

**DEPARTMENT OF TOURISM
SYLLABUS OF MA IN TOURISM**

Code	Title of the Paper	Credit	Marks
First Semester			
TOU-PG-C101	Tourism Principles, Policies and Practices	4	100
TOU-PG-C102	Management Process & Organizational Behavior	4	100
TOU-PG-C103	Global Tourism Geography	4	100
TOU-PG-C104	Tourism Products of India	4	100
Second Semester			
TOU-PG-C201	Travel Agency Management	4	100
TOU-PG-C202	Airline Ticketing	4	100
TOU-PG-C203	Tourism Marketing	4	100
TOU-PG-O204	Tourism in Sikkim		
Third Semester			
TOU-PG-O301	Tourism Economics	4	100
TOU-PG-C302	Itinerary Planning and Costing	4	100
TOU-PG-C303	Information Technology for Tourism	4	100
TOU-PG-C304	Tourism Law	4	100
Fourth Semester			
TOU-PG-C401	Contemporary Issues in Tourism	4	100
TOU-UG-C402	Sustainable Tourism Management	4	100
TOU-PG-C403	Human Resource Management in Tourism	4	100
TOU-PG-C404	Field Study	4	100

SEMESTER I

TOU-PG-C101: TOURISM PRINCIPLES, POLICES AND PRACTICES

Unit I: Tourism: an overview

Elements, Nature and Characteristics – Typology of Tourism – Classification of Tourists – Tourism network – Interdisciplinary approaches to tourism- Historical Development of Tourism – Major motivations and deterrents to travel.

Unit II: Tourist Industry

Structure and Components: Attractions- Accommodation- Activities – transportation- F&B – Shopping – Entertainment – Infrastructure and Hospitality – Emerging areas of tourism- Rural. Eco, Medical. MICE, Literary , indigenous, Wellness, Film, Golf, etc. –Ideas of Responsible Tourism – Alternate Tourism – Case Studies on International Tourism – Tourism Area Life Cycle (TALC) – Doxy’s Index – Demonstration Effect.

Unit III: Tourism Organization

Role and Function of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) –Ministry of Tourism, Govt. of India.

ITDC, Department of Tourism, Govt. of Sikkim, FHRAI, IHA, IATA, TAAI, IATO. Tourism Regulations, Present trends in Domestic and Global – Tourism: push and pull theory.

Unit IV: Overview of Five Year Plans with special reference to Eleventh and Twelfth Five Year Plan for Tourism Development and Promotion

National Action Plan, National Tourism Policy – Code of conduct for safe and Sustainable Tourism for India.

Suggested readings:

- Charles R. Goeldner & Brent Ritchie. J.R. (2006). Tourism Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
- Bhatia A.K. (2001), International Tourism Management, Sterling Publishing, New Delhi.
- Page J. Stephen & Brunt Paul (2007), Tourism – A Modern Synthesis, Thomson Publishers, London.
- Chuck Y. Gee, James C. Makens & Dexter J.L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
- Ray Youell (1998). Tourism-an introduction. Addison Wesley Longman, Essex.
- Michael M. Coltman (1989), Introduction to Travel and Tourism – An International Approach Van Nostrand Reinhold, New York.
- Burkart A.J. Medlik S. (1974), Tourism – Past, Present and Future, Heinemann, London.
- Sunetra Roday, et al (2009), Tourism Operations and management, Oxford University Press.
- Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.

TOU-PG-C102: MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR

Unit I: Management Concepts and Functions

Nature and Levels in Management-Managerial Roles and Skills - Tasks of a Professional Manager. Manager and Environment- Social Responsibilities of Business. Planning: Steps in Planning Process-Scope and Limitations-Short Range and Long Range Planning-Flexibility in Planning-Characteristics of a Sound Plan-Management by Objectives (MBO)-Decision Making.

Unit II: Organising

Organisation Structure & Design-Authority Relationship-Delegation of Authority and Decentralisation- Interdepartmental Coordination-Emerging Trends in Corporate Structure, Strategy and Culture-Impact of Technology on organizational design-Mechanistic vs. Adoptive Structures.

Unit III: Directing and Controlling

Motivation-Motives-Characteristics-Motivation Theories Motivation and Productivity-Leadership Styles & Models-Process of Communication. Formal and Informal

Communication-Verbal and non-Verbal Communication-Barriers to communication Control Process-Methods, Tools and Techniques-Design of Control Techniques-Choices in Control.

Unit IV: Organizational Behaviour

Individual Behaviour and Differences- Personality-Attitudes and Beliefs-Values-Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY window-Management of Stress.

Suggested Readings:

- Koontz & Weirich (2004), Management, McGraw-Hill, Tokyo, (Text Book)
- Richard, M Hodgets (1993), Management, Academic Press, New Jersey.
- Hampton (1992), Management, McGraw-Hill, International Edition, Tokyo.
- Stoner & Wankel (1999), Management, Prentice Hall of India, New Delhi.
- Peter F.Drucker (1987), Practice of Management, Pan Books, London, Reprint.
- Peter F.Drucker (1983), Innovation and Entrepreneurship, Heinman, New York.
- Virmani, B.R (2006). The Challenges of Indian Management, Response books, New Delhi.
- Important Business Magazines like: Business India, Business Worlds and Fortune International.
- Venkata Rao, Y (2010), Management Process and Organizational Behaviour, Akansha Publications, New Delhi.

TOU-PG-C103: GLOBAL TOURISM GEOGRAPHY

Unit I: World Geography

Physiography, Drainage, Climate & Vegetation of North, South and Central America-Europe-Africa-Asia & Australasia. Physical Geography of India Physiography, Distribution of Rivers, Mountains, Plateaus & Plains-Climature and Vegetation.

Unit II: Map Reading

Latitude, International Date Line-Altitude-Direction-Scale Representation-GIS & Remote Sensing-Time Zones-Calculation of Time: GMT Variation Concept of Elapsed Time & Flying Time.

Unit III: Tourism Transport Systems in the World

Air Transport: IATA Areas & Sub Areas-Global Indicators-Major Airports and Routes-Major Railway Systems and Networks-Water Transport: International Inland and Ocean Transport Networks-Road Transportation: Major Transcontinental., International and National Highways-Transport Systems in India.

Unit IV: Planning and development of Tourism in different climate regions

Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.

Suggested Readings:

- Rosemary Burton (1995), Travel Geography, Pitman Publishing, Marlow, Essex.

- Boniface B. & Cooper C (2009), Worldwide Destinations. The geography of Travel & Tourism, Oxford Butterworth Heinemann.
- Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
- C. Michael Hall & Stephen, Third Edition, Routledge, London.
- Robinson H.A (1976),Geography of Tourism, Mac Donald & Evans, Ltd.
- Stephen Williams (1998), Tourism Geography, Routledge. London.
- India, Lonely Planet Publications.
- Travel Information Manual, IATA, Netherlands, 2009.
- World Atlas.

TOU-PG-C104: TOURISM PRODUCTS OF INDIA

Unit I: Tourism products

Definition, Types and unique features – Tourism resources of India – Natural, Socio cultural, Diversities in Landform & Landscape – Outstanding Geographical features – Climate, Flora & Fauna.

Unit II: Natural resources

Wildlife sanctuaries – National parks – Biosphere reserves – Mountain Tourist Resources and Hill stations – Islands – Beaches – Caves & Deserts of India. Major tourism circuits of India: Inter State and Intra-State Circuits- Religious Circuits – Heritage Circuits – Wildlife Circuits. Cases of select destinations – Kerala, Rajasthan, Goa & NE states.

Unit III: Manmade resources

Adventure sports – Commercial attractions – Amusement Parks – Gaming – Shopping – Live Entertainments – Supplementary accommodation – House boats – Tree houses – Home stays – Tourism by rail – Palace on wheels – Deccan Odyssey & Golden chariot.

Unit IV: Emerging Tourism Destinations of India

Ecotourism – Rural Tourism – Golf Tourism – Wine Tourism – Camping Tourism – Medical Tourism – MICE Tourism – Pilgrimage Tourism.

Suggested Readings:

- S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
- Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.
- Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
- Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
- Sarina Singh (2008), Lonely Planet India.
- Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

SEMESTER II TOU-PG-C201: TRAVEL AGENCY MANAGEMENT

Unit I: Travel Agency and Tour operation Business

History, Growth and present status of Travel agency. Definition of Travel agency and Tour operator, differentiation between Travel agency and tour operation business, Organisational Structure, Procedure to become a travel agent or Tour operator, Approval by Ministry of Tourism, Approval by Department of Tourism, IATA rules and regulations for approval of a travel agency

Unit II: Functions of a Travel agent and Tour operator

Travel information, counselling, Itinerary preparation, Reservation, Ticketing, Preparation and marketing of tour packages, Sources of income, Commission, Services charges, Market research, Post tour management

Unit III: Travel formalities

Passport, Visa, Health requirements, Taxes, Customs, Currency, Travel Insurance, Baggage and Airport information

Unit IV: Public and Private sector in Travel agency and tour operation business

Indian travel agents and tour operators, IATO, TAAI, Case study: ITDC, SITA, Cox & Kings, TCI, Thomas Cook

Suggested Readings:

- Holloway, J.C.,(1983), The Business of Tourism, McDonald and Evans, Plymouth
- Syrratt Gwenda, (1995), Manual of Travel Agency Practice, Butterworth Heinmann, London
- Stevens Lawrence, (1990),Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc, New York
- Chand, Mohinder, Travel Agency Management, Anmol Publication
- Seth, P.N., (1992), Successful Tourism Management Vol.1 &2, Sterling Publications, Delhi
- Foster, Douglas(1983), Travel and Tourism Management, McMillan, London

TOU-PG-C202: AIRLINE TICKETING**Unit I: Aviation Geography**

Time Difference, Flight Time, Elapse Time, Division of World by IATA, OAG (ABC) Book, Important Airlines, Airports of the World, Coding and Decoding of Country, City, Airport, Airline, Domestic Ticketing

Unit II: Global Indicators, International Sales Indicators

Itinerary Planning, Passenger Documentation, TIM, Familiarisation of Air Tariff, Open Sky Policy, Baggage Rules

Unit III: Introduction to Fare Construction

Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) and Extra Mileage Principle, Highest Intermediate Point (HIP), Back Haul Check, Circle Trip Minimum (CTM), Add-ons

Unit IV: General Limitations on Indirect Travel

Mixed Class Journeys, Special Fares (Excursion, Students and Seaman), Passenger Ticket and Baggage Check, One Way (OW), Return (RT), Circle Trip (CT), Mixed Class Special Fares, Credit Cards, Universal Air Travel Plan (UATP)

Suggested Readings:

- ABC Worldwide Airways Guide (Red and Blue)
- Air Tariff Book 1, Worldwide Fares
- Air Tariff Book 1, Worldwide Rules
- Air Tariff Book 1, Worldwide Maximum Permitted Mileage
- Travel Information Manual(TIM)
- IATA Ticketing Handbook
- Chand, Mohinder, Travel Agency Management

TOU-PG-C203: TOURISM MARKETING

Unit I: Marketing

Core concepts in marketing, Needs, Wants, Demands, Product markets, Marketing management philosophies, Product, Selling, Marketing and Societal Perspectives, Economic importance of marketing.

Unit II: Marketing Strategies

Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies, New product development, Product life cycle, Customer satisfaction and related strategies in internal and external marketing, interactive and relationship marketing

Unit III: Planning Marketing Programmes

Product and product strategies, Product line, Product mix, Branding and packaging, Pricing considerations, Approaches and strategies, Distribution channels and strategies

Unit IV: Tourism Marketing

Service characteristics of Tourism, Unique features of tourist demand and tourist product, Tourism marketing mix, Marketing of tourism services, Marketing of Airlines, Hotels, Travel agencies and other tourism related services, Challenges and strategies, Measuring and forecasting tourism demand, Forecasting methods, Managing capacity and demand, Market segmentation

Suggested Readings:

- Kotler, Phillip: Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C.: Tourism Marketing
- Vearne, Morrison Alison: Hospitality Marketing
- Assael H., Consumer Behaviour and Marketing Action (2nd edn.1985)Kent, Boston
- Crough, Marketing Research for Managers

TOU-PG- O204: TOURISM IN SIKKIM

Unit I: Introduction

History of Sikkim; Growth and development of tourism in Sikkim; Tourism policy and planning in Sikkim; Eco-tourism policy of Sikkim; Eco-tourism products and services in Sikkim; Tourism organisations in Sikkim

Unit II: Tourism resources and destinations in Sikkim

Tourism resources in Sikkim; Natural and man-made Resources in Sikkim; popular destinations of Sikkim; important tourist circuits of Sikkim; Socio-cultural Heritage of Sikkim; Ethnic groups, fairs and festivals, religion, music, handlooms and handicrafts, customs and traditions

Unit III: Scope and challenges of Tourism in Sikkim

Carrying capacity; Sustainable development; Destination development; Forms of tourism in Sikkim; Eco-tourism Zones in Sikkim; Home-stays in Sikkim: Rules and Regulations; Case study of major hotels and travel agencies of Sikkim

Unit IV: Field study

The students are to embark on a Field Study Tour to carry out baseline surveys of existing infrastructure and amenities, and to gain practical knowledge of tourist resources in the state; and to examine future prospects for sustainable tourism development.

The viva-voce examination will be conducted on the basis of the Field Study Tour Report prepared by each student.

Suggested Readings:

- Gazetteer of Sikkim – H. H. Risley.
- Sikkim Eco-tourism Policy: Dept. of Forest, Govt. of Sikkim.
- ENVIS Newsletter on Eco-tourism: Dept. of Science and Technology, Govt. of Sikkim.
- Brown, P. (1922) Tours in Sikkim.
- Salisbury, C.Y. (1972) Sikkim the Mountain Kingdom.
- Macaulay, Colman. (1885) Report of a mission to Sikkim.
- Gawler, J.C. (1873) Sikkim

SEMESTER III

TOU- PG- O301: TOURISM ECONOMICS

Unit I: Nature, scope and application of economics in tourism industry

Economic behavioural and managerial theories; entrepreneurship characteristics in tourism and hospitality.

Unit II: Law of demand

Determinants of demand; elasticity of demand; nature of tourism demand analysis and its forecasting; law of supply; determinants of tourism and hospitality supply; elasticity of supply analysis and forecasting.

Unit III: Pricing practices and strategies

Public- private participation in Tourism (PPP); Role of Government in tourism promotion; National Income Concepts

Unit IV: Tourism multiplier effect

Foreign exchange; tourist spending; costs and benefits of tourism to community; tourism and hospitality market structures; FDI in tourism.

Suggested Readings:

- Chopra, O.P., Managerial Economics, Tata- McGraw Hill, New Delhi
- Sinclair, M.T., and Stabler, M., 1997, The Economics of Tourism, London, Routledge.
- Adhikary M., Managerial Economics, Khosla Pub.

TOU-PG-C302: ITINERARY PLANNING AND COSTING**Unit I: Itinerary preparation**

Concept and typology; GIT, FIT; limitations and constraints; custom made itinerary; ready-made itinerary; factors to be considered while preparing an itinerary.

Unit II: Tour packaging

Definition, types, forms, and components of package tour; advantages and disadvantage of package tours; promotion of tour packages; media selection criteria.

Unit III: Costing a tour

Components, considerations; FIT costing and group costing; pricing strategies and distribution mechanism.

Unit IV: Product oriented package tour

Adventure tourism package; health tourism package; pilgrimage tourism package; special interest tours; family tours; eco and wildlife tours.

Suggested Readings:

- Foster D, Travel Agency and Tour Operations
- Dellers, Conducting Tours
- Chand M.N., Travel Agency Management
- Negi J.N., Tour Operations and Tour Guiding

TOU-PG-C303: INFORMATION TECHNOLOGY FOR TOURISM**Unit I: Introduction to Information Technology**

Networking of computers; internet and internet technologies; tourism websites and design principles; E- commerce, E-tourism

Unit II: Information system for tourism management

Concept of Database Management Systems; Management Information Systems; Travel and Tourism Information System; online reservation system for air, rail, road, hotels

Unit III: Computerization in tourism: problems and prospects

Information Technology for achieving competitive edge in tourism industry; IT outsourcing; cyber crimes, cyber laws

Unit IV: Successful online tourism business model

An overview of tourism websites; online tourism services and its benefits; Case studies of IRCTC, Galileo, Amadeus, Sabre Information Network

Suggested Readings:

- Basandra S.K., Computers Today
- Elmansic, Navathe, Fundamentals of Database Systems
- Inkpen Gary, Information Technology for Tourism

TOU-PG-C304: TOURISM LAW

Unit I: Introduction: Law and society

Commercial Law; Company Law; Industrial Law ; Environmental Law; Consumer Protection Act, 1986 ; Environmental Protection Act, 1986 ; Foreign Exchange Management Act ; Forest Conservation Act, 1980.

Unit II: Need and importance of tourism and hospitality laws and regulations

Tourism Bill of rights and codes; Consumer protection laws in tourism, Warsaw Convention; Chicago Convention; Freedom of Air; Athens Convention; Berne Convention; ASTA Guidelines

Unit III: Basic Principles of Company Law

Registration of Company; Types of companies; administration of companies; Winding up of companies.

Unit IV: Citizenship

Passport, Passports Act, 1967; Visa; Foreign Exchange Management Act; Foreigners Registration Act; Customs; RBI guidelines; General Principles of Contract Act: Essential elements of contract; Breach of Contract; Performance of Contract; Consumer Protection Act .

Suggested Readings:

- N.D Kapoor, Mercantile Law, Sultan Chand, New Delhi
- Avtar singh., ntrouction to company Law, Eastern, Lucknow
- Universal's Labour and industrial law manual.
- M.C.Kuchhal, Company Law, Vikas, 1994

SEMESTER IV

TOU-PG-C401: CONTEMPORARY ISSUES IN TOURISM

Unit I: Contemporary tourism

New trends and emerging patterns; current initiatives of Ministry of Tourism, Department of Tourism; Climate change and environmental issues

Unit II: Community based tourism

Concept of Home-stays, Responsible tourism; Tourism and poverty alleviation; Social media for tourism promotion; Social responsibility and ethical concerns

Unit III: Micro enterprises in tourism

Special Tourism Zones- features, operations and implications; tourism taxation; Outbound and inbound tourism trends; legal issues and tourism related laws

Unit IV: Terrorism and tourism

Safety and security issues in tourism; Quality of Tourism Research; Bridging the gap between tourism industry and academia; Human resource issues in tourism

Suggested Readings:

- Pearce D.G. and Butler R.W., 1999, Contemporary issues in Tourism Development, Routledge, New York.
- Dixit, M., Tourism Products, Royal Publishers.
- Hall, C.M. and Duval T., 2003, Safety and Security in Tourism Relationship Management and Marketing, Victoria University, Australia.

TOU-PG-C402: SUSTAINABLE TOURISM MANAGEMENT**Unit I: Sustainable Development**

Background, concept and definition; Dimensions of sustainability- social, economic, environmental; Global warming and sustainable development; Sustainability and climate change issues in tourism

Unit II: Sustainable Tourism

Meaning, definition; Benefits and issues of Sustainable tourism development; World Conference on Sustainable Tourism; Sustainable tourism planning-principles, basic concept in Sustainable design

Unit III: Standardization and Certification for tourism sustainability

ISO 14000; World Conferences on Sustainable Development; Need and importance of tourism sustainability; Role of tourism organisations in Sustainable tourism development

Unit IV: Approaches in sustainable tourism

Eco-tourism; Global initiative for sustainable tourism development; Responsible tourism; Eco- friendly practices and energy waste management; Benefits of sustainable tourism development

Suggested Readings:

- T.C. Victor M, and H. Rebecca; Sustainable Tourism- A Marketing Perspective
- Salah Wahab and John J. Pigram; Sustainable Tourism
- Rao, P.K., Sustainable Development – Economics and Policy

TOU-PG-C403: HUMAN RESOURCE MANAGEMENT IN TOURISM

Unit I: Introduction to Human Resource Management

Meaning and Scope; Organisation and functions of human resource department; Human resource objectives and functions in tourism organisation; Role of human resource managers in tourism

Unit II: Human resource planning

Selection and recruitment planning process in tourism; Human resource management practices and issues in tourism industry; Outsourcing as a strategy in Tourism Multi-national companies

Unit III: Human Resource training and development in tourism

Methods, design and evaluation of training and development programmes; Performance appraisal, Career development, incentives, promotions and transfers in tourism; Personnel empowerment in tourism

Unit IV: Productivity and employee morale in tourism

Stress management and Quality work life in tourism; compensation issues and their management in tourism; Trade unions and Cooperative societies in tourism

Suggested Readings:

- B. Ian, & H. Len; Human Resource Management: A Contemporary Perspective, Macmillan
- M. Madhukar; Human Resource Management in Tourism, R. Publications
- F.C. Wayne; Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata Mcgraw Hill.

TOU-PG-C404: FIELD STUDY TOUR/ DISSERTATION/ VIVA-VOCE

- A. The students are to embark on a Field Study Tour to gain practical knowledge of tourist resources of the country and to analyse the existing infrastructure and amenities of tourism development and to examine future prospects for tourism promotion. After the completion of the Field Study Tour, the students are required to submit Field Study Tour Report/ Dissertation for evaluation.
- B. The viva-voce examination will be conducted on the basis of the Field Study Tour Report/ Dissertation prepared by each student.