is to provide students with a comprehensive understanding of the principles, practices, and intricacies of the hospitality industry. Additionally, this course aims to equip students with the ability to adapt to the dynamic nature of the hospitality sector, understand customer needs, and effectively manage hospitality operations to deliver exceptional guest experiences.

Learning Outcome:

After successful completion of the course, students will be able to gain practical experience through hands-on training, internships, or industry placements to apply theoretical knowledge in real-world hospitality settings and develop practical competencies in areas such as food and beverage services management and accommodation management.

Course Contents:

- Unit: 1** **Origin & Growth of Hotel Industry:** Introduction to the Hotel Industry - Origin and Growth, Evolution and Growth of the Hotel Industry in India & Kashmir, Hotel; Meaning & Classification of Hotels, Star Rating of Hotels, Hotel Tariff and Meal Plans, Types of Guest Rooms.
- Unit: 2** **Front Office Operations:** Main sections of Front Office- Reservation Section, – Registration, Information, Bell Desk & Concierge, Reception & Shift-wise duties of a Receptionist, The Cashier & Night Audit, The Organisation Chart of Front Office, -Front office-room reports & room statistics
- Unit: 3** **Food, Beverages & Production:** F&B Service – Outlets, F&B Service – Organisation & its Hierarchy, Restaurant and its types, The Restaurant Control System, Service Equipment's, Beverages & Its Classification, The Menu & its Courses, Housekeeping - Organisation & Operation, Organisation Chart, Food Production – Organisation, Food Production – The Organisation Chart

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.
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Suggested Readings

1. Jatashankar R Tewari, *Hotel front office operations and Management*, Oxford publication New Delhi.
2. Jagmohan Negi, *Professional Hotel Management*, S. Chand, New Delhi
3. Singaravelavan R. *Food and Beverage Services*, OUP India
4. Parvinder S. Bali, *Food Production Operations*, Oxford publication New Delhi.



Tourism Theory & Social Sciences

Course Code: MTTM24108 DCE
MTTM 1st Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

This course aims to provide students with an advanced understanding of tourism theory within the context of social sciences, exploring interdisciplinary perspectives and their implications for the tourism industry. Through critical analysis and application of social science theories, students will gain insights into the socio-cultural, economic, and environmental dimensions of tourism phenomena.

Learning Outcome:

After successful completion of the course, students will be able to demonstrate a comprehensive understanding of the interdisciplinary approaches to tourism studies, drawing from sociology, psychology, and anthropology. They will critically analyse the relevance and application of classical and contemporary sociological theories to tourism, recognizing the social constructs of tourism including authenticity, identity, and its social impacts.

Course Contents:

- Unit: 1 Sociological Perspectives on Tourism:** Sociology's relevance to tourism study, Classical and contemporary sociological theories applied to tourism, Social constructs of tourism: authenticity, identity, social impacts.
- Unit: 2 Psychological Insights into Tourist Behaviour:** Psychology's relevance to understanding tourist behaviour, Motivation theories in tourism, Perception's role in tourist experiences, Personality traits and tourist typologies
- Unit: 3 Anthropological Approaches to Tourism:** Anthropology's relevance to tourism study, Cultural representations in tourism, Tourism as a cultural encounter, Globalization's effects on tourism and cultural conservation

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Burns, P. and Holden, A. (1995) *Tourism: A New Perspective*, Prentice-Hall, Hitchin.
2. Argyle, M. (1994) *Social Psychology of Leisure*, Penguin, London.
3. Cooper, C., Fletcher, J., Gilbert, D., Wanhill, S. and Shepherd, R. (1998) *Tourism: Principles and Practices*, 2nd edn, Longman, Harlow.
4. Burns, P. (1999) *An Introduction to Tourism and Anthropology*, Routledge, London.
5. Edington, J. and Edington, A. (1986) *Ecology, Recreation and Tourism*, Cambridge University Press, Cambridge.
- 6.
- 7.



Destination Research & Field Visit – I (DRFV)

Course Code: MTTM24109DCE
MTTM 1st Semester
Credits:3

Cont. Assessment: 15
Term End Exam:60
Min. Pass Marks:40%

One-Day Destination Research & Field Visits (MTTM24109DCE) – I (DRFVs) –Thrice in a Semester

Course Objective: The course aims to provide students with practical exposure to various tourism destinations in Kashmir, allowing them to collect first-hand information about key aspects such as attractions, accessibility, accommodation, amenities, activities, and the cultural and environmental context. These visits will enable students to gain insights into the dynamics of tourism destinations and identify challenges affecting their competitiveness.

Structure:

1. Destination Research & Field Visits (DRFVs):

- Three one-day DRFVs will be conducted during the first semester to expose students to nearby tourism destinations in Kashmir.
- Students will visit selected destinations to gather comprehensive information about various aspects, including attractions, accessibility, accommodation options, amenities, activities, local culture, climate, safety measures, and security.
- Each visit will be followed by the submission of a detailed report covering the five As and addressing issues hindering the sustainable development of the destinations.

2. Assessment:

- The DRFVs component will carry three credits, with a total of 75 marks.
- Evaluation will be divided into two parts:
 - 50 marks for the written report prepared by the student under the supervision of the assigned supervisor. The report submitted will be evaluated by the committee of teachers formed by the Head of the Department.
 - 25 marks for the presentation of the report, where students will communicate their findings and insights.

3. Methods of Evaluation:

- Participation in Planning, Designing & Executing: Students will be assessed based on their involvement in planning and executing the DRFVs, including logistical arrangements and itinerary planning.
- 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 findings and proposed solutions will be assessed.

Presentation and Viva:

- Students will prepare their presentations to showcase their understanding and analysis of the visited destinations.



Fundamentals of Tourism

Course Code: MTTM240010E

MTTM 1st Semester

Credits: 2

Cont. Assessment: 10

Term End Exam: 40

Min. Pass Marks:40%

Course Objective:

This course aims at creating a basic understanding on the nature of tourism business, meaning, types, elements, and component of Tourism. And to enable the students to understand the growth and development of international tourism and various factors which are influencing it.

Learning Outcome:

After successful completion of the course, students shall be able to describe the meaning and structure of tourism industry, the historical development of tourism, understand the basic travel motives.

Course Contents:

Unit: 1 Introduction

Concepts and Definitions, Types and Forms of Tourism, Interdisciplinary approaches to the study of tourism, Leiper's Model of Tourism, Concept, Types and Features of Tourism Product, Major motivations and deterrents to travel, Historical Development of Tourism.

Unit: 2 Structure of Tourism

Introduction to the elements of Tourism, Accessibility, Importance of Transport services, Different means of transportation, Meaning and nature of Hospitality, Types of accommodation, Concept and Types of Attractions, Importance and types of amenities required in tourism.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Burkart A.J., Medlik S. *Tourism - Past, Present and 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. Mill and Morrison, *The Tourism System: An Introductory Text*, Prentice Hall
6. Sunetra Roday et al, *Tourism Operations and Management*, Oxford University Press
7. Swain, Sampad Kumar, *Tourism: Principles and Practices*, Oxford University Press



Ecotourism Concepts and Principles

Course Code: MTTM24001GE
MTTM 1st Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 40%

Course Objective:

The objective of this course is to help students to understand the significance of ecotourism. The course aims to make students able to comprehend the theories and practices of ecotourism to manage natural resources.

Learning Outcome:

After successful completion of the course, the students will understand the essential components of ecotourism development while encouraging critical thinking, practical application, evaluate ecotourism practices and policies for sustainability with an understanding of the ethical considerations in this field.

Course Contents:

Unit: 1 Introduction

Concepts and history, Principles of ecotourism tourism, Biodiversity conservation, Community-based ecotourism, Cultural heritage and ecotourism, Economic benefits for local communities, Ecotourism as a tool for rural development.

Unit: 2 Policy and Planning

Development, Governance and policy frameworks, Zoning and managing tourist carrying capacity, Ecotourism Marketing and Management: Branding and marketing strategies, Quality standards and certification in ecotourism, Challenges and Ethical Considerations: Over-tourism and sustainability challenges, Ethical considerations in ecotourism.

➤ **Note:-**

Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Weaver, D. *The Encyclopaedia of Ecotourism*, CABI Publication.
2. Fennel, D.A. *Ecotourism Policy and Planning*, CABI Publishing, USA.
3. Ralf Buckley, *Environment Impacts of Ecotourism*, CABI, London.
4. Sukanta K Chaudhury, *Cultural, Ecology and Sustainable Development*, Mittal, New Delhi.
5. Ramesh Chawla, *Ecology and Tourism Development*, Sumit International, New Delhi.



MTTM-II

SEMESTER



Tourism, Hospitality & Leisure Marketing

Course Code: MTTM24201CR

MTTM 2nd Semester

Credits: 4

Cont. Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Course Objective:

The students would acquire a foundational understanding of marketing principles, investigate the appropriateness of various promotional strategies, and create marketing plans and promotional strategies for travel and other associated businesses.

Learning Outcome:

After successful completion of the course, the student will learn how to target markets, branding, digital marketing, market research, customer behavior analysis, campaign planning, and destination promotion. Students will develop skills in strategic planning, storytelling, content creation, social media management, and data analysis to effectively attract tourists, enhance destination visibility, and maximize economic impact.

Course Content:

Unit: 1

Introduction

Marketing: Definition and meaning – Core Marketing concepts. Issues and challenges in tourism marketing, Marketing Environment: macro and micro environmental factors affecting tourism, Concept of Marketing Mix. Application of Technology in Marketing

Unit: 2

MIS and Market Segmentation

MIS concept, salient features, components and functions-Market research and its steps- Market segmentation: meaning and bases of segmentation, Market Targeting and Market Positioning.

Unit: 3

Marketing Strategies

Product Mix concept, components and characteristics - Brand: definition (brand name, logos and symbols, trade mark, copy right), Branding, Branding Strategies - New Product Development. Tourism Promotion: Concept, Promotion mix and its components, Product lifecycle. Factors to be considered in pricing, General Pricing approaches, pricing policies and strategies.

Unit: 4

5th P in Tourism: People

Service encounter quality, Managing people and encounters in tourism experience, Process: Elements, Managing process in tourism, Capacity and demand management, Physical evidence: Concept, role & components, Internal Marketing and its process, Customer loyalty.

➤ Note:-

Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Chaudhary Manjula, *Tourism Marketing*, Oxford University Press, New Delhi.
2. Holloway J.C. and Plant R.V. *Marketing for Tourism* Pitman, London.
3. Jha S.M. – *Tourism Marketing*, Himalaya Publications, India.
4. Middleton, V. T. C., *Marketing in Travel and Tourism*, Heinemann, Oxford.
5. Philip Kotler, John Bowen, James Makens, *Marketing for Hospitality and Tourism*, Pearson Education, Delhi



Tourism Policy & Planning

Course Code: MTTM24202CR
MTTM 2nd Semester
Credits:4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

The course shall develop the student's understanding of tourism planning and its techniques, significant for rational decision making. It shall further enrich the understanding between the resource management and tourism development.

Learning Outcome:

After successful completion of the course, students shall be able to understand of the concept of tourism planning with respect to tourism, tourism policies and planning scenario in India, mass tourism and its various negative effects. Further the students will gain the knowledge about the emergence of sustainable tourism development and its benefits.

Course Contents:

Unit : 1 Formulating tourism policy: Concept & meaning of tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning National,

Unit: 2 Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, Tourist Market, Tourism Resources, Tourist Infrastructure, Tourist Impacts, Carrying Capacity. Levels and Types of Tourism Planning, Background Approach and Planning Scales. Environment Impact Assessment (EIA), Approach to Evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits

Unit : 3 Planning Process and Techniques: Tourism Planning Process, Techniques of Plan Formulation, Planning for Tourism Destinations - Objectives, methods and factors influencing planning, Tourism Area Life Cycle (TALC), Destination Development Process, Design considerations in the Tourism Development, Demonstration Effect- Doxey's Index in planning,

Unit : 4 Community-oriented Tourism Planning: Empowering Community through tourism; Community based tourism; Ecotourism; Resort Planning Approach and Principles, Planning for Special Interest and Adventure Tourism, Planning Cultural Attractions, Case Studies of North India, Sources of Funding, Incentives & Concessions extended for tourism Projects;

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M.(2012). *Tourism Principles & Practices*. Oxford University Press, New Delhi
3. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination: A sustainable tourism perspective' CABI Publishing.
4. Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications.
5. Page J. Stephen & Brunt Paul, *Tourism- A Modern Synthesis*, Thomson Publishers, London.
6. Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York,



Research Methodology

Course Code: MTTM24203CR

MTTM 2nd Semester

Credits: 4

Cont. Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Course Objective:

This course provides students with an in-depth understanding of the research process in business and management contexts. Covering both qualitative and quantitative methods, it aims to equip students with the necessary skills to design, conduct, analyse, and interpret research effectively. The course also emphasizes the ethical considerations in research and introduces students to modern data analysis software.

Learning Outcome:

After successful completion of the course, students will be able to understand the fundamental principles of research in business and management, design research studies including formulating research questions and hypotheses by selecting appropriate research methods for various research questions and to critically evaluate research findings and their implications for management practice and theory.

Course Content:

Unit: 1

Research Methodology, Research Design and Strategies

The nature of research in business and management, Types of research: Basic vs. applied, qualitative vs. quantitative, The research process overview, Ethical considerations in research, Formulating research questions and hypotheses, Research design: Exploratory, descriptive, explanatory Case studies, surveys, experiments, and action research, Sampling strategies and techniques

Unit: 2

Data Collection Methods

Qualitative data collection: Interviews, focus groups, observation, content analysis, Quantitative data collection: Surveys, questionnaires, observational data, Secondary data sources, Ensuring reliability and validity in data collection

Unit: 3

Data Analysis and Interpretation

Introduction to statistical analysis, Quantitative data analysis techniques, Measures of central tendency, normal distribution, (e.g., Correlation, regression, t-test, Chi-square test, ANOVA), Qualitative data analysis methods (e.g., thematic analysis), Using software for data analysis (e.g., Excel, SPSS, NVivo), Interpreting and reporting research findings.

Unit: 4

Writing Research Reports and Dissertation

Structure and components of research reports, Academic writing skills for research, presenting research findings, writing a dissertation proposal, Art of citing references.

Note:-

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. "Business Research Methods" by Alan Bryman and Emma Bell.
2. "Research Methods for Business: A Skill-Building Approach" by Uma Sekaran and Roger Bougie.
3. "Qualitative Research in Business & Management" by Michael D. Myers.
4. "Quantitative Methods for Business" by David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams.
5. "Designing and Conducting Mixed Methods Research" by John W. Creswell and Vicki L. Plano Clark.
6. "SPSS Statistics for Dummies" by Keith McCormick and Jesus Salcedo.
7. "NVivo 12 Essentials" by Bengt Edhlund and Allan McDougall.



Entrepreneurship and Venture Creation in Tourism

Course Code: MTTM242204CR
MTTM 2nd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

The students are expected to learn about the broader landscape of tourism entrepreneurship and the course desires to impart fundamental knowledge and skills required to run successful enterprises. The course aspires to prepare students in entrepreneurship development, incubation, start-ups and venture creation in tourism and its allied sectors.

Learning outcome:

After successful completion of the course, the students should be able to explain the general economic benefit of entrepreneurship.

Course Contents:

Unit: 1 Introduction to Entrepreneurship

Evolution, Concept: Definition; Theories of Entrepreneurship: Entrepreneurial motivations: Concept and Meaning, Motivational cycle, Theories of Entrepreneurial Motivation with reference to Tourism Industry. Advantages of Entrepreneurship to society Factors affecting Entrepreneurship growth, Challenges of entrepreneurship in Tourism.

Unit: 2 New Venture Creation in Tourism Sector

Entrepreneurship opportunities in Tourism: Conventional, Non-Conventional & Secondary Opportunities; Entrepreneurial Characteristics for travel, tourism and hospitality trade. Policy measures for Tourism entrepreneurship in India. 7- S Objectives of Tourism Policy of India, Start-up Policy of India, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, full success start ups, and ventures

Unit: 3 Small Scale Enterprises

Small Scale Enterprises: Concept & definitions, Classification definition of Industries, Essentials, features Characteristics of Small Scale Enterprises, Need, and Rationale of SSI Development, Role of Entrepreneurship/SSI in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization Globalization, Challenges of Small scale Industries in Tourism.

Unit: 4 Financial Planning, Role of Technology & Business Ownership

Financial Planning: Concept, Meaning, Need for Financial Planning, Role of Govt. Institutions in Entrepreneurship/SSI Development; Business Plan Elements of Business Plan, Preparation of Business Plan, Site Selection, Feasibility Report, Role of Technology in Tourism Business. Forms of Business.

Note:-

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings

1. Maureen Brookes And Levent Altinay *Entrepreneurship In Hospitality And Tourism: A Global Perspective*, Good fellows Publishers Limited
2. Jovo Ateljevic And Stephen Page *Tourism And Entrepreneurship (Advances In Tourism Research)*, Routledge,
3. Jobe Leonard, *Startup Incubators And Business Accelerators: The Easy Way To Create A Startup Incubation And Business Acceleration Center*, Jobe Leonard Books
4. Jeffry A Timmons And Stephen Spinelli, *New Venture Creation: Entrepreneurship For The 21st Century*, McGraw-Hill Higher Education
5. David Holt, *Entrepreneurship: New Venture Creation*, Prentice Hall India Learning Private Limited.



Itinerary Preparation & Tour Designing

Course Code: MTTM24205DCE

MTTM 2nd Semester

Credits: 3

Cont. Assessment: 15

Term End Exam: 60

Min. Pass Marks: 40%

Course Objective:

This course has been designed to familiarize the students with concepts, progresses and preparation of an Itinerary. The emphasis would also be on trends and challenges related to itinerary preparation.

Learning Outcome:

After successful completion of the course, students shall be able to understand the significance of tourism products, develop itinerary drafting skills that are applicable in the travel industry and will be able to calculate costing for various itineraries.

Course Contents:

Unit: 1 **Package tours:** Definition, forms and components, basic principles in packaging; Itinerary Preparation: Concept, Typology: Duration, GITs, FITs, Do's and don'ts of itinerary preparation, steps of itinerary preparations, Limitations and Constraints of Itinerary, Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary, Seasonal Itinerary, Product based itinerary, All inclusive itinerary.

Unit: 2 **Costing a Tour:** Meaning, Components and Considerations; Factors influencing tour cost; Types of costs: Fixed and variable cost, direct and indirect cost; Cost sheet, Advantages of cost sheet; FIT Costing and Group Costing; accommodation costing: Differential Tariff Plan, Accommodation Cost; Transportation Cost; Meals Plans cost; Ancillary costs; Pricing Strategies and Distribution Mechanism; Steps of tour handling: Creation of Docket/ File, bookings and Reconfirmation with Airlines, Hotels and ground service providers, final tour operations, crisis management in tour, preparation of feedback or guest comment sheet and its analysis.

Unit: 3 **Package Tour:** Preparing a feasible itinerary of various circuits: Golden Triangle, Buddhist Circuit, Char- Dham, Sufi Circuit; Preparation of some important itineraries of Goa, Rajasthan, Madhya Pradesh, Ladakh, Kerala and North-East. Preparation of product-oriented package tour: Ayurveda, health and wellness, yoga, meditation and nature cure; Preparation of International itineraries: Europe; Singapore, Malaysia, Thailand; Australia, New Zealand; USA, Hajj and Umrah.

Note:-

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings

1. Shikha Pratap, *Tour Packaging Management/S.P/HB*
2. Negi, J. (2006), *Travel Agency and Tour Operations: Concepts and Principles*, Kanishka Publishers.
3. Chand M. (2009), *Travel Agency Management: An introduction text*, Anmol Publications Pvt. Ltd.
4. *The business of travel agency and tour operations management* by A.K Bhatia, Sterling publications.
5. Swain, S.K and Mishra, J.M. *tourism principles and practices*, Oxford University press.
6. Roday.S, Biwal.A and Joshi.B. 2009, *tourism operations and management*, Oxford university press.
7. Walker, J.R. and walker, J.J. 2011. *Tourism concepts and practices*, Pearson New Delhi.



Travel Media and Journalism

Course Code: MTTM24206DCE
MTTM 2nd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

The students are expected to learn about the media landscape and communicative structure of travel Journalism, media and content. The course aspires to train up students in travel journalism skills and its allied parameters.

Learning Outcome:

After successful completion of the course, students will have gained a comprehensive understanding of the media and journalism landscape, including the definition, concept, and various functions of media alongside the distinctions between print, audio-visual, and new media. They will be equipped with the foundational knowledge of journalism, understanding the essence and structure of news, and the critical components that form a news story.

Course Contents:

Unit: 1 Introduction to Media and Journalism:

Definition and concept of media; Functions of media; Types of Media: Print, Audio-visual, New Media; Meaning, definition and nature of Journalism; Meaning and nature of news; Basic components of a news story.

Unit: 2 Travel Writing:

Meaning and concept of travel writing; History of travel writing; Importance of travel writing; Prerequisites and tools for travel writing; Collection of material; travel photography; travel blogging; Career in travel writing and publishing opportunities.

Unit: 3 Travel Writing Themes

Destinations; Culture; Customs; History; Travel industry and tourism organizations; Aviation and surface transportation; Social, economic environmental; Promotion; Tourist literature and video scripts.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings

1. Thompson Carl, *Travel Writing*, Routledge
2. Don George and Charlotte Hindle, *Travel Writing, Lonely Planet*
3. John F. Greenman, *Introduction To Travel Journalism: On The Road With Serious Intent*, Peter Lang Publishing Inc
4. Folker Hanusch, *Travel Journalism: Exploring Production, Impact And Culture*, Palgrave Macmillan
5. Jacqueline Harmon Butler, *The Travel Writer's Handbook: How To Write — And Sell — Your Own Travel Experiences*, Surrey Book



Accounting & Financial Management

Course Code: MTTM24207DCE
MTTM 2nd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

The objective of this course is to enable the tourism students to acquire knowledge of the financial accounting principles and practices, equip the students with skills for recording various kinds of tourism business transactions and familiarize the students with the techniques of preparing financial statements of tourism organizations.

Learning Outcome:

After successful completion of the course, students will have gained a comprehensive understanding of accounting principles and their application within the tourism industry, enabling them to interpret and manage financial information effectively. They will be proficient in the foundational accounting practices, including journalizing transactions, ledger posting, and the preparation of financial statements such as the trading account, profit & loss account, and balance sheet.

Course Contents:

- Unit: 1** **Introduction:** – Concept and objectives, Accounting as source of information for tourism managers. Generally Accepted Accounting principles – Golden rules of accounting, Journalizing Transactions, Ledger -Posting from Journal to Ledger, Trail Balance, preparation of Trading Account, Profit & Loss Account and Balance Sheet of tourism organizations
- Unit: 2** **Introduction to Finance in Tourism:** Concept of Finance, Meanings and Definitions of Financial Management, Goals and Scope of Financial Management, Financial Planning-meaning and Factors Affecting Financial Planning, Time value of money, computation of future value and present value
- Unit: 3** **Sources of Finance and Cost of Capital:** Financial Needs & Sources of Finance of Tourism Business, Long-Term Sources of Finance- Equity shares-Features, Pros & Cons, Preference shares- Features, Pros & Cons, and Debentures - Features, Pros & Cons, Retained Earnings - Features, Pros & Cons, Public Deposits; Sources of short Term Finances, Cost of Capital, cost of specific sources of capital, weighted average cost of capital.

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

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. Pandey, I. M., *Financial Management*, Vikas Publishing House Pvt. Ltd., Noida, 2005, 9th Ed.
4. Khan, M.Y. and Jain, P.K., *Financial management Text, Cases and Problems*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2007
5. Chris Guilding *Financial Management for Hospitality Decision Makers (Hospitality, Leisure and Tourism)*



Tourism Models and Systems

Course Code: MTTM24208DCE
MTTM 2nd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

This course aims to provide students with an in-depth understanding of advanced models and systems in the field of tourism, enabling them to analyse, interpret, and apply complex frameworks to address contemporary challenges and opportunities in the tourism industry.

Learning Outcome:

After successful completion of the course, students will be equipped with a comprehensive understanding of the foundational theories and analytical models underpinning the tourism industry. They will gain insights into tourism modeling, systems theory in tourism, destination management, and the dynamics between demand and supply.

- Unit: 1 Theoretical Foundations of Tourism Models:**
Introduction to Tourism Modelling, Systems Theory in Tourism, Destination Management Models, and Demand-Supply Interaction Models
- Unit: 2 Advanced Analytical Models in Tourism:**
Economic Impact Assessment Models, Tourism Flow Models, Market Segmentation and Targeting Models, Simulation and Scenario Planning Models
- Unit: 3 Sustainable Tourism Systems and Innovation Models:**
Sustainable Tourism Development Models: Theoretical frameworks for sustainable tourism, Sustainable Tourism Development Models, Innovation in Tourism Systems, Resilience and Adaptation Models, Community-Based Tourism Models

Suggested Readings:

1. Emery, F. (1981). *Systems Thinking*. Penguin, Harmondsworth, UK.
2. Lashley, C., Lynch, P., & Morrison, A. (Eds.). (2007). *Hospitality: A Social Lens*. Elsevier, London.
3. Warn, S. (1999). *Recreation and Tourism: A Changing Industry*. Nelson Thornes, London.
4. Middleton, V. T., & Clarke, J. R. (2012). *Marketing in Travel and Tourism*. Routledge, London.
5. Filep, S., & Pearce, P. (Eds.). (2014). *Tourist Experience and Fulfilment: Insights from Positive Psychology*. Routledge, London and New York.



Destination Research & Field Visit – II (DRFV)

Course Code: MTTM24209DCE
MTTM 2nd Semester
Credits:3

Cont. Assessment: 15
Term End Exam:60
Min. Pass Marks:40%

Objective: The One-Week DRFV aims to provide students with an extensive opportunity to explore and familiarize themselves with tourism destinations in Kashmir. The program focuses on studying the five As (Attractions, Accessibility, Accommodation, Amenities, and Activities) and identifying challenges hindering the development of these destinations to enhance their competitiveness.

Structure:

1. Destination Research & Field Visit (DRFV):

- The one-week DRFV will be conducted during the second semester, allowing students to immerse themselves in selected destinations in Kashmir.
- Students will undertake an independent tour of places of interest based on nature and cultural attractions in Kashmir.
- The duration of one week provides students with ample time for in-depth study and analysis of the functioning of tourism destinations.

2. Assessment:

- The DRFV component will carry three credits, with a total of 75 marks.
- Evaluation will be divided into two parts:
 - 50 marks for the written report prepared by the student under the supervision of the assigned supervisor. The report submitted will be evaluated by the committee of teachers formed by the Head of the Department.
 - 25 marks for the presentation of the report, where students will communicate their findings and insights.

3. Methods of Evaluation: Participation in Planning, Designing & Executing: Students will be assessed based on their involvement in planning, designing, and executing the DRFV, including itinerary preparation and logistical arrangements.

- Collection of Information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their visit.
- Presentation: The effectiveness of students' presentations in conveying their findings and proposed solutions will be assessed.

Logistical Arrangements:

- Students will be responsible for arranging their train/bus tickets and accommodation.
- Faculty advisors may provide suggestions for itinerary planning and destination selection.
- The university will reimburse the cost of train/bus tickets and accommodation as per established norms.

Presentation and Viva:

- Students will prepare their presentations to showcase their understanding and analysis of the visited destinations.



Tourism Products of Jammu and Kashmir

Course Code: MTTM24002OE
MTTM 2nd Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 40%

Course Objective:

The objective of the course is to familiarize the learners with the tourism resources of Jammu and Kashmir. The course will provide in-depth knowledge to students about all the kinds of tourism products of Jammu and Kashmir.

Learning Outcome:

After successful completion of the course, students shall be able to theoretically explore all the natural tourism sites in Jammu & Kashmir, and critically evaluate all types of tourist resources in Jammu & Kashmir with a firm understanding of the tourist potential of Jammu & Kashmir.

Course Contents:

Unit: 1 Introduction:

Concept & meaning of tourism and tourism products, definition and differentiation and nature and scope of tourist places in JK, Marketing of Tourism products of Jammu & Kashmir, Structure of tourism industry, Role of tourism organisations in promoting tourism in JK. Geography of Jammu & Kashmir

Unit: 2 Tourism resources of JK:

Tourism Resources of Jammu & Kashmir: Pilgrimage & Religious attractions, Hill Stations & lakes, Historical & Archaeological sites, Fairs and Festivals, Wild Life, Adventure tourism, Scope for other types of tourism.

➤ Note:-

Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Dar, S "Tourism and Pilgrimage: A Case Study of Kashmir Valley" Sarup Publishers New Delhi.
2. Deewan, Parvez " Parveez Deewans 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, Kashmir.
5. Anisa, M "Kashmir: The Dream Land" Gulshan Publishers, Srinagar.



MTTM-III

SEMESTER



Laws & Ethics in Tourism & Hospitality

Course Code: MTTM24301CR

MTTM 3rd Semester

Credits: 4

Cont. Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40

Course Objective:

To enable the students to understand the ethical, legal and regulatory aspects in tourism business and the intricacies of the legal system that regulates and promotes business in the tourism industry. The course provides in-depth knowledge about legalities and rules and laws applicable in India, for tourism operations of various sectors of industry, travel permits and consumer safety and protection in tourism.

Learning Outcome:

After successful completion of the course, the students shall be able to understand ethics and its significance in the tourism industry, application of different laws & regulations in the tourism industry, and ethically conducting business.

Course Contents:

Unit: 1 Introduction: Law and Society - Branches of Law, Sources of Tourism Law, and Laws related to Tourism Service Providers: Laws relating to Accommodation, travel agencies, Tour Operators, Surface Transport, Airlines and Airports. DGCA Formalities for Recreational Flying in India

Unit: 2 Restricted Areas Permits: Special permits to restricted areas for foreign tourists in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wildlife areas and their procedures, Laws designed for Adventure Tour operations, IMF rules for mountain expeditions, cancellation of permits and bookings

Unit: 3 Tourism Ethics: Defining ethics and its significance in tourism. Principles and practices in business ethics, Global Code of Ethics for Tourism, Tourism Legislation,

Unit: 4 Tourism Legislation: Travel Insurance and Tourism related Acts: Travel Insurance, International insurance business, consumer protection acts in tourism, Passport act, Visa act/extension, FEMA, Foreigners Registration Act, Customs, RBI guidelines, Environment Act, Forest Conservation Act, Wildlife Protection Act, Ancient Monuments Act, Travel Trade Act of J&K

➤ Note:-

Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. *Tourism Guidelines published by Govt. of India, Ministry of Tourism.*
2. *Tourism guidelines issued by the Department of Tourism for hotel and restaurant operation*
3. *Fennel A David, Tourism Ethics (Aspects of Tourism), Chanel View Publications.*
4. *Tripathi, Souza D, A Tourism Professionals Handbook on Ethical, Legal and Regulatory Aspects, Himalayan Publishing House*



Adventure Tourism Management

Course Code: MTTM24302CR
MTTM 3rd Semester
Credits:4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

Adventure tourism is considered an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of technicalities in various adventure tourism-related activities and an understanding of an approach in the management of adventure tourism.

Learning Outcome:

After successful completion of the course, students will be able to understand the essence and evolution of adventure tourism, the application of strategic planning and management principles to adventure tourism operations, operate and manage specific adventure tourism activities with a deep understanding of the operational techniques, assessing & management of the impacts in adventure tourism.

Course Contents:

Unit: 1 Introduction

Meaning, evolution, definitions of adventure tourism, Understanding the adventure tourism consumer: characteristics and behaviour, the adventure tourist, the adventure tourism market, management issues in the business of adventure tourism, Business model innovation in adventure tourism, certification and standardization among adventure tourism operators to ensure quality and safety in the industry.

Unit: 2 Adventure Tourism Planning

Conservation and restoration of adventure destinations, adventure tourism in rich biodiversity and protected areas, impacts of adventure tourism, management of adventure tourism, challenges of adventure tourism, Digital marketing strategies for adventure tourism, Branding and customer engagement, and Global trends in adventure tourism.

Unit: 3 Adventure Tourism Operations and Techniques

River Tourism and expeditions, Adventure in the marine environment, Adventure operations in mountains (specifically to the Himalayas), system, Adventure in Polar Regions, Wildlife Tourism operations, Air based adventure operations, Angling Tourism Role of technology in enhancing the customer experience in adventure tourism.

Unit: 4 Managing Impacts

Adventure recreational impacts on Mountain areas, Marine systems, Biodiversity & Protected areas, River systems, Impact of hunting and recreational fishing, Impacts of wildlife tourism, Strategies for managing adventure tourism impacts in mountain areas, marine environment, rivers, wildlife areas, Ethical codes of conduct, and Climate change & Adventure tourism.

➤ Note:-

Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Buckley, Ralf, *Adventure Tourism*, CABI: Oxfordshire, UK
2. Swarbrooke, J., Beard, C., Leckie, S. & Pomfret, G. (2014). *Adventure Tourism*. Routledge: New York.
3. Porter, M.E. (1998). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press: New York.
4. Fennell, D.A. (2018). *Adventure Tourism and Recreation: Handbook of Management and Safety*. CABI: Wallingford.
5. Mowforth, M. & Munt, I. (2015). *Tourism and Sustainability: Development, globalisation and new tourism in the Third World*. 4th ed. Routledge: London.
6. Xiang, Z. & Tussyadiah, I.P. (2018). *Handbook of e-Tourism*. Springer: Cham.



Heritage Tourism Management

Course Code: MTTM24303CR
MTTM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

Students who complete this course will have the knowledge and skills necessary to preserve, maintain, and promote historical resources in any location or region. The rich legacy that exists in many forms and the methods for managing it in the most effective ways will be taught to the pupils.

Learning Outcome

After successful completion of the course, the students will be mastering skills in heritage preservation and cultural interpretation. Students will learn how to effectively manage heritage sites, balance conservation with tourism demands by creating authentic & immersive visitor experiences and to promote cultural appreciation by ensuring long-term socio-economic benefits for communities while safeguarding cultural and natural resources.

Course Content:

- Unit: 1** **Introduction:** Culture, Civilization and Heritage: Meaning, Definition and feature of Indian Culture. Heritage Tourism: Concept & Scope. unity in diversity, assimilation and toleration. Cultural Heritage of India - General Features, Sources, Components and Evolution, Tangible and Intangible Heritage, Natural and Biological heritage,
- Unit: 2** **Art Galleries, Cultural Forms and Museums:** Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts & textiles, craft melas; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance.
- Unit: 3** **Criterion and Types:** Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of Heritage Property, Heritage Issues in Tourism: Issues of conservation and ethics. UNESCO World Heritage Convention (1972); UNESCO Intangible Heritage Convention (2003),
- Unit: 4** **Heritage Management:** Objectives and Strategies, Protection, Conservation and Preservation, Constitutional Provisions, Heritage Marketing, Heritage Hotels and its classification. Recent trends in Heritage Tourism.

➤ **Note:-**

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Allchin, B., Allchin, F.R. et al. *Conservation of Indian Heritage*, Cosmo Publishers, New Delhi.
2. Agrawal V.S.: *The Heritage of Indian Art*, Govt. of India Publication.
3. Christopher Tadgell : *The History of Architecture in India*, Penguin, New Delhi
4. Ashworth, G. J. *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
5. *Handbook on world Heritage sites (ASI)*
6. A. L Basham- *A Cultural History of India*, Oxford University Press.



Tourism Resources of India

Course Code: MTTM24304CR
MTTM 3rd Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

The aim of the course is to foster a thorough understanding of the tourism resources and products available within the Indian sub-continent. The course intends to build professional competence among the students to enable them to deal with unique characteristics of India.

Learning Outcome:

After successful completion of the course, students will have gained a comprehensive understanding of the diverse tourism resources available in India, including the historical, architectural, and cultural heritage that characterizes the nation.

Course Contents:

- Unit: 1** **Natural Resources:** National Parks, Wildlife Sanctuaries and Biosphere Reserves of India: Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Simlipal, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas.
- Unit: 2** **Architectural and Religious Heritage of India:** Glimpses on the prominent architecture style that flourished in different period, Different style of architecture in India – Islamic, Hindu, Jain and Buddhist. Popular Religious Centres of Muslim, Hindu, Buddhist, Jain, Sikh and Christian religions. Selected case studies of World Heritage Sites in India (Taj Mahal, Khajuraho, Konark, and Ajanta & Elora Caves).
- Unit: 3** **Museology, Art and Culture:** Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts and textiles: important handicraft objects and centres, craft *melas*; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy), regional variations.
- Unit: 4** **Wildlife Tourism:** Major wildlife sanctuaries, national parks and biological reserves; (Jim Corbett Tiger Reserve, Kanha, Kaziranga, Sasan Gir, Dachigam, Hemis, Ranthambhore and Keoladeo Ghana). Hill Stations, Beaches, Deserts and Islands of India.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Basham A L: *The Cultural History of India*, Tapling Publishing Co., New York
2. Basham A 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. Thapar Romila and Percival Spear: *History of India*, Orient Longman, New Delhi
7. Gupta, S.P. (2002). *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
8. Jacob, R. (2007). *Indian Tourism Products*. New Delhi: Abhijeet Publications.
9. Douglas, N. (Ed.). (2001). *Special Interest Tourism*. Australia: John Wiley & Sons.
10. Singh, S. (2008). *Lonely Planet India*. Gurugram: Lonely Planet Publications.
11. Government of India. (2018). *India Year Book 2018*. New Delhi: Publication Division.
12. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <https://epgp.inflibnet.ac.in/ahl.php?csrno=1827>.



Tourist Transport Management

Course Code: MTTM24305DCE

MTTM 3rd Semester

Credits:3

Cont. Assessment: 15

Term End Exam: 60

Min.PassMarks:40%

Course Objective:

This subject is intended to prepare students to enter a transport company where he will be required to be well-versed with the modalities of tourist transport management.

Learning outcome:

After successful completion of the course, the student should be able to understand the role of transportation in the tourism industry, recognise milestones in the development of the air, surface & water transportation

Course Contents:

Unit: 1 Introduction of Tourist Transport System

Evolution of tourist transport system, Nature and Scope of Transport in Tourism; Different modes and choice of selection, the consequent socio-economic, Cultural and environmental implication, Importance of transport in tourism, Alternate forms of tourist transport.

Unit: 2 International Air Transport Regulations

Major milestones in Aviation Industry–Open sky policy, Freedoms of Air; International Conventions and treaties– Bermuda Convention, Chicago Convention, Beijing convention (2010), Montreal protocol (2014) Functions ICAO, IATA, DGCA and AAI, Role of airlines in tourism promotion, Scheduled and non-scheduled Airlines services, Problems in Airline Business.

Unit: 3 Surface and Water Transport System

Growth and Development of Road Transport System .Role of Regional Transport Authority, Transportation Laws and regulations (Contract Carriage, Tourist permits, Rail transport system: Introduction to Indian Railways: Major Tourist Trains of India (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey). Special Tourist Packages in India (Indrail Pass, Tatkal Bookings).Water Transport: An Overview (inland, coastal and oceanic). Cruise Tourism: Concept, trends, types of cruises, Indian cruise tourism scenario.

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. *Annual Reports of Ministry of Tourism/Railways/Civil Aviation, 2023.*
2. *The Motor Vehicles Act 1988, Bare Acts*
3. *The Tourism System by Mill, R.C., and Morrison. Kendall Hunt, 2002.*
4. *Transport and Tourism by Stephen Page: Global perspectives, Pearson education, 2005.*



Tourism Economics

Course Code: MTTM24306DCE
MTTM 3rd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

The objective of the course is to develop an understanding of concepts and tools of economics in tourism in relation to management decision making and enable them to apply this knowledge in business decision making.

Learning's outcome:

After successful completion of the course, the students should be able to explain the fundamental principles and concepts of tourism economics and to evaluate the role of government agencies and organizations in shaping tourism policies in understanding the regulatory frameworks that govern the tourism industry

Course Contents:

Unit: 1 Concept of Economics in Tourism

Concepts of economics – Nature; scope; characteristics , Working of the economy in tourism, Tourism and economic development- Indian perspective, Tourism multiplier impact–meaning and types (employment and income tourism multipliers), Linkage and leakages, FDI and Foreign exchange earnings in tourism, Problems of tourism economy.

Unit: 2 Economics of Consumer Analysis

Concepts and definitions of demand for tourism, determinants of tourism demand, Tourism demand and elasticity- price, total revenue, income and cross elasticity of Tourism demand, Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus.

Unit: 3 Supply and Demand Forecasting

The Supply of Tourism Services, Characteristics, Factors influencing tourism supply, Price and Non Price factors, Costing and pricing of tourism product, Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly. Importance of Demand forecasting, Forecasting approaches in tourism, Concept of break-even point, Tourism Development and cost-benefit analysis.

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Mehta, P.L. *Managerial Economics*, Sultan Chand New Delhi.
2. Agarwal, H.S *Micro Economics*, Ane Books.
3. Hailstones, Thomas J. and Rathwell, John C., *Managerial Economics*, Prentice Hall International, New Delhi.
4. Dwivedi, D.N. *Micro economics: Theory And Applications*, Pearson Education.
5. Metin, Kozak and Mugla. *Tourism Economics: Concepts and Practices*. Nova Science Pub Incorporated
6. Stabler Mike J. Andreas, P., M. Thea, S. *The economics of tourism*. Routhledge Pub(2nd edit)
7. Cullen, P., 1997, *Economics for Hospitality Management*. London, International Thomson Business Press.



Consumer Behaviour in Tourism

Course Code: MTTM24307DCE
MTTM 3rd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

This course aims to provide students with advanced insights into the complexities of consumer behavior within the tourism industry. Through multidisciplinary perspectives and cutting-edge research, students will gain a deeper understanding of tourist motivations, decision-making processes, and their implications for tourism businesses and destinations.

Learning Outcome:

After successful completion of the course, students will have gained a comprehensive understanding of tourist behavior and its driving factors, including modern insights into motivations, the impact of societal and economic influences on decision-making, and how technology shapes tourism experiences.

Course Contents:

Unit: 1 Understanding Tourist Behaviour:

Exploring Consumer Behaviour in Tourism, Modern Insights into Tourist Motivation, Societal Influences on Tourist Decision-Making, and Economic Factors in Tourism Consumption.

Unit: 2 Emerging Trends and Challenges:

Technology's Role in Tourist Decision-Making, Sustainable Tourism: Green Practices and Ethical Choices, Experiential Tourism: Creating Memorable Journeys, Targeting Niche Markets: From Adventure to Wellness Tourism, Advanced Models for Understanding Tourist Decisions.

Unit: 3 Strategic Applications of Consumer Behaviour Theories and Models in Tourism: Leveraging Destination Marketing and Branding, Innovations in Product Development and Experience Design, Enhancing Destination Management for Exceptional Visitor Experiences, Crisis Management: Navigating Turbulent Times.

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Swarbrooke, J., Horner, S. (2016). *Consumer Behaviour in Tourism*. Taylor & Francis.
2. Chon, K. S., Pizam, A., Mansfeld, Y. (2012). *Consumer Behavior in Travel and Tourism*. Taylor & Francis.
3. *Consumer Behavior in Tourism and Hospitality Research*. (2017). Emerald Publishing Limited.
4. Moutinho, L. (1987). *Consumer Behaviour in Tourism*. Grenada: MCB University Press.



Tourism Resources of the World

Course Code: MTTM24308DCE
MTTM 3rd Semester
Credits: 3

Cont. Assessment: 15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

This course shall help the students in understanding the significance of geographical knowledge in designing the itineraries for the travellers, suggesting them various destinations for their travel and shall give them an extra edge in formulating strategies for effective tourism planning and development.

Learning Outcome:

After successful completion of the course, students will be able to demonstrate a comprehensive understanding of the role of geographical knowledge in travel itinerary design and destination selection, enabling them to formulate effective strategies for tourism planning and development.

Course Contents:

Unit: 1 Occidental Tourism Resources:

North America: United States of America, Canada, Central America, Major Destination of South America, Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece, Switzerland, the Netherlands.

Unit: 3 Oriental Tourism Resources:

Africa: South Africa, Mauritius, Kenya; Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates; North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, New Zealand, Japan; South Asia: Bhutan, Sri Lanka.

Unit: 3 Oceania Tourism Resources:

Australia, New Zealand, Fiji, Papua New Guinea, Cook Islands, French Polynesia.

Note:-

- Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Boniface & Cooper C. (2009), *Worldwide Destinations: The Geography of Travel & Tourism*, Oxford Butterworth Heinemann.
2. Burton, R. (1995), *Travel Geography*, Pitman Publishing, Marlow Essex.
3. Dixit, M. *Tourism Geography and Trends*, Royal Publication, New Delhi.
4. Hall M. (1999), *Geography of Travel and Tourism*, Routledge, London.
5. Hall, C. and Page, S. (2006), *The Geography of Tourism and Recreation- Environment, Place and Space*, 3rd edition, Routledge, London.
6. *International Atlas*, Penguin Publication and DK Publications



Destination Research & Field Visit – III (DRFV)

Course Code: MTTM24309DCE

MTTM 3rd Semester

Credits:3

Cont. Assessment: 15

Term End Exam: 60

Min. Pass Marks:40%

Two-Week Destination Research & Field Visit – III (DRFV)

Objective: The primary objective of the Two-Week DRFV-III 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 familiarize students with major tourism destinations of national importance in and around Kashmir, providing hands-on experience in designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with stakeholders.

Structure:

1. Destination Research & Field Visit (DRFV):

- The two-week DRFV will be conducted during the semester, allowing students ample time to immerse themselves in various tourism destinations in Kashmir/around Kashmir.
- 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.

2. Assessment:

- The DRFV component will carry three credits, with a total of 75 marks.
- Evaluation will be divided into two parts:
 - 50 marks for the written report prepared by the student under the supervision of the assigned supervisor. The report submitted will be evaluated by the committee of teachers formed by the Head of the Department.
 - 25 marks for the presentation of the report, where students will communicate their findings and insights.

3. Methods of Evaluation:

- Participation in Planning, Designing & Executing: Students will be assessed based on their involvement in planning, designing, and executing the DRFV, including itinerary preparation, reservations, and arrangements.
- Collection of Information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their interactions and observations at the destinations.
- Presentation: The effectiveness of students' presentations in conveying their findings and insights will be assessed.



Logistical Arrangements:

- Students will be responsible for arranging their train/bus tickets and accommodation.
- Faculty advisors may provide suggestions for itinerary planning and destination selection.
- The university will reimburse the cost of train/bus tickets and accommodation as per established norms.

Presentation and Viva:

- Students will prepare their presentations to showcase their understanding and analysis of the visited destinations.

Guidelines for Conducting of DRFVs

1. 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.

2. Approval of Itinerary:

- Faculty members will review and approve the proposed itinerary, considering its merits, feasibility, and adherence to guidelines and standard operating procedures.

3. 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.

4. Cost Coverage:

- The cost of destination familiarization will be partly covered by the field tour fund.
- Fares for normal concessional sleeper class train tickets and ordinary 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.



Guidelines of DRFVs

1. 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.

2. Group Presentation of Itinerary:

- Groups will present their destination familiarization itinerary to the faculty for review and feedback.

3. Approval of Itinerary:

- The faculty will review and approve the proposed itinerary, ensuring alignment with the objectives of the DRFVs and adherence to guidelines.

4. 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.

5. Booking of Tickets and Hotel Rooms:

- Students will be responsible for booking train/bus tickets and 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.

6. 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.

7. 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 student's activities and offer support as needed.

8. Photographs:

- Students will capture individual/group photographs and photographs with tourists, community members, service providers, and tourism offices at the visited destinations.
- These photographs will serve as visual documentation of the DRFV experiences.



Tourism Business Opportunities

Course Code: MTTM24003GE
MTTM 3rd Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 40%

Course Objective:

The objective of the course is to create awareness among the learners regarding business opportunities in tourism ventures and enable them to start and manage enterprises successfully.

Learning Outcome:

After successful completion of the course, the student should be able to explain the entrepreneurship opportunities in tourism sector, developing a business venture in the tourism & hospitality sector, address the major business considerations for a start-up business and will have knowledge of the investment opportunities in tourism and hospitality sector.

Course Contents:

Unit: I Introduction:

Tourism and Hospitality Industry: Concept and meaning. Role of tourism and Hospitality industry in economic development. Concept of Enterprises and entrepreneurship in tourism. Procedure for set up of tourism venture in JK. Overview of the investment in tourism and hospitality sector in India/JK.

Unit: II Investment in Tourism:

Investment options-Accommodation-Hotels, Motels, Inns, Apartment hotels, Camping sites, Farms (Rural Tourism).Transportation- Tourist Transport operator, Food outlets-Restaurants', Fast food, cafeterias. Leisure-Theme parks, theatres, Pubs. Other services-Travel agency, tour operation, excursion agent, adventure tourism facilitation, mountain and ski resorts, vocation centres, training centres for tourism and hospitality etc.

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Chowdhary, N & Prakash, M . *Managing A Small Tourism Business*, Matrix Publication, New Delhi.
2. Desai, Vasant. *Small-Scale Industries and Entrepreneurship*. Himalaya Publishing House, Delhi
3. Mohanty, SangramKeshari. *Fundamentals of entrepreneurship*, New Delhi: Prentice Hall of India.
4. Kaulgud, Aruna. *Entrepreneurship Management*. Vikas Publishing House, Delhi.



MTTM-IV

SEMESTER



Destination Management

Course Code: MTTM24401CR
MTTM 4th Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks:40%

Course Objective:

This course will make students to understand and appreciate competition between tourism destinations, which has continued to increase in recent years and how destinations can be built.

Learning Outcome:

After successful completion of the course, the students will understand tourism destination development and will understand the role of governance models in managing the destination, Identify the sustainable approach to destination management to reduce the negative impact of tourism.

Course Contents:

- Unit: 1** **Tourism Destination:** Definition, Concepts, and Perspectives, scope, and importance; Typologies of Tourism Destination, Destination Visioning, Destination attractiveness and competitiveness; Destination Life Cycle Model; Goals for development.
- Unit: 2** **Destination Management Organisations (DMOs):** Introduction to DMOs-Definition, functions, and roles in destination management,; Evolution of DMOs and their significance in destination development; Types of DMOs: Distinctions between government-run, private, and hybrid DMO models; Sources of funding for DMOs, including public sector support, membership dues, and revenue-generating activities.
- Unit: 3** **Destination Marketing and Promotion:** Introduction to Destination Marketing-Definition and scope of destination marketing Importance of effective destination marketing in tourism development; Destination Branding, Creating a unique destination identity and image, Developing a destination brand strategy to differentiate from competitors; Traditional marketing channels, Digital marketing channels, Integration of online and offline marketing efforts.
- Unit:4** **Destination Management and Governance:** Destination Governance Models: Different approaches to destination governance (e.g., public sector-led, private sector-led, collaborative models), Comparison of centralized vs. decentralized governance structures, Participatory planning processes and stakeholder engagement in destination planning, Integrating sustainability principles into destination management practices, Implementing sustainable tourism policies and initiatives, Destination Promotion Campaigns.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings

1. David Pike, *Destination Marketing K: Butterworth-Heinemann*
2. Frank Howie, *Managing the Tourist Destination, London: Continuum.*
3. Ernie Heath and Geoffrey Wall, *Marketing Tourism Destinations, John Wiley and Son, Inc.*



Sustainable Tourism Development

Course Code: MTTM24402CR
MTTM 4th Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

The Students shall be able to understand and appreciate the significance of Sustainable Tourism Development (STD), the various approaches and practices for STD and to gain exposure to the implementation of STD principles through relevant case studies

Learning Outcome:

After successful completion of the course, students will have a comprehensive understanding of sustainable tourism development, including its global growth and underlying principles. They will gain proficiency in the planning and implementation of sustainable tourism practices, examining different measurement instruments.

Course Contents:

Unit: 1 Sustainable Tourism Development:

Global tourism and its growth, Jafari's platform model, Principles, Sustainability; Sustainability & Social Theory Sustainable Development, Sustainable Tourism, Institutionalization of sustainable tourism, Economic, socio-cultural and physical impacts, social and economic Sustainability of tourist regions Tourism & Resource Management, Ecotourism Theory & Practice, Tourism.

Unit:2 Sustainable Tourism Planning (STP):

Sustainable Tourism Planning, Basic Concepts in Sustainable Design: Climate analysis, Locality analysis and Siteanalysis; Zoning System, The Triple Bottom Line (3BL) Model, Carrying Capacity Model: The Ecotourism Model: The Community-Based Tourism (CBT) Model: The Sustainable Livelihoods Model: The Responsible Tourism Model, The Integrated Model of Sustainable Tourism Development, Regenerative Tourism Model.

Unit:3 Sustainable Tourism Operations:

Measurement Instruments: Command & Control Instruments, Economic Instruments, Voluntary Instruments & Supporting Instruments; Investment opportunities, Role of the government and private sectors in sustainable tourism development, Major indicators, tools and techniques for sustainable development, Green Infrastructure and Sustainable

Unit:4 Global Initiatives:

Codes of conduct for tourism (UNWTO), Human rights Issues in tourism, Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism; Agenda 21 for Travel and Tourism Industry.

Note:-

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Inskip, E., *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
2. Middleton, V.T.C and Hawkins, R, *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
3. Mowforth, M. and Munt, I., *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
4. Ritchie, J.R. & Crouch, I.G, *the Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.
5. Wahab, S and John J. Pigram, J.J, *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.
6. Weaver, D., *The Encyclopedia of Ecotourism*, CABI Publication, UK.



Tourism Technology

Course Code: MTTM24403CR
MTTM 4th Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective:

The course shall inform the students about the role of Information Technology in travel, tourism and hospitality industry. It will enhance the knowledge of the student in emerging technological issues in management with special focus on travel, tourism and hospitality sectors.

Learning Outcome:

After successful completion of the course, students will be equipped with the knowledge, skills, and competencies with regards to Digital Marketing, virtual reality (VR), augmented reality (AR) which are necessary to succeed in various roles within the tourism industry, as well as to adapt to the evolving technological landscape shaping the sector.

Course Contents:

Unit 1: Information System and E-Business Models: Management Information System, Quality Assurance and Control, Typologies of E-tourism: Business models-Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to Consumer (C2C), Business 2 Employee (B2E), and Business to Government (B2G).

Unit: 2 Travel Technology: Online Travel and Hotel Portals - Products, Online Payments: Payment Gateway, Billing and Settlement Plan (BSP), Security issues and Certification, Travel Blogs, Promotion of Travel, Tourism and Hospitality Products online,.

Unit: 3 E-Distribution: What is CRS, How it functions. CRS for rail transport, Hotels and airlines. Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Practical of dummy CRS packages (if available). Global Distribution System, Hotel Distribution System, Ethical issues around big data and social media, Emerging technologies in tourism (social media, virtual reality, Augmented reality, artificial intelligence, Big data, Blockchain Technology).

Unit:4 Technology Models: Information technology adoption, Technology acceptance model (TAM),The unified theory of acceptance and use of technology (UTAUT), Technology organization environment model (TOE), Business analytics for data-based decision making in tourism and travel organizations, Data sources and big data applications for decisions in tourism and travel organizations.

Note:-

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Inkpen, G. (1998) *Information Technology for Travel and Tourism*, 2nd Longman: UK
2. Klein, S., Schmid, B., Tjoa, A.M. and Werthner, H. (eds) (1996) *Information and Communication Technologies in Tourism: Enter 96*, Springer Verlag: Vienna
3. Poon, A. (1993) *Tourism, Technology and Competitive Strategies*, CAB: UK Sheldon, Pauline J., (1997) *Tourism Information Technology*, CABI Publishing, Oxford, England.
4. Tornatzky & Fleischer (1990) *The Processes of Technological Innovation*, Lexington Books, Canada.
5. Buhalis D, *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India, 2004.



Internship and Training Project

Course Code: MTTM24404CR
MTTM 4th Semester

Credits: 6
Min. Pass Marks: 40%

All MTTM Students shall undergo 06 to 08 weeks of internship in any sector/company/organization of their choice. This internship not only bridges the gap between theoretical and practical applications but also enhances the skill sets and knowledge required to thrive in the tourism sector. Students will also get an opportunity to understand the tourism scenario better, be a good team player, understand what their customers and clients require from them in addition to prepare them for better placement opportunity. Based on this internship, the students shall be required to write a project report and submit it to the Department immediately after the completion of the internship.

The Internship and Training Project (**MTTM24404CR**) shall be evaluated by company supervisor and by external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of Internship and Training Project shall consist of three parts. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have weightage of 02 credits (50 marks). Secondly, evaluation 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 weightage of 02 credits (50 marks). Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 02 credits (50 marks):

- 1) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- 2) One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
- 3) Two teachers (Professor/Associate Professor) of the department to be nominated by the Head of the Department



Human Resource Management in Tourism

Course Code: MTTM24405DCE

MTTM 4th Semester

Credits: 3

Cont. Assessment: 15

Term End Exam: 60

Min. Pass Marks: 40%

Course Objective:

The basic objective of this course is to help the students to acquire and develop decision making skills in relation to managing people in organizations and to create an understanding of the various policies and practices of human resource management.

Learning Outcome:

After successful completion of the course, the students shall be able to understand the significance of HRM in tourism, different aspects of HRM in the tourism industry, human resource planning in tourism industry, design effective recruitment, selection, training and development programs for employees in tourism industry.

Course Contents:

- Unit: 1 Human Resource Management:** Human Resource Management. – Concept, Scope and Importance, Role and responsibility of Human Resource Management Department in tourism and hospitality industry, Challenges facing HRM and Impact of technology on HRM practices in tourism, Role of HR managers. Qualities of good HR manager.
- Unit: 2 Human Resource Planning:** Concept and process. Job Analysis, methods and purpose of job analysis- job description, job specification and job evaluation. Recruitment, sources and methods of recruitment. Selection Process. Placement, induction, internal mobility and separations.
- Unit: 3 Performance Appraisal System (PAS):** Concept, objectives and uses of PAS. PAS Methods and sources. Appraisal errors. Discipline and grievance handling Mechanism. Manpower Training: Determination training needs, methods and evaluation for operatives training and management development programs. HRD climate, OCTAPAC culture and HRD mechanism.

Note:-

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. E. Schuster *Human Resource Management, Concept, Cases And Readings, PHI*
2. Garg Dessler, *Human Resource Management, Pearson Education.*
3. Lata & Nair *Personnel Management & Industrial Relations, S. Chand*
4. M.S. Saiyadian, *Human Resource Management, Tata Mac Graw Hill.*
5. Shell/Bohlander, *Human Resource Management, Cengage Learning.*
6. Udai Pareek, *Training Instruments In Hrd And Od, Tata Mac Graw Hill*



Peace-building through Tourism

Course Code: MTTM24406DCE

MTTM 4th Semester

Credits: 3

Cont. Assessment: 15

Term End Exam: 60

Min. Pass Marks: 40%

Course Objective:

This course aims to provide students with an advanced understanding of how tourism can catalyse peace-building and conflict resolution. By exploring various models, theories, and practical applications, students will develop the knowledge and skills necessary to analyze, promote, and implement peace-building initiatives within the tourism industry.

Learning Outcome:

After successful completion of the course, students will have developed a comprehensive understanding of the theoretical underpinnings of peace-building through tourism, including an introduction to peace and conflict resolution theories, and various models for fostering peace via tourism initiatives.

Course Contents:

Unit: 1 Theoretical Foundations: Introduction to Peace-building Through Tourism, Theories of Peace and Conflict Resolution, Models of Peace-building Through Tourism, Tourism and Social Capital

Unit: 2 Strategies for Peace-building: Conflict-Sensitive Tourism Development, Community-Based Tourism and Peace-building, Heritage Tourism and Cultural Diplomacy, Ecotourism and Environmental Peace-building

Unit: 3 Challenges and Future Directions: Ethical Considerations in Peace-building Tourism, Sustainable Tourism Development and Peace, Tourism and Conflict Transformation, Future Directions and Innovations.

Note:-

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Blanchard, L.-A., & Higgins-Desbiolles, F. (Eds.). (2013). *Peace through Tourism: Promoting Human Security Through International Citizenship*.
2. *International Handbook on Tourism and Peace*.
3. *Peace Through Tourism: Critical Reflections On The Intersections Between Peace, Justice And Sustainable Development*.
4. *Tourism, Progress and Peace*. Moufakkir, Omar & Kell, Ian.



Strategic Tourism Management

Course Code: MTTM24407DCE
MTTM 4th Semester
Credits:3

Cont.Assessment:15
Term End Exam:60
Min. Pass Marks:40%

Course Objective:

The objective of this course are to integrate the skills and knowledge, students have acquired in functional areas and develop in students a holistic perspective of the tourism enterprises and critical business skills needed to plan and manage strategic activities effectively.

Learning Outcome:

After successful completion of the course, students will be equipped with the knowledge, skills, and mindset necessary to Apply Strategic Frameworks, effectively lead, manage and understand Global Perspective of tourism organizations in a dynamic and competitive environment.

Course Contents:

Unit: 1 Introduction: Nature, Scope, Significance and process of Strategic Management; Business Strategy; Different forms of strategy; strategy and tactics; Competitive advantages as focal point of strategy; strategic Intent; Dimensions of Strategic Decisions; Corporate level and business level Strategists and their role in Strategic Management.

Unit: 2 External Environmental Analysis: The general environment Analysis, Industry Environment Analysis - Porter's five force's model, Competitor analysis. Internal Environment Analysis: Resource Based View in Tourism industry Functional Approach- Building core competence, Value Chain Analysis, SWOT analysis of travel/hotel industry.

Unit: 3 Strategy Formulation & Control: Corporate level Strategies- Expansion Strategies; Retrenchment Strategies; Business level Strategies- Generic Business level Strategies; Strategic analysis and choice; BCG Matrix, Functional Strategies- Marketing, Finance, HR, and Production & Technology in Tourism industry. Strategic Control: Types of Strategic Control, Basic Control Tools - Responsibility Centre, Budgeting, Balanced Score Card, Management Report, Benchmarking.

Note:

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Dess and Miller, "Strategic Management" Tata McGrawHill, New Delhi;
2. Kazmi, A. "Business policy and strategic Management" Tata McGrawHill, New Delhi
Budhiraja, S.B. and Athreya, M.B "Cases in Strategic Management," New Delhi Tata
3. Thomson and Strickland, "Strategic Management" McGrawHill International Editions
4. Hax, A.C and Majluf, N.S. "Strategic Management". Englewood Cliffs, New Jersey, Prentice Hall.



Aviation Management

Course Code: MTTM24408DCE
MTTM 4th Semester
Credits: 3

Cont.Assessment:15
Term End Exam: 60
Min. Pass Marks: 40%

Course Objective:

This course shall enable students to gain thorough insights into various operations and management of airlines, airports and cargo handling business. Further, it shall prepare students for the dynamics of airlines, airports and air cargo industry.

Learning Outcome:

After successful completion of the course, students will be equipped with the knowledge, skills, and competencies necessary to succeed in various roles within the aviation and cargo management sector, Regulatory Compliance including airline cargo operations, freight forwarding, logistics management, and supply chain coordination.

Course Contents:

- Unit: 1 Airport Operations:** Operational functions of the Airport, Airport Services, Airport Ground Services, Check-in Procedures, Security Checks, Arrival Facilities, Baggage Handling, Working in Airports, Public Private Participation in Indian Airports, Regulatory issues, Co-ordination of Supporting Agencies or Departments, Handling different types of passengers, Airport taxes and charges.
- Unit : 2 Airline Operations:** Airline Business in the World & India- Major Air Carriers and Low-Cost Airlines, Types of Airlines, Types of Aircrafts, working with airlines- air hostess/flight steward, Travel documentation and formalities, Open Sky Policy, International Conventions, Classes of Service, Practices and Laws pertaining to Airlines.
- Unit: 3 Cargo Handling & Documentation, Rates & Charges:** Evolution and Growth of Cargo Industry, Rules governing acceptance of Cargo, Familiarization of Cargo Tariffs, Chargeable weights - Specific commodity rates, class rates, general cargo rates, valuation charges, Cargo capacity of Air, Cargo needing special attention, Air way bill, cargo manifest to, Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan (BSP).

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. *Air Cargo Tariff Manuals*
2. *IATA Live Animals Regulations Manuals*
3. *Jagmohan Negi, Airtravel Ticketing and Fare construction, Kanishka, New Delhi.*
4. *Ratandeep Singh, Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi*
5. *Graham.A,Managing Airport an International Perspective, Butterworth Heinemann, Oxford*
6. *Doganis.R, The Airport Business, Routledge, London*
7. *P.S. Senguttuvan, Fundamentals of Airport Transport Management,McGrawHill*



Dissertation

Course Code: MTTM24409DCE
MTTM 4th Semester

Credits: 4
Min. Pass Marks: 40%

The Dissertation component of the program aims to provide students with the opportunity to undertake independent research and develop confidence in analyzing problems and issues in tourism management. Here are the key components and guidelines for conducting the Dissertation:

1. Objective:

- The Dissertation serves as a major individual research project in the fourth semester.
- It aims to test students' abilities to understand and apply theories, concepts, and analytical tools to real-world problems in tourism management.

2. Credits and Structure:

- The Dissertation carries 6 Credits.
- 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:

- Students commence the study immediately after the completion of the third semester.
- They are required to define the area of investigation, design the research, gather relevant data, analyse the data, draw conclusions, and make recommendations.
- Regular contact with supervisors is maintained, and drafts of work are provided for continuous verification and guidance.

5. Evaluation:

- The Dissertation and Viva-Voce Examination will be evaluated by both an external examiner and an internal examiner (faculty guide).
- External examiners are approved by the Vice Chancellor from a panel submitted by the Head of the Department.
- The Dissertation thesis is valued for a weightage of 60 marks, followed by the Viva-Voce Examination for 40 marks, totalling 100 marks.
- Plagiarism Policy as per the University Norms



Panel for Evaluation

- 1) Head, Department of Tourism Hospitality & Leisure Studies as Chairman;
- 2) One External Examiner from the panel submitted by the Head of the Department and approved by the Hon'ble Vice Chancellor;
- 3) Two teachers of the department are to be nominated by the Head of the Department based on their seniority.

The Dissertation component is crucial in allowing students to apply theoretical knowledge to practical situations, enhancing their research and analytical skills, and preparing them for challenges in the field of tourism management.



Community Based Tourism

Course Code: MTTM24004OE
MTTM4th Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 40%

Course Objective:

The course has been directed towards building the conceptual and operational knowledge of the students in community building projects and tourism sector. The course aims to expose the community resources and their mobilization constraints to the professionals.

Learning Outcome:

After successful completion of the course, students will have gained a deep understanding of the definitions, concepts, and meanings behind community development and community-based tourism (CBT). They will be able to articulate the importance of community building, organization, and services, and understand how these elements contribute to the success of CBT initiatives.

Course Contents:

Unit:1 **Introduction:** Definition, Concept and Meaning. Community Development: Community Building and Organization; Community Services

Unit: 2 **Community Based Tourism (CBT):** Definitions and concepts, Indigenous people and tourism, Models of community based tourism, concept of destination community and community resources, modes of community participation, barriers to community participation, Tourism communities and growth management , Tourism in border communities and their issues, capacity building dilemma in CBT, authenticity debates in CBT.

Note:-

- **Cases Studies and other assignments will be provided by the concerned faculty in the class.**

Suggested Readings:

1. Brandon, K. *Basic Steps Toward Encouraging Local Participation in Nature Tourism Project*,
2. *Ecotourism: A Guide for Planners and Managers*, Lindberg & Hawkins, The Ecotourism Society, North Bennington, Vermont.
3. Drumm, A. "New Approaches to Community-Based Ecotourism Management", in *Ecotourism: A Guide for Planners and Managers*, eds Lindberg, K., Wood, E. M. and Engeldrum, D. vol. 2. The Ecotourism Society, North Bennington, Vermont.
4. Fridgen, D. J. *Dimensions of Tourism*, East Lansing, Michigan, United States of America.
5. Pearce, D.G. and Butler, R.W. *Contemporary issues in tourism development*, Routledge.



MICE Tourism

Course Code: MTTM24004GE
MTTM 4th Semester
Credits: 2

Cont. Assessment: 10
Term End Exam: 40
Min. Pass Marks: 40%

Course Objective:

This course aims to educate students with the fundamentals of organizing meetings, incentives, conferences, and exhibits (MICE) and to help them comprehend the administrative and operational facets of MICE tourism.

Learning Outcome:

After successful completion of the course, students will be learning event planning, communication, finance, negotiation, marketing, logistics, risk management, technology use, cultural sensitivity, diversity management, and evaluation. Students will develop comprehensive skills to organize successful and culturally inclusive meetings, incentives, conferences, and exhibitions, ensuring safety, profitability, and attendee satisfaction.

Course content:

Unit: 1 Introduction to MICE: MICE Tourism (Meetings, Incentives, Conventions, and Exhibitions) definition, importance, international conventions, incentive travel, MICE as a supplement to Tourism, Economic and Social Significance of MICE. Events Venues: concept and types.

Unit: 2 Event Management: Definition – Meaning and scope – Role of events in promotion of tourism Types of events–Cultural festival, religious, business etc. Need of event management. Five C's of Event Management. Role and functions of ICPB and ICCA

Note: -Case studies and other assignments will be provided by the concerned faculty in the class.

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 Gold Blatt (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, "Meeting, Conventions and Expositions: VNR, New York.
