



**MAHATMA GANDHI UNIVERSITY**  
**School of Tourism Studies**

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**  
**(MTTM) FULL TIME**

**Revised Scheme, syllabus and regulations 2015**

1. The **MASTER OF TOURISM AND TRAVEL MANAGEMENT** course will be offered with specialization in Aviation Management, Tour Operations and Health Tourism.
2. The **TWO**-year Masters programme shall be covered in **4 semesters** and a student will be required to earn **84 credits** to complete the course.
3. The Full time Two-year MTTM programme will have four semesters each having 18 workweeks.
4. There shall be 02 **categories** of courses offered to the students as following:

**A- Core Courses** -20

**B- Major Electives (Specialization)** - 16

(3 Specializations are offered with 5 courses in each area)

**Electives Offered**

- (a) **Aviation Management**
- (b) **Tour Operations**
- (c) **Health Tourism**

## School of Tourism Studies

<b>Credit Distribution</b>	<b>Total credits</b>
Core Courses	60
Electives	24
<b>Total</b>	<b>84</b>

5. All the courses of A-category i.e. Core Courses shall be compulsory and these 18 **courses** will be spread in all four semesters.

6. The 15 of the Major Specialization courses shall be spread in **3<sup>rd</sup> & 4<sup>th</sup> semesters**.

7. The first and second semesters will have 6 full courses with 75 contact hours each. All these courses are core courses. In addition, all students have to undergo compulsory internship training for a period of fifteen days called Hospitality Services Internship which is a specialized training in hospitality related organizations. Comprehensive Viva Voce and evaluation of Hospitality Services Internship Report will be conducted during the end of the first semester. The School will offer the study of foreign languages, either French or German during 2<sup>nd</sup> and 3<sup>rd</sup> semesters.

8. In the second semester, Students of Master of Tourism and Travel Management have to undertake visits to important National or International tourist destinations as a part of their training. It is compulsory for every student to join this familiarization trip and other educational trips organized by the School. All these compulsory activities will be conducted with the approval of the Head of the Department. If a student is unable to join tour due to unavoidable circumstances, the matter will be discussed in the Faculty Council and appropriate action will be taken. The decisions of Faculty Council will be

final in this regard. In addition to this familiarization trip (10 to 15 days), the Department will also organize some destination visits to nearby areas to give practical exposure to students. Students have to prepare a Destination Study Report which deals with itinerary planning and effective execution of the familiarization trip as part of “STS 514-Destination Study Report and Comprehensive Viva Voce”.

9. In third semester, Students have an option to choose a particular specialization and the choice will be registered within 10 days of commencement of the semester. The electives offered in the third and fourth semesters may depend on the preference, aptitude of the students, availability of the Faculty and other facilities in the School.

10. The Third Semester will have 6 courses with 75 contact hours each and a Group Project/ Individual Project based on Core Courses. Out of the 6 courses, four are compulsory and other 2 are electives. The students of the 3<sup>rd</sup> semester have to undertake a student project on real-time tourism management issues with social relevance using a problem based learning approach. Students have work in consultation with local tourism/ leisure industry suppliers and design and conduct appropriate research to complete the task. It is to provide students with an opportunity to examine contemporary tourism/ leisure management issues and to apply theory into practice. Comprehensive Viva Voce and evaluation of Group Project/ Individual Project Report will be conducted during the end of the third semester.

11. In the Fourth Semester, there are 3 elective courses. All students have to undergo a compulsory internship training called Tourism Services Internship which is a specialized training in tourism related sectors and shall be according to their area of specialization.

12. **Tourism Services Internship (TSI):** All the students must submit a Training report called Tourism Services Internship Report based on their practical observation and training experience. They are expected to follow the professional format of project report published by the School. The TSI Report must be submitted before the

commencement of Fourth semester examination. Training should be done in a nationally or internationally reputed organizations and the duration of the internship is 2 months. Training should be done strictly under the supervision of an executive allotted by the organization. An attendance certificate should be obtained from the organization as a proof of the successful completion of the training and the same should be incorporated in their project report. For the preparation of the report, the Head of the Department will entrust one Faculty Member to supervise the student. There will be comprehensive viva at the end of the fourth semester along with the evaluation of the TSI Report.

13. **Industry Linkage:** Frequent interaction with the professionals in the industry is required for the success of the academic programme. A panel of resource persons with tourism professionals will be formed with representatives from the following sectors.

1. Airline
2. Travel Agency
3. Tour Operating companies
4. Event Management companies
5. Hotels and resorts
6. Health Tourism Practitioners and professionals
7. Transport companies
8. Cruise Liners
9. Recreation parks

The panel will be nominated by the Vice Chancellor on the recommendation of the Head of the School. Frequent interaction with the students and the panel members will ensure updating of skills and acceptance of latest industry practices.

14. **Evaluation:** Evaluation of the courses shall be done by the faculty themselves on the basis of continuous internal assessment and end semester examinations. The Group Project in third semester will be evaluated group wise and viva voce to be conducted

individually. 50% of the assessment is based on the report while the rest 50% is on the basis of individual viva voce. The Tourism Services Internship (TSI) Report shall be evaluated by two examiners, one of them the faculty who supervised the project and the other an External Examiner to be decided by the School's Faculty Council from the panel approved by the Vice Chancellor. There will also be an External Expert in the Board conducting the Comprehensive viva- voce at the end of the fourth semester. The grading by the Board shall be by consensus.

**15. Internal Assessment:** The internal assessment will account for 50% of the evaluation. The internal assessment marks shall be distributed as follows.

Assignments -25%

Seminar/ Term paper -25%

Internal Tests -50%

In Foreign language, instead of Seminar/ Term paper, viva voce will be conducted and it will account for 25%.

**16. End Semester Examination:** The end semester examination will account for the remaining 50% of the evaluation, which will be done internally by the School itself. Question paper setting and evaluation of answer scripts of second and fourth semesters will be done by external examiners selected from a panel approved by the Vice Chancellor. The regulations of credit and semester system of Mahatma Gandhi University will apply to the School of Tourism Studies (STS) too.

**17. Qualification of Teaching Staff:** Candidates holding Master of Tourism Management (MTM), Master of Tourism Administration (MTA), Master of Tourism and Travel Management (MTTM), Master of Management in Hospitality (MMH), MBA (Tourism AND Travel Management), MBA (Tourism & Hospitality) along with other conditions prescribed by the UGC are eligible to the posts of teaching staff in the School of Tourism Studies. Priority shall be given to PhD holders with specialization in Aviation Management, Tour Operations and Health Tourism. M.A (French) and M.A (German)

along with other conditions prescribed by the UGC are required for teaching French and German respectively.

**18. Eligibility for Admission:** A student holding Bachelor's Degree (including professional degrees) in 10+2+3 pattern with not less than 50% marks (or CGPA of 2) in any discipline of this University or any other University recognized by Mahatma Gandhi University.

**19. Mode of Selection:** Admission to MTTM programme is on the basis of a national level Entrance Test. Entrance Test will carry objective type questions for 80 marks, i.e., English Language (30 marks), General Knowledge and Current affairs (30 marks), and Travel Geography(20 marks) and a descriptive general short essay question carrying 20 marks.

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**

**LIST OF COURSES OF MTTM PROGRAMME (Full Time)**

<b>Course code</b>	<b>I Semester</b>	<b>Credit</b>	<b>Core/ Elective</b>
STS501	Introduction to Tourism Business	3	Core
STS502	Tourism Products	3	Core
STS503	Communication Skills and Public relations for Travel and Tourism Industry	3	Core
STS504	Hospitality Management	4	Core
STS505	Principles of Management for Tourism and Hospitality	4	Core
STS506	Travel Geography-World	3	Core
STS507	Hospitality Services Internship (HSI) and Comprehensive Viva Voce	2	Core
	<b>Total</b>	<b>22</b>	

*Note: Professional Activities (Industry visit, destination visits), Use of*

*Communication Lab for course STS 503, Use of Geography Room and GPS*

*for Interactive learning for course STS 506*

School of Tourism Studies

<b>Course Code</b>	<b>II Semester</b>	<b>Credit</b>	<b>Core/ Elective</b>
STS508	Sustainable Tourism Development	4	Core
STS509	Tourism Destination Planning and Development	3	Core
STS510	Research Methodology for Tourism	3	Core
STS511	Foreign Language-German/French- I	4	Core
STS512	Organizational Behavior and Human Resource Management in Tourism	3	Core
STS513	Integrated Resort Management	3	Core
STS 514	Destination Study Report & Comprehensive Viva Voce	2	Core
	<b>Total</b>	<b>22</b>	

*Note: Tourism project for course STS 508, SPSS/IT Lab for course STS510,*

*Communication Lab for course STS 511, professional visits for course STS 513.*



School of Tourism Studies

Course Code	III Semester	Credit	Core/ Elective
STS515	Business Tourism and Event Management	3	Core
STS516	Tourism and Hospitality Marketing	3	Core
STS517	Foreign Language-German/French- II	3	Core
STS518	Foreign Exchange Management	3	Core
STS519	Group Project / Individual project and Comprehensive Viva Voce	2	Core
Specialization I-AVIATION MANAGEMENT			
STS520	Elective 1 Air transport Operations	4	Elective
STS521	Elective 2 Airport Management	4	Elective
Specialization II-TOUR OPERATIONS			
STS522	Elective 1 The Dynamics of Travel Agency and Tour Operation Business	4	Elective
STS523	Elective 2 Tourist Destinations-World	4	Elective
Specialization III- HEALTH TOURISM			
STS524	Elective 1 Health Tourism Management	4	Elective
STS525	Elective 2 Spa Management	4	Elective
	<b>Total</b>	<b>22</b>	

*Note: Organizing events for course STS 515(Event Room), Internship training, Communication Lab for STS517, Professional visitation, Use of Travel Reservation Room for course STS521, Management Game for course STS522, Travel Geography Room for STS523.*

School of Tourism Studies

Course Code	IV Semester	Credit	Core/ Elective
Specialization I-AVIATION MANAGEMENT			
STS526	Elective 3 Air Ticketing and Electronic Booking Tools	4	Elective
STS527	Elective 4 Cargo and Logistics Operations	4	Elective
STS528	Elective 5 Aviation Management and Marketing	4	Elective
Specialization II-TOUR OPERATIONS			
STS529	Elective 3 Special Interest Tourism	4	Elective
STS530	Elective 4 Transport Operations - Road, Rail and Cruise	4	Elective
STS531	Elective 5 Inbound and Outbound Tour Operations	4	Elective
Specialization III-HEALTH TOURISM			
STS532	Elective 3 Healthcare Management	4	Elective
STS533	Elective 4 Health Tourism and Ayurveda	4	Elective
STS534	Elective 5 Medical Tourism Operations	4	Elective
STS535	Tourism Services Internship (TSI) Report & Viva voce	4	Elective
STS536	Comprehensive Viva voce	2	Core
	<b>Total</b>	<b>18</b>	

*Note: Travel Reservation Room with Galileo for course STS526,*

*Professional visits, workshop/forum, Travel Reservation Room for course STS530,*

*Demonstration using Health Tourism Lab for interactive learning for courses*

*532 and 533, Travel Reservation Room for course STS534.*

**STS 501: INTRODUCTION TO TOURISM BUSINESS**

**Objectives:**

1. To familiarize the student with the fundamental concept and development of tourism.
2. To understand the role of different organizations for the management of tourism.
3. To learn the role of travel documents and travel laws in tourism development.

**Unit 1**

Growth and development of Tourism - History -Pleasure travel by all modes of transport in ancient times- Concept of tourism / tourist-visitor, traveler, Excursionist-definition and differentiation. Tourism, recreation and leisure- Tourism- typology, forms of tourism. Components and elements of tourism, tourism industry network, Development of means of transport - Tourist transport system - Role of transport in tourism -Tourism system (Leiper's Model).

**Unit 2**

Constituents of tourism management – significance of tourism- Evolution of demand – Travel motivator and determinants-push and pull factors -Basic motivations of tourism – Categories of Tourist motivation - Other elements of motivation for tourism- Determinants of tourism demand- Psychological, political, cultural, Economic and social.

**Unit 3**

Measurement of tourism- Definitions (for Measurement only)-Significance, methods of Measurement, type of tourist statistics, general problems of measurement- Economic impacts – Characteristics of economic impacts, types of economic analysis, direct, indirect and induced effects, National, regional and local economic impacts.

**Unit 4**

Documentation areas:- Passport, Tourist Card, Visa, special papers, Health certificate; Regulations regarding foreign exchange and insurance- International travel regulations – Method of applying for passport, renewal, tatkal- Visa regulations for Schengen countries, U.K, U.S, Singapore, Malaysia, Middle East Countries.

Tourism law: Law and legislation in tourism-Central tourism legislation in India measures for safety and security for tourists, -Specific acts and provisions-citizenship act, foreigners act, foreigners registration act, customs act.

Case Study - Travel regulations for visiting India.

**Unit 5**

National & International organizations connected to tourism – United Nations World Tourism Organization (UNWTO), ICAO, PATA, UFTAA, IATA, ASTA, DGCA, NTO, ITDC, IATO, TAAI, FHRAI, National Tourist Organizations (NTO) and National Tourism policy, regulatory role of department of tourism - Functions of Tourism Organizations - Organizational Structure.

**TEXT BOOKS:**

1. Roday, Biwal, Joshi (2009), Tourism Operations and Management, Oxford University Press.

**REFERENCES**

1. Vara Prasad, VBT Sundari (2009), Travel and Tourism Management, Excel Books, New Delhi.
2. Swain, Sambath Kumar, Mishra JM (2012), Tourism- Principles and Practices, Oxford University Press.
3. Bhatia A.K. (2005), International Tourism Management, Sterling publishers, New Delhi.
4. N. Jayapalan (2001), An introduction to Tourism, Atlantic Publishers, New Delhi.
5. Krishnan K Kamra & Mohinder Chand (2004), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, New Delhi.
6. Robinet Jacob et al (2007), Indian Tourism Products, Abhijeet publications, New Delhi.
7. Manohar Sajnani- Indian Tourism Business, Gyan Publishing house, New Delhi.
8. Mukesh Ranga, Pallavi Gupta & Ashish Chandra (2004), Legal perspectives in Tourism, Abhijeet Publications, New Delhi.
9. William S Reece (2010), The Economics of Tourism, Prentice Hall.

**STS 502: TOURISM PRODUCTS**

**Objectives:**

1. To identify the different types of tourism products both natural and man-made.
2. To familiarize the social and cultural set up in India and its contribution to tourism.

**Unit 1**

Tourist Products – Definition and Differentiation- Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India: Historical perspective – Ancient, Medieval and Modern – Geography of India – Physical and Political features – Astrology, Ayurveda, Yoga and Meditation – Languages and literature – Major Religions of India.

**Unit 2**

Cultural Resources- Performing Arts of India, Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments-Handicrafts of India, Craftsmanship-Indian Painting-Fairs and Festivals- Indian Folk Culture – Custom and Costumes, Religious Observation, Folk-lore and Legends- Cuisines and specialty dishes- Ethnic Tourism.

**Unit 3**

Architectural Heritage of India – India’s Architectural Styles adopted over the ages, Historic Monuments of Tourist significance, ancient medieval and modern- Important Historic / Archaeological sites, Museums, Art Galleries, Libraries their location and assets- Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others- World Heritage sites in India

**Unit 4**

**Geographical Features and Resources:** Climate, Characteristics of climate associated with human needs- Natural Tourist Resources – Rich Diversity in Landform, Landscape, Outstanding Geographical features, Flora, and Fauna- Wildlife Sanctuaries- National Parks –Botanical Gardens and Zoological Parks, Biosphere Reserves- facilities and amenities- Mountain Tourist Resources – with special reference to the Himalayas and other Hill stations across India- Coastal Areas-Island and Beaches – with special reference to Andaman and Nicobar Islands, Goa, Lakshadweep- Water bodies and biotic wealth-backwaters, inland waterways- Desert Resources in India – Geological structure, existing facilities, Safaris, Festivals.

**Unit 5**

Adventure tourism-Land based, Water based and aero based- Market research and analysis of adventure tourism, Future trends and scope of adventure tourism- Major Tourism Circuits of India – Emerging Tourist Destinations of India – Emerging trends - Pilgrimage tourism, Ecotourism, Rural/ Agri/ Farm tourism, Golf tourism, Wine tourism, Camping tourism - Promotional measures initiated by Ministry of Tourism; Govt. of India, State Governments and Private Tourism Agencies.

**TEXT BOOKS:**

1. Jacob, Robinet etal (2012), Tourism Products of India- A national Perspective, Abhijeet Publications, New Delhi.

**REFERENCES:**

1. Acharya Ram (2007), Tourism and Cultural Heritage of India, RBSA Publishers, Jaipur.
2. Bharadwaj, Goswami(2011), Fairs and Festivals of India, Cybertech Publications, New Delhi. .
3. Prem Nath Dhar (2010), Heritage, Cultural and Natural Sites Tourism, Kanishka Publishers, New Delhi.
4. Basham.A.L (2007), The Wonder that was India: Rupa and Company, Delhi.
5. Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal Books.
6. Basham A.L. (1998), 'A Cultural History of India', Oxford University Press.
7. Percy Brown (1990), Indian Architecture: Islamic Period', D.B.Taraporevala Sons & Co.
8. Negi, Jagmohan (2001), Adventure Tourism and sports, Kanishka Publishers.
9. Jacob, Robinet (2008), Health Tourism and Ayurveda, Abhijeet Publications, New Delhi.
10. Sarina Singh (2007), India, Lonely Planet Publication.

**STS: 503 Communication Skills and Public Relations for Travel and Tourism Industry**

OBJECTIVE:

1. To sharpen the analytical, written and spoken communication skills required for business professionals.
2. To acquire business communication skills that is essential in business situations, in decision making and implementation.

**Pedagogy:** A combination of Lecture, Group Discussion, Seminars, Assignments, Projects and Assigned Readings, Presentations, Mock Interviews etc.

Unit 1: Communication in general.

Communication: functions elements and essentials-Types of communication and its merits and demerits-Communication barriers and its remedy-Cross Cultural Communication- Mass media, a general study. Effective communication techniques in business- basic ideas, body language, power dressing, effective conversation, moulding the meeting, successful selling, distant communication- mobile phones, fax and internet-coping up with difficulties.

(7 sessions)

Unit 2: Professional Communication

Practical business communication- business letters, meeting notices, agenda, report making and its structure, literature review, C V preparations& advertisements, presentations- seminars, electronic communication etiquettes - importance of Public relations in tourism.

(7 sessions)

Unit 3: Business communication

**Effective leadership**- learning to lead, how to lead others, improve your excellence and inspiring excellence- **Dealing with customers**-types of customers, finding customers, researching customers customer service, satisfying customers- Business Etiquette- **Team management** –how does a team work, setting up a team, how to improve team efficiency, working for the future.

(4 sessions)

Unit 4: Personality and communication

Personality- general definitions- behavior- character and personality- Barriers to goal achievement (four types)- Anxiety- anxiety management-personality disorders: a very general outline.

(4 sessions)

Unit 5: Grammar and phonetics

Quality aspect of Communication-tenses, transformation of sentences, punctuation, vocabulary, common errors in English language use. English in practice: phonetic scripts, transcription (8 sessions)

Unit 6: Language Lab/ Practical Training

**Listening Skills – Reading Skills – Writing Skills :** Business writing and correspondance, technical writing- **Speaking Skills-** Phonetics and Pronunciation, informal oral communication, telephonic communication, Presentation Skills, Public Speaking - Listening to audio and video C.Ds- reproduction of speech segments, reading out exercises and role play exercise, group discussions and extempore.

(20 sessions)

**TEXT BOOKS:**

1. Namita Gopal (2011), Business Communication, New Age International Publishers, New Delhi.

**REFERENCES**

1. Kitty O Locker, Stephen, Kyo Kaczmarek (2006), Business Communication: Building Critical Skills, Tata McGraw Hill, Mumbai.
2. Rai Urmila and Rai S.M (2010), Business Communication, Himalaya Publishing House, Mumbai Edn.
3. Anjanees Sethi, Bhavana Adhikari (2010), Business Communication, Tata McGraw Hill, New Delhi.
4. Mottet, Bauer, Houser (2012), Your Interpersonal Communication, Pearson, Boston.
5. Lillian H Chaney et al (2008), Intercultural Business Communication, Pearson India.
6. Lesikar, Raymond V (2009), Business Communication, McGraw Hill, New Delhi.
7. Jeff Butterfield(2011), Soft Skills for Everyone, Cengage, Australia.
8. Bannon , Gerard et al., edited by, John, Mattock(2003), Cross-Cultural Communication-The Essential Guide to International Business, London: Canning.
9. Kumar, J., Keval (2005), Mass Communication in India, Jaico Publishing House, Mumbai.
10. Helen Fitzgerald (2002), Cross cultural Communications for Tourism and Hospitality Industry, Pearson Australia.



**STS 504: HOSPITALITY MANAGEMENT**

**Objectives:**

1. To enable the students to understand the essentials of Hospitality Management.
2. To know about the various kinds of accommodation and their salient features and relevance in tourism industry.
3. To learn, establish, and operate hospitality business.

**UNIT 1**

Hotel industry- Origin, Growth and diversification, Role of accommodation in tourism; types of accommodation groups and classification of hotel; categorization; and registration; hotel development and forms of ownership- hotel as a total market concept- Leading Multinational hotel chains operating in India – Segments of the lodging industry- Regulatory laws for accommodation sector – taxes- ownership and management methods-referral organizations- functions of ownership and management

**UNIT 2**

Organization and functions: Functional departments; front office function and management.

Elements of House keeping- Food and beverage- Bar and Restaurant; kitchen Maintenance and engineering supporting services; Finance and accounts, security sales, purchase storage.

**UNIT 3**

Managerial issues: determinants of hotel staffing-Trends, problems, success factors, study of the working of various types of accommodation units- Distinctive characteristics of hospitality industry- inflexibility, perishability, fixed location, relatively large financial investment.

**UNIT 4**

Accommodation marketing:-Special features of hotel marketing- Seven P s in Hospitality marketing- The marketing cycle- marketing resources- yield & quality management - strategic planning for hotel marketing- Promotion methods for domestic and foreign Markets.

**UNIT 5**

New trends in accommodation industry- Heritage hotels, Motels and resort properties, Time share establishments eco- friendly accommodation units and its impacts - Future Trends in Hospitality Industry: Usage of CRS in Hotel Industry- Operational usage through chain of hotels- Role of Associations in Hospitality Management- Functions and operations- Hospitality industry in the future.

**UNIT 6**

Hospitality Management (Practical) - Room availability- booking reservations-updating reservations-group reservations- property information-rooming guests-posting charges and credits-account inquiries-check-out-preparation of reports.

**REFERENCES**

1. G K Vallen, JJ Vallen (2009), Check-in Check-out- Managing Hotel Operations, Pearson.
2. James A Bardi (2011), Hotel Front Office Management, Wiley, USA.
3. Andrews (2009), Hotel front office Training Manual, Mc Graw Hill, Bombay.
4. Tarun Bansal (2010), Hotel Facility Planning, Oxford University Press.
5. Gray, Ligouri (2000), Hotel and Motel Management Operations, PHI, New Delhi.
6. Michael L. Kasavana, Richard M. Brooks (2009), Managing Front Office Operations, Educational Institute of American Hotel & Motel Association(eiacademic.com).
7. Philip Kotler (2009), Marketing for Hospitality and Tourism, Dorling Kindersley (India).
8. G Raghubalan, S Raghubalan (2010), Hotel House Keeping- Operations and Management, Oxford University Press, New Delhi.
9. S. Medlik, H. Ingram (2007), The Business of hotels, Butterworth Heinemann.
10. John R Walker (2012), Exploring the Hospitality Industry, Pearson Education, New Delhi.
11. Jagmohan Negi (2012), Managing Hotels and Restaurants, Author Press, New Delhi.
12. Michael L. Kasavana (2011), HIS- A contemporary approach to Front Office Procedures, Educational Institute of American Hotel & Motel Association.

**ST5505: PRINCIPLES OF MANAGEMENT FOR TOURISM AND HOSPITALITY**

**Objectives:**

1. To provide basic knowledge about the various concepts of management.
2. To develop the skills needed to manage the institutions related to tourism.

**UNIT 1**

Tourism management:- Definitions- importance of management in tourism- service management – differences between manufacturing and service operations - Demand and Revenue management- Scheduling and management of services- Operations strategy and competitiveness - need for management- management functions- management process- developments in management thought- social responsibilities of management- comparative management styles with special reference to international management practices- cross cultural variances.

**UNIT 2**

Managerial planning:-nature, scope, process- short term and long term planning- limitations- decision making- forecasting- policy formulation- need for tourism planning- goals for tourism planning- evaluating planning performance- tourism planning in India.

**UNIT 3**

Organizing: -process-organizational structures- Departmentation- span of management- delegation of authority and decentralization- Leading: -motivation, theories of motivation- defining leadership & various approaches- team work- communication & its types- removing obstacles to effective communication- Controlling: -meaning, process & techniques, types of control, requirements of effective control system.

**Unit 4**

Basic concepts of Accounting- Nature of Business- nature and scope of accounting-basic accounting terms and concepts- accounting process and rules- journal – ledger- trial balance-final accounts- basic concepts relating to final accounts- capital and revenue- trading account-manufacturing account-profit and loss account

**Unit 5**

Financial Management and Planning-Finance: meaning, Goals, Functions, Importance and typologies of finance- Role of financial management, Organization goal environment, Forecasting and financial planning.

**Unit 6**

Working Capital Management and Capital Budgeting: Meaning and characteristics of working capital, Financing current assets, Cash management Receivables management and inventory management- Management of fixed Assets: importance of Capital Budgeting analytical techniques-non Discounted, Discounted techniques- Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions

**TEXT BOOKS:**

1. Karam Pal (2011), Management process and Organizational Behaviour, I.K International, NewDelhi.

**REFERENCES**

1. Alpana Trehan (2011), Entrepreneurship, Dreamtech Press, New Delhi.
2. Jelsy Joseph (2011), Accounting for Managers, PHI Learning, New Delhi.
3. Schermerhorn (2011), Management, Wiley, New Delhi.
4. Koontz O' Donnel- Management, Mc Graw Hill, Newyork.
5. Stephen J Page (2011), Tourism management- An introduction, Elsevier, Amsterdam.
6. Cooper, Fletcher, Guilbert & Wanhill (1994), Tourism principles and practice, Pitman Publishing, London.
7. Van Horne, Financial Management and policy, Prentice Hall Publications.
8. Davis D, The Art of Managing Finance, Mc Graw Hill Publications.
9. Robert Johnston, Graham Clark (2008), Service Operations Management, Pearson Education.

**STSS06: TRAVEL GEOGRAPHY -WORLD**

**Objectives:**

1. To familiarize students with geography and places and events around the world, that has significance in the tourism arena.
2. To give an insight into the cultural differences in different parts of the world and its influence on tourism and business.

**UNIT 1**

**Introduction to Geography**

The elements of Geography — Importance of Geography in Tourism – The world's climates – climatic elements and tourism - Impact of weather and climate on tourist destinations, Oceans and Sea, world population, economic cases

Hemisphere, Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time (Summer Time) - world's continents – Physical features of all continent -destinations on world map.

**UNIT 2**

Asia: Climate, Population, Topography, natural tourist attractions; map reading

**UNIT 3**

Europe: Climate, Population, Topography, natural tourist attractions; map reading

**UNIT 4**

Americas: North and South: Climate, Population, Topography, natural tourist attractions; map reading

**UNIT 5**

Africa: Climate, Population, Topography, natural tourist attractions; map reading

**UNIT 6**

Oceania: Climate, Population, Topography, natural tourist attractions; map reading

Antarctica: Topography

**UNIT 7**

Cultural differences- managing cultural differences-cultural dimensions-negotiating across cultures-working with multicultural teams-challenges of managing global careers- cultural intelligence- cultural differences between East and West- cultural differences and tourism-etiquettes of different tourist generating regions –case studies.

**TEXT BOOKS:**

1. Majid Husain (2011), World Geography, Rawat Publications, New Delhi.

**REFERENCES**

1. Brian Boniface and Chris Cooper (2009), Worldwide Destinations – The Geography of Travel and Tourism, BH, USA
2. Alan. A. Lew (2008), World Geography of Travel and Tourism, A regional approach, Butterworth Heinemann.
3. Lloyd Hudman and Richard Jackson (2003), Geography of Travel and Tourism, Thomson Delmar Learning
4. Sarina Singh (2007), India, Lonely Planet Publication, NewYork, USA.
5. Geography of travel and tourism (1999), Lloyd Hudman & Richard Jackson, Delmar.
6. Colin Michael, Stephen Page (2002), The Geography of Tourism and Recreation Environment, Routledge
7. H F Ullmann (2008), Geographica World Atlas and Encyclopedia
8. Rose Mary Burton (1997), Travel Geography, Pitman Publishing, Harlow, Essex.
9. 501- Must Visit Cities (2008), Bounty Books.
10. Globe, ATLAS, World MAP
11. Helen Fitzgerald (2002), Cross cultural Communications for Tourism and Hospitality Industry, Pearson Australia.
12. Gary P Ferraro (2007), The Cultural dimension of international Business, Pearson.

## **STS 508: SUSTAINABLE TOURISM DEVELOPMENT**

### **Objectives**

1. To familiarize the students with the theoretical inputs as well as practical issues of Sustainable tourism Development.
2. To impart knowledge to the students regarding different ways to ensure sustainable tourism development.

### **Unit 1**

Sustainable tourism- concept and nature of sustainable tourism- global importance-principles-core indicators- Basic principles of sustainable development-Different dimensions- the economic perspective, the ecological perspective-the social perspectives- bio physical and technological perspectives- a synthesis of perspectives.

### **Unit 2**

Global codes of ethics for tourism-Article 1-10-Ten commandments-travel ethic for environmentally responsible travel-sustainable tourism in the 21<sup>st</sup> century -Environmental resources- - Industry initiatives for sustainable tourism-corporate initiatives- company initiatives-influencing consumer behavior to promote sustainable tourism-sustainable development while protecting culture and environment-coastal impacts of tourism

### **Unit 3**

Tourism as a tool for development- barriers to effective development-community capacity building-enhancing benefits of tourism at local level- importance of community participation-community based tourism development- capacity building-sustainable tourism framework

### **Unit 4**

Environmental consequences- Environmental impacts- - approaches to the evaluation of environmental impacts- carrying capacity –Limits of Acceptable Change(LAC)-Environmental Impact Assessment(EIA)-Principles of environmental analysis- legal framework-requirements-environmental design criteria-functional design and planning-market acceptance-owner rewards-relevance to transportation-resource protection-community goals--conceptualizing tourism and sustainability- -alternate forms of tourism

### **Unit 5**

Ecotourism – Definition, Concept of ecotourism, principles of ecotourism, environmental awareness and ecotourism, ecotourism market and demographics, eco tourists, eco tour, eco destinations, eco lodge etc, community based ecotourism.

### **Unit 6**

Clean Development Mechanisms (CDM)- CDM and India-Earth Summit- Kyo environmental protection activities of the departments-Environmental Protection Act, Indian Forest Act, pollution control act, wild life protection act- Sustainable development and India- national

sustainable development strategy, International/Regional organizations and their role for sustainable development

**Unit 7**

Impact of Tourism: Social impacts, cultural impacts, political impacts, Issues in managing sustainable Tourism, over dependency, space usage, Globalization and social consequences of tourism development.

**TEXT BOOKS:**

1. Gouri Suresh (2007), Environmental Studies and Ethics, I K International, New Delhi.

**REFERENCES**

1. Bala Krishnamurthy (2009), "Environmental Management", PHI Learning , New Delhi.
2. G Miller, L Twining (2005), Monitoring for a Sustainable Tourism Transition- The Challenge of developing and Using indicators, CABI, U.K
3. Andrew Holden (2008), Environment and Tourism, Routledge, London.
4. Shashi Prabha Sharma (2006), Tourism and Environment, Kanishka, NewDelhi.
5. Gianna Moscardo (2008), "Building community capacity for tourism development", CAB International, UK.
6. J Swarbrooke (2010), Sustainable Tourism Management, Rawat Publications, New Delhi.
7. David Weaver (2008) Ecotourism, John Wiley& Sons Australia Ltd.
8. Martin Mowforth, Ian Munt (2009), Tourism and Sustainability, Routledge, Newyork.
9. Dipankar Dey (2007)," Sustainable Development- perspectives and initiatives", The ICFAI University Press, Hyderabad.
- 10.Megan Epler Wood, Ecotourism – Principles, Practices and Policies for Sustainability, UNEP and TIES.
11. Geoffrey Wall, Alister Mathieson (2006) Tourism- Change, Impacts and Opportunities, Pearson Education, Harlow.



## **ST5509: TOURISM DESTINATION PLANNING AND DEVELOPMENT**

### **Objectives**

1. To enable the students to carry out advanced analysis and researches in the field of destination development.
2. To understand ways of effective destination management.

### **UNIT 1**

Definition of Destination"- Types of destinations-Characteristics of Destination- Destinations and Products: Development, meaning and functions, goals for development- Tourism and linkage between destination and development- Destination Management Systems- Destination Planning Guidelines- Destination Zone Planning Model- Scenic Highways- Destination Selection Process- The Value of Tourism.

### **UNIT 2**

Destination Planning: Strategic planning for Tourism- Definitions of Planning- Outlines the key elements of the planning process and analysis- National and Regional Tourism Planning and Development hierarchy- Assessment of Tourism Potential- Coordination and Control of Tourism Development- Tourism Planning and Conservation: Policies and Procedures, Planning for Sustainable Tourism Development, Contingency Planning- Economic impact, social impact, cultural impact, environmental impact- Demand and Supply Match- Sustainable Development and Planning approaches and indicators- Design and Innovations

### **UNIT 3**

Destination Image Development: Tangible and intangible attributes of destinations- Person's Determined Image- Destination Determined Image- Measurement of Destination Image- Place Branding and Destination Image- Destination Image formation process- Unstructured image- Destination appraisal- Strategy, development and planning of destinations and tourism products- Product Development and Packaging- Culture and nature based development- Image and image building of products and destinations.

### **UNIT 4**

Marketing of Destinations- Destination Promotion and Publicity: Amalgamation of Destination Services- Six 'A's framework for tourism destinations- The dynamic wheel of tourism stakeholders- Strategic Marketing for destinations and strengthening their competitiveness- Destination Marketing Mix- Formulating the destination Product- Pricing the destination- Destination Branding- 8Ps in Destination Marketing- Destination distribution channels- Destination competitiveness.

### **UNIT 5**

Institutional Support: Public and Private Policy- Public Private Partnership (PPP)- National Planning Policies- WTO Guidelines for Planners- References, Role of Urban Civic body- Town planning, Urban development- Environmental Management Systems: Environmental Assessment- Commoditization- Demonstration Effect- Carrying Capacity- Community Participation- Stakeholder Management

**TEXT BOOKS:**

1. Krishan K Kamra (2007), *Managing Tourist Destination- Development, Planning, Marketing, Policies*, Kanishka Publishers, New Delhi.

**REFERENCES**

1. Geoffrey Ian Crouch, Brent Ritchie J.R., Horst-Herbert G Kossatz (2011), 'The Competitive Destination: A Sustainable Tourism Perspective', CABI Publishing.
2. Kozak, Gnoth (2010), *Advances in Tourism Destination Marketing*, Routledge, London.
3. Gunn C (2002), 'Tourism Planning: Basic Concepts and Cases', Cognizant Publications.
4. Nigel Morgan, Annette Pritchard, Roger Pride (2001), 'Destination Branding: Creating the Unique Proposition', Butterworth and Heinemann.
5. Richard W. Butler (2010), 'The Tourism Area Life Cycle: Applications and Modifications', Channel View Publications.
6. Claire, Haven Tang, Eleri Ellis Jones (Ed- 2010), 'Tourism SMEs: Service Quality and Destination Competitiveness', CABI Publishing.
7. Shalini Singh, Dallen J. Timothy, Ross Kingston Dowling (2003), 'Tourism in Destination Communities', CABI Publishing.
8. David Beirman (2003), *Restoring Tourism Destinations in Crisis*, CABI Publishing, USA.

**STS510: RESEARCH METHODOLOGY FOR TOURISM**

**Objectives**

1. To know the role of research in effective decision-making.
2. To familiarize with the fundamental concepts and various techniques of research that can be used in tourism business and management.

**UNIT 1**

**Research Methodology and Research Design:-** meaning, definition, objectives, motivation, significance and criteria for good research. Types of research: -fundamental, applied, descriptive, quantitative, qualitative, analytical, empirical, exploratory research (brief study), Research Vs Research methodology. Research design and important features of good design. Research proposal and report:- steps in report writing, format of the report.

**Unit 2**

**Tourism Research and Data Collection-** meaning, trends and challenges-Field techniques and tourism business- importance and limitations-Guiding principles in selection of a research problem., Sources of data for tourism research, various techniques of data collection. Sampling design, census and sample survey, advantages of random sampling, various random sampling designs, simple, systematic, stratified and cluster random sampling.

**UNIT 3**

**Summarization of Data:** Frequency Distribution:- Definition, grouped and ungrouped frequency distributions, Important considerations in the construction of a frequency distribution. Graphical representation of a frequency distribution. Measures of central tendency : mean, median and mode. Measures of dispersion: range, standard deviation, variance and coefficient of variation. Correlation, Pearson's and spearman's correlation coefficients and interpretations. Problems using SPSS.

**UNIT 4**

**Probability and Probability Distributions:** Random experiment, sample points and sample space, empirical and classical definitions of probability, random variable, binomial, Poisson and normal probability models. Simple problems related to tourism research. illustrations using SPSS.

**UNIT 5**

**Statistical Testing using SPSS:-** Formulation and general procedure of testing of hypothesis; one tail test, two tail test; P-value, Testing of hypothesis- One sample t-test, independent sample t test, paired t-test. Comparison of two population proportions; comparison of two population variances. F-test and chi-square test for independence.

**TEXT BOOKS:**

1. C. R. Kothari (2014), Research Methodology, New Age Publications, New Delhi.

**REFERENCES**

1. Gerard Guthrie (2010), Basic Research Methods: An entry to Social Science Research, Sage India, New Delhi
2. Ranjit Kumar (2011), Research Methodology-A step by Step Guide for beginners, Pearson, Noida
3. Stephen L.J Smith (2010), Practical Tourism Research, CABI, Oxfordshire.
4. John Buglear (2005), Stats to Go, Routledge
5. Bob Brotherton (2009), Researching Hospitality and Tourism, Sage Publications.
6. Brent W Ritchie, Peter Burns, Catherine Palmer, Tourism Research Methods: Integrating Theory with Practice, CABI
7. Sajeevan Rao, Deepak Tyagi (2009), Research Methodology with SPSS, Shree Niwas Publications, Jaipur.
8. A J Veal (2006) Research Methods for Leisure and Tourism- A practical Guide, Prentice Hall, Essex.
9. Levent Altinay & Alexandros Paraskevas (2008), Planning Research in Hospitality and Tourism, Butterworth Heinemann.
10. Chris Ryan, Researching Tourist Satisfaction- issues, concept, problems, Routledge, London.
11. Ritchie, Goeldner, Travel, Tourism and Hospitality research- A handbook for Managers and researchers, John Wiley & Sons.

**STS 511 FOREIGN LANGUAGE FRENCH-1**

**Objective:**

1. To enable the student to communicate effectively with a foreigner.
2. To familiarize with a foreign language other than English.

**Unit 1**

Grammaire :

Articles définies et indéfinies- genre et nombre des noms et des adjectifs- interrogation et négation- conjugation du présent. Articles partitifs- adjectifs et démonstratifs et possessifs- prépositions et adverbes de quantité et de lieu- pronoms toniques- conjugation de l'impératif- verbes pronominaux.

**Unit 2**

Communication:

Faire connaissance- inviter et répondre à une invitation – décrire les personnes..

Exprimer l'ordre et obligation- demander et commander- évaluer et apprécier- féliciter et remercier.

**Unit 3**

Civilisation:

Paris, monuments et lieux publics- la vie de quatre parisiens de professions différentes

Une région de France; la Bourgogne- Vie quotidienne à la campagne.

**Unit 4**

Practical: listening and reading. La conversation.

**TEXT BOOKS:**

LE Nouveau sans Frontiers(2000), Clé International, Paris. (units 1 &2)

**REFERENCES**

1. Chandrashekar, Hangal, Krishnan Mokashi: A Votre Service Français Pour l'Hotellerie et le tourisme.
2. Larousse dictionary: (French to English)(English to French)
3. Max Dany and Jean Robert Lalay : Le Français, de l'Hotellerie et du Tourisme Industry
4. S. Bhattacharya: French for Hotel Management and Tourism Industry

**STS 511 FOREIGN LANGUAGE GERMAN-1**

**Objectives:**

1. To be able to understand the spoken form, read the script and write simple sentence pattern.
2. To grasp relevant grammar.
3. To know and able to handle conversation skills in the service industry.

**UNIT 1**

<b>Theme</b>	<b>Grammar</b>
NAME	PERSONAL PRONOUN AND VERB
COUNTRY	WORD ORDER
RESIDENCE	PLACE

**UNIT 2**

STUDIES	POSSESSIVE PRONOUNS
PROFESSION	VERB "SEIN"

**UNIT 3**

FAMILY	VERBS "HAVE"
SIBLINGS	INDEFINITE ARTICLE
AGE	NEGATION: "Nicht"- "kein"

**UNIT 4**

TIME	TIME
TERMINE	DEFINITE ARTICLE
	STRONG VERBS

**UNIT 5**

INVITATION	SEPERABE VERBS
	IMPERATIVE

**UNIT 6**

JOB SEARCH	MODEL VERBS
JOB SELECTION	

**References:** LERNZIELDEUTSCH

**STS 512: ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT IN TOURISM**

**Objectives:**

1. To study the skills of personnel in the Tourism industry.
2. To understand the working of Tourism organizations

**Unit 1**

Human resource Management –Scope – Objectives –Importance in Tourism Industry – Requirement of HRM in Tourism Industry. Tourism manpower planning – Objectives, issues & problems-job analysis –recruitment and Selection- Travel institutes- rationale of H.R.D in Tourism industry.

**Unit 2**

Development of Human Resource –Employees training and development- Managerial training- motivation-Job design-work scheduling – Performance appraisal –Maintenance of human resource –compensation- Administration-benefits and services-labour relations. Strategic management in tourism – Issues and problems of H.R in Tourism.

**Unit 3**

Organizational behaviour –formulation of individual behaviour in organization.-personality- Introduction- Trait Theory of personality –Personality and organization. Perception:- meaning- perceptual process-johari window –Inter personal perception-characteristics of the perceiver and perceived- perceptual skill. Attitude: forms of attitudes –attitudes and productivity- cognitive dissonance.

**Unit 4**

Leadership:-styles –Theories-situational factors –path goal theory, life cycle theory. Communication: - Meaning and significance –goal-barriers-network-Conflict: - stages of conflict- interpersonal conflict- group conflict- conflict management.

**Unit 5**

Interpersonal Relations: - concept of interpersonal effectiveness- discovery and development of self-relation in others of the dimension of interpersonal effectiveness.

**Unit 6**

Entrepreneur, entrepreneurship –definition- concepts- characteristics-functions- Distinction between entrepreneur and manager, entrepreneur and entrepreneur, entrepreneur and entrepreneurship- Role of entrepreneurs in economic development- factors affecting entrepreneurial growth- basic needs of a tourism entrepreneur- Project identification and selection-Project formulation-project appraisal- project Report preparation- contents-

**TEXT BOOKS:**

1. Karam Pal (2011), Management process and Organizational Behaviour, I.K International, New Delhi.

**REFERENCES**

1. Lee Ross (2000), HRM in Tourism and Hospitality, Cengage Learning.
2. Percy K Singh (2008), HRM in Hotel and Tourism Industry: Existing trends and Practices, Kanishka Publishers, NewDelhi.

3. Edgar Schein and Werren Benis- Personal and Organization change through group methods, Wiley.
4. Senge, P, The Fifth discipline - The art and practice of learning Organization, Doubleday Pub.
5. Peter Robinson (2009), Operations Management in the Travel Industry, CABI Publishing.
6. Aswathappa K (2008), Organisational Behaviour, Himalaya Publishing.
7. Aswathappa K (2007), Human Resource and Personnel Management, Tata McGraw Hill, New Delhi.
8. Mohinder Chand (2009), Travel agency management -an introductory Text, Anmol Publications, New Delhi.
9. Alpana Trehan (2011), Entrepreneurship, Dreamtech Press, New Delhi.



## **STS 513: INTEGRATED RESORT MANAGEMENT**

### **Objectives**

1. To familiarize students with the concept of resort management.
2. To gain an in depth understanding about shaping and selling a resort product.

### **Unit-1**

Introduction – definitions and descriptions – types. Management objectives – business management, service management, value and revenue management. – Theories and frameworks of resort management –Operational frameworks.

### **Unit – 2**

**Mountain based resorts** – introduction - development process – site – design guidelines – activities – visitor profile. **Beach resorts** – marinas - introduction – development process – design principles – profile of visitors – environmental impacts and management. **Golf/tennis resorts** – introduction - market segments – visitor profiles. **Health resorts.**

**Seasonality:** the seasons – seasons and sports – resort seasonality –seasonality factors - resorts and human seasons.

### **Unit – 3**

**External challenges** for resort management: Changing market and competitive conditions – global demand trends – benefit segmentation – market segmentation – competition

**Internal challenges** for resort management: Planning and financial management – planning process– phases of resort development – functional tools of resort development – planning and financial feasibility.

### **Unit – 4**

**Marketing issues** for resorts: introduction, place marketing, destination image formation - cluster theory marketing - changing product emphasis - marketing changing seasons, seasonality management strategies – Branding – services marketing and management- Recreation management in resorts: rides, games and parks.

### **Unit – 5**

**Environment and site management:** Sustainability for resorts – Carrying capacity – Limits to Acceptable Change – Visitor impact management – ecological footprint. Alternative management options, land uses.

**Designing a resort product:** introduction - multiple use products – building design – education – waste management.

**Resorts and local Community relationships:** Tourism as an agent of change – mutual education – local entrepreneurship – housing types.

**Unit – 6**

**Human relations practices** – labour shortage – stress – turnover – flexibility – empowerment/enfranchisement – quality service and TQM.

**REFERENCES:**

1. Peter E Murphy (2007), *The Business of Resort Management*, Butterworth Heinemann
2. Robert Christie Mill (2008), *Resorts Management and Operations*, Wiley.
3. Jagmohan Negi (2008), *Hotel, Resort and Restaurant: Planning, Designing and Construction*, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), *Hotel Lodging, Restaurant and Resort Management*, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996), *Resort Development and Management*, AHMA, USA.

**STS 515: BUSINESS TOURISM AND EVENT MANAGEMENT**

**Objectives:**

1. To provide the basic framework for planning a meeting, convention, exhibition or expositions.
2. To help the students to acquire skills necessary for managing Events.

**Unit 1**

Definition of business tourism- Concept of tourism business- Structure of tourism business- Opportunities available- Temporary Business:- events, conferences, conventions, meeting, symposium, consortium and exhibition-Permanent Business:- theme parks, museums and historical sites, zoos and aquariums, parks and preserves, fairs and festivals, amusement parks.

**Unit 2**

History of Meetings Conventions and Expositions – Convention and Visitor Bureaus – Players in the Industry – International Association of Conference and Convention Center (IACC) – Corporate meeting Planners – Independent Meeting Planners – Tour Operators – Trade shows – Expositions –Trade show sponsors – Exposition show manager – service contracting Hotels – The Sponsor Associations – Trade Unions – Independent – Independent Companies sponsoring and Operate Tradeshows – Religious Groups – Theatre and Art Organization – Social Organization.

**Unit 3**

The Process of Meeting and Convention Management – Goals – Objectives – Targeting Population – Designing the programme – Budget – Site Selection – F&B – On the management – Services provided at meetings – Evaluation – Host Venues – Significance of Convention and meeting Business Role of host Property – key players in host property – Services – Guest Room – Check in – Check out – Meeting space – Seating Style – Hospitality Programme – Spouse Programmes – Special Events – Design of Hospitality Programme

**Unit 4**

Types of Host Facilities – Convention centre – Conference Centre – Hotel Types – Non Traditional Host Facilities – Trade Shows – Purpose – Show Management – Show Organizers – Show Producers – Exhibitors – Attitude – Economic Impacts – Meeting Management – Introduction – Meeting Planners – Types – Corporate – Independent – government – Travel Agencies – Responsibilities of Meeting Planners – Pre Meeting – Onsite – Post Meeting – Post Meeting Tours – Legal Issues – Negotiation – Steps in Negotiation – Meeting- Meeting Technology

**Unit 5**

Marketing the business travel and Tourism product-Event Marketing and Promotion: process of event marketing, Destination marketing, Conference Venue marketing, Web marketing, relationship marketing and customer relationship management – The economics of conferences and conventions, Size of global conference industry and future prospects – Interrelation between Events and Tourism Industry.

**REFERENCES**

1. Rhonda Montgomery, Sandra K Strick (2008), Meetings, Conventions and Expositions -An Introduction to the Industry, John Wiley Publishers.
2. John Swarbrooke, Horner (2008), Business Travel and Tourism, Routledge, Newyork.
3. Tony Roggers (2008), Conferences and Conventions- A global industry, Butterworth Heinmann.
4. Lynn Van Der Wagen (2009), Event Management, Pearson India.
5. Howard Hughes(2003), Arts, entertainment and Tourism, Butterworth Heinmann, London.
6. Gaur Sanjay Singh (2001), Event Marketing and Management, Vikas Publications, New Delhi.
7. Deborah Ross, Exposition and trade shows, John Wiley and sons international.
8. Holloway, Christopher J- The business of Tourism, Prentice Hall.
9. Diwakar Sharma, Event Planning and Management, Deep & Deep Publications.
10. Cindy Lemaire Mardi Foster- Walker- Event Planning Business, Jaico Publishing House, Mumbai.

**STS 516: TOURISM AND HOSPITALITY MARKETING**

**Objectives:**

1. To understand the marketing practices and methods in tourism industry.
2. To enable the students to know the marketing environment in tourism industry.

**Unit 1**

Marketing - Core concept of Marketing:- need, want and demand; product, value, satisfaction and quality; exchange, transactions and relationship; market, marketing- categories- marketing philosophies – Production, Selling marketing and social perspective, economic importance of marketing- service characteristics of marketing – the service marketing triangle.

**Unit 2**

Understanding Tourism Market – Introduction to tourism marketing, Market segmentation – theory and approaches, types of segmentation, features of tourism marketing.

**Unit 3**

Market Analysis – Marketing research – scope and sources, designing a market research, market surveys, Competition – qualitative and quantitative analysis, Forecasting and its applications in tourism, Role of technology in tourism marketing, its implications.

**Unit 4**

Marketing Mix – SWOT analysis, Product – definition, development, design, product positioning, product life cycle, Product and product strategies-product line –product mix- branding and packaging- pricing- Approaches and strategies, Pricing strategies – understanding costs, price and demand, Promotion – advertising, public relations - corporate communication- lobbying-counseling, the public relation process, establishing the marketing objectives, personal selling, sales promotions, promotion strategy, budget, Distribution – strategy, channels, intermediaries, Fifth P of marketing mix – people, process, physical evidence.

**Unit 5**

Tourism Marketing – Tourism markets for India – inbound, outbound, domestic, Destination marketing – leisure spots, events, culture, Accommodation marketing – star category hotels, alternate accommodation, supplementary accommodation, linkages, Transport and travel services marketing – airlines marketing, tourist transport marketing, travel agency marketing, tour operators marketing, FAM tours, seasonal marketing, marketing in trade fairs and travel marts- Marketing Skill for tourism: Creativity-communication -Self motivation-team building personality development.

**Unit 6**

Developmental role of marketing – Tourism advertising - its effectiveness- media choice- timing posters, role of travel brochure- statutory and regulatory requirements- CD-ROM, Internet marketing for tourism business, role of brochures, role of public organizations, local bodies, NGOs, developmental role of marketing, socially responsible marketing, social marketing.

## School of Tourism Studies

(Students are required to take a study on the marketing of tourism services from any one of the following sectors of tourism services- Airlines, hotels, resorts, travel agencies etc. They have to submit a case study report on marketing of the preferred sector).

### **TEXT BOOKS:**

1. Manjula Chowdhary (2012), Tourism Marketing, Oxford University Press, New Delhi.

### **REFERENCES**

1. Nimit Chowdhary (2010), Managing a Small Tourism Business, Matrix Publishers, NewDelhi.
2. Prasannakumar (2010), Marketing for Tourism and Hospitality Services, Tata Mc Grawhill.
3. Philip Kotler, Bowens, James Makens, Marketing for Hospitality and tourism, Prentice Hall.
4. Holloway & Robinson, Marketing for tourism, Longman publishers, London.
5. Chistopher Lovelock (2010), Service Marketing- People, Technology, Strategy, Pearson Education.
6. Alan Fyall & Brian Garrod, Tourism Marketing, A collaborative Approach, Viva Books, New Delhi.
7. Susan Sweeney CA, Internet Marketing for your Tourism Business, New Age International Publishers, NewDelhi.
8. James Burke, Barry Resnick (2000), Marketing & Selling the Travel Product, Delmar Thomson Learning, Albany.
9. Stephen Page (2007), Tourism Management: Managing for change, Butterworth-Heinemann.
10. Raman Egger, Dimitrios Buhalis (2008), E Tourism case studies, Butterworth Heinmann.

**STS 517 FOREIGN LANGUAGE FRENCH-II**

**Objective:**

1. To bring the student to the level of performance.
2. To enable the student in active communication of the language concerned.

**Unit 1**

grammaire:

pronoms complements- future proche- passé composé et imparfait. Pronom "en" et "y"-  
pronoms relatives, comparatifs et superlatives, conjugaison du future, present continu et passé  
recent.

**Unit2**

communication:

raconteur et rapporter, donner son avis, se plaindre et réprimander, expliquer et justifier.  
Demander l'autorisation, interire, formuler des projets, discuter et débattre.

**Unit 3**

Civilisation:

Plusieurs regions de France, different univers sociaux. La vie administrative et régionale,  
problems économiques et écologiques, traditions et modernité

**Unit 4**

Practical: listening, reading and conversation.

**TEXT BOOK:**

LE Nouveau sans Frontiers (2000), Clé International, Paris(units 3 &4)

**REFERENCES**

1. Chandrasekhar, Hangal, Krishnan Mokashi: A Votre Service Francais Pour l'Hotellerie et le  
tourisme.
2. Larousse dictionary: (French to English) (English to French)
3. Max Dany and Jean Robert Lalay : Le Francais, de l'Hotellerie et du Tourisme Industry
4. S. Bhattacharya: French for Hotel Management and Tourism Industry.

**STS 517 FOREIGN LANGUAGE GERMAN-II**

**Objectives:**

1. To be able to understand the spoken form, read the script and write simple sentence pattern.
2. To grasp relevant grammar.
3. To know and able to handle conversation skills in the service industry.

**UNIT 1**

Theme	Grammar
PURCHASE	ACCUSATIVE
SHOPPING	

**UNIT 2**

PRESENTS / GIFTS	DATIVE
IN THE POST OFFICE	

**UNIT 3**

ACCOMMODATION	PLACE AND DIRECTION
FEAST	

**UNIT 4**

MARRIAGE	REFLEXIVE VERBS
CHILDREN	VERBS WITH PREPOSITIONAL OBJECT

**UNIT 5**

EDUCATION	PRESENT PERFECT TENSE
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**UNIT 6**

QUALIFICATION	PAST TENSE
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**UNIT 7**

BRINGING UP OF YOUTH	ADJECTIVE
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**References:**

LERNZIELDEUTSCH



## **STS 518: FOREIGN EXCHANGE MANAGEMENT**

### **Objectives:**

1. To understand the need for foreign exchange.
2. To have a brief idea about the foreign exchange market and the players.
3. To gain an in depth understanding about foreign exchange business.

### **Unit 1**

An overview of Foreign Exchange, Foreign Exchange Market, Exchange Rate System, Euro Currency Market, Participants in Forex Market – Intervention by Central Banks – Exchange Rate System of Global Level – Nature of Euro – Currency Market.

### **Unit 2**

#### **Factors affecting change of Exchange Rates – Exchange Rate. Arithmetic and Merchant Rates**

Factors Affecting Ex- rate – Monetary and Fiscal Policy – BOP Approach – Monetary Approach – Chartism Efficient Market Hypothesis: Indian Forex Market – Forward Exchange Rate – Forward Exchange Contract – Merchant rates – Types of Rate – Guidelines for Computing the Rate – Forward bill buying rate – Crystallization of Export and Import Bills – Early Delivery – Extension & Cancellation of Forward Exchange Contract.

### **Unit 3**

#### **Foreign Exchange Risk and Management**

Transaction Economics and Transaction Exposure – Internal Techniques of Managing Foreign Exchange Exposure ( Such as setting, Matching Leads and Lap etc.,) – External Techniques of Managing Risk (Such as discounting Foreign Currency Denominated Bills Receivable, Factoring Foreign Currency Denominated Receivable etc)

### **Unit 4**

Exchange Rates Arrangement in India – from Basket Pegging to Full Convertibility of Rupee on Current Account - Issues Related to Devaluation Indian Context – will Devaluation work and deliver the goods?

### **Unit 5**

Management of Foreign Exchange Reserves, Monetary Policy and Fiscal Policy in the present context of Economic Liberalization and Globalization- Regulations regarding foreign exchange -

Legislation- Foreign exchange management act authorized person –current account transaction-foreign currency-foreign security person –person resident in India- person resident outside India –dealing in foreign exchange holding of foreign exchange reserve banks –powers to issue direction and inspect authorized person- penalties.

## Unit 6

Accounting of Foreign exchange market: Markets and Market Participants Foreign Exchange transaction mechanism ( Option-forward contract- arbitrage- hedging and swaps)- Pricing pattern –illustrative problems- Exchange Rate principles: Trade- PPP-IRP-IFE-Portfolio- Balance-Demand and Supply growth- BOP Monetary approach-Foreign Trade Contracts Documents-Incotermis – Letters of Credit – Meaning – Mechanism, Type, Operations – Documents used in Foreign trade – Transport Documents.

### TEXT BOOKS:

1.Gopalakrishnan, Nandini Jagannarayan (2011), Foreign Exchange, Himalaya Publishing, NewDelhi.

### REFERENCES

1. David S. Kidwell, Richard L. Peterson, David W Blackwell (2003): Financial Institutes, Market and Money, Wiley.
2. H.P. Bhardwaj(1994), Foreign Exchange Handbook, Wheeler Publishing.
3. Bibek Debroy: The convertible Rupee and how to profit from it, Global Business Press.
4. A Guide to Forex Dealing and Operating (1993), Pub: by State Bank of Hyderabad.
5. Jeevanandam. C (2007), Foreign Exchange and Risk Management, Sultan Chand & Sons, NewDelhi.
6. Seethapathi K, Subbulakshmi, Foreign Exchange Management, ICFAI University Press.

**SPECIALIZATION- AVIATION MANAGEMENT**

**STS 520: AIR TRANSPORT OPERATIONS**

**Objectives:**

1. To provide specialized knowledge on Airline management and operations.
2. To provide a deep understanding about travel documentation and in-flight services.

**Unit 1**

**Introduction:** History of Aviation, Airlines- Types- Organization, Global, Social and ethical environment, History of Indian Airline industry, Major players-(KLM, Quantas, Aeroflot, finnair, British Airways ,Delta Airlines, Lufthansa, Iberia, American Airlines, Air India, Air France, Continental Airlines, Alitalia, Cathay Pacific, Singapore Airlines, Etihad-)SWOT analysis in Airline industry, Market Potential of Indian Airline Industry, Current Challenges in Airline Industry, Competition in airline Industry , Hazards of flying.

**Unit 2**

Multinational Regulations for Travel Industry – Bilateral agreements & Multilateral Agreements -Freedoms of Air – Chicago Convention – Warsaw Convention – Bermuda convention- Function and Roles of ICAO – IATA –UFTAA- DGCA- Flight Types and Routes- Hubs and Spokes-overbooking.

**Unit 3**

Types of Aircrafts- Narrow body and Conventional Aircrafts- Technology- Check in Formalities at Airport- Immigration, landside facilities-Emigration, Passport & customs control- Baggage Handling – Regulations – Types of Baggage – unaccompanied baggage & Excess Baggage, Procedures during take off and landing – Cases of lost and damaged baggage.

**Unit 4**

**In flight services** - The characteristics of superior class of services –Business class /Club class and first class/ supersonic class- Tar-mark Procedures, load & Trim sheet, utilization of payload & seat, employee deployment, breakeven point.

**Unit 5**

**Passengers requiring special** handling- passengers with medical problems - Expectant women – Unaccompanied minors-infants – Wheel Chair Passengers -VIPS/CIPS – Coffin – Pets etc- Special Requests- Aviation Safety.

**Unit 6**

**Case study:** Air India, Indian and major Indian private airlines

**TEXT BOOKS:**

1. Raju G, Mihir Babu G (2009), Civil Aviation- A global perspective, Excel Books, New Delhi.

**REFERENCES**

1. IATA Training Manual for Foundation Course
2. Ratandeep Singh (2010), Aviation Management- Global and National Perspectives, Kanishka Publishers, New Delhi.
3. Gagandeep Singh (2011), Civil Aviation and Tourism Administration, AADI Publications, Jaipur.
4. Nona Starr (2000), View Point- An introduction to Travel, Tourism and Hospitality, Prentice Hall, New Jersey.
5. Marc Mancini (2007), Access- Introduction to Travel and Tourism, Thomson Delmar Learning, New Delhi.
6. Millbrooke, Anne (1999), Aviation History, Jeppesen Sanders Inc.
7. Paul Clark (2007), Buying the big jets-Fleet planning for Airlines, Ashgate.
8. Stephen Holloway (2008), Straight and Level: Practical Airline Economics, Ashgate.
9. Adam M Pilarski (2007), Why cant we make money in aviation, Ashgate.
10. Manohar Sajnani- Indian Tourism Business, Gyan Publishing house, New Delhi.
11. Mukesh Ranga, Pallavi Gupta & Ashish Chandra (2004), Legal perspectives in Tourism, Abhijeet Publications, New Delhi.

## **STS 521: AIRPORT MANAGEMENT**

### **Objectives**

1. To provide a deep understanding about airport development, management and operations.

### **Unit 1**

Evolution of the Airport- Airport Design- Structure of an airport, Working of an airport, leading airports of the world, Changi International Airport, Kuala Lumpur International , London Heathrow Airport, Charles de Gaulle international airport , Frankfurt Airport, John F Kennedy International Airport, Major airports in India-Airport Authority of India .

### **Unit 2**

**Managing airports:-** Airport Planning, Terminal planning, design, and operation, Airport Operations, Airport Function, Organization Structure of Airline sectors, Airport Authorities, Global and Indian Scenario of Airport Management-Traditional airport ownership and management-commercialization-privatization and types: share flotation, trade sale, concession, project finance privatization-management contract-regulation, competition and efficiency uses-the airport operators and investors-consequences.

### **Unit 3**

**Human Resource in Aviation-**flight crew, cabin crew, ground staff, flight dispatchers, Air Traffic Controllers, Baggage Handlers, customer service agents, aircraft maintenance engineers, security staff- aircraft ground handling-passenger service- catering-RAMP service- -ground instructor-ground loop-ground speed-ground resonance-airport security- Air Traffic Control - airport enforcement authority-process and equipment--medical certificates for pilots-instrument flight rules-important flight instruments-flight data recorder-cockpit-cockpit voice recorder-aircraft instrumentation-flight altitude-air speed-autopilot-mid air collision-airfield traffic pattern-internal navigation system-air traffic control-ground control- Response to emergencies-civil aviation authority-airport authority-Warsaw convention-code share agreement.

### **Unit 4**

**Factors influencing costs and revenues :-**airport operations and service quality-quality management at airports-security issues-passenger profiling-check in processes-biometrical identification and registered passenger schemes - Private Participation in Indian Airports, Environmental regulations, Regulatory Issues, Meteorological Services for Aviation, Airport revenues- Airport fees, rates, and charges.

### **Unit 5**

**The airport airline relationship :-** Aviation Security -the structure of aeronautical charges-landing charges-passenger charges-security charges-other charges-ground handling and fuel charges-government taxes-the impact of aeronautical charges on airline operations-the airport regulatory environment – ground handling issues-the importance of commercial facilities-recent developments and future trends - market for commercial facilities-approaches to the provision of commercial facilities

**TEXT BOOKS:**

1. Rahulkumar (2009), "Encyclopedia of ground hostess, ground crew and flight technicians", Anmol Publications, New Delhi.

**REFERENCES**

1. Graham Annie (2010), Aviation and Tourism-Implications for Leisure Travel, Ashgate, USA
2. Raju G, Mihir Babu G (2009), "Civil Aviation,-A global perspective", Excel Books ,New Delhi.
3. Graham A (2009), Managing Airports - An international Perspective, Butterworth Heinemann.
4. Alexander T Wells (2003), Airport Planning & Management McGraw Hill Professional.
5. Alexander T, Well, Seth, Principles of Airport Management
6. Nnuef ville.R, Airport System, Planning Design & Management
7. Percy K Singh (2009), Pilot, Airhostess, Flight Engineer and Steward- Roles and responsibilities, Kanishka, NewDelhi.

## **STS 526: AIR TICKETING AND ELECTRONIC BOOKING TOOLS**

### **Objective:**

1. To give a detailed outlook on air fare calculation rules, Computer Reservation system & Airline Ticketing.
2. To learn any one of the computerized reservation systems.

### **Unit 1**

**Airline Geography-** IATA Traffic Conference Areas, important cities and airports of the world, Airline codes, various codes used in Airline Ticketing, Planning itineraries, time differences, flying time, types of journeys, domestic ticketing, components of airfare, taxes, fees, issuing paper tickets, international tickets, IATA Trip classifications.

### **Unit 2**

Airline Ticketing: Fare Construction for OW, RT and CT journeys - Operational perspective of ticketing-ABC codes Flight scheduling, Flying time, and MPM/TPM calculation TIM (Travel Information Manual), consultation, Routine and itinerary preparation, Types of fare, fare calculation and rounding up, Currency conversion and payment modes issuance of ticket- OAG Flight Guide, OAG Flight Schedule- How to read city to city Schedule.

### **Unit 3**

**Role of international agencies:** IATA BSP, credit cards, MPDs and MCOs, Baggage Rules, Piece and Weight Concept, Special fares, Discounts available for various types of passengers, special facilities available for Visually Challenged people, Concessions available- student, child, infants, senior citizen, army, air force, and navy, cancer patients and other special fares.

### **Unit 4**

**Introduction to GDS,** use of GDS in Travel business, air ticketing, hotel booking, car rentals.

### **Study of Computerized Reservation Systems (Practical)**

**Booking:** Sign In/off, Work Areas, Displaying City codes, Airline Codes, Decoding, Seat Booking, Basic flight Availability, Creating PNRs, Entering name segment, itinerary, contact, Ticket Element, Billing address, special requests, and other information.

### **Unit 5**

**Changing the PNR Elements,** Deleting basic PNR Data, Cancelling mandatory elements, Rebooking, Advance seating request.

### **Unit 6**

**Itinerary Pricing,** Displaying of Fares, booking tickets, rebooking of tickets, Issuing electronic tickets and paper tickets, Que, Mandatory que, Removing a PNR from que, Placing PNR in delay que.

**REFERENCES**

1. ABC World Airways Guide
2. Amadeus/Galileo/Sabre—Global Distribution System
3. IATA Air Ticketing Handbook
4. Passenger Air Tariff.
5. Travel Information Manual
  
6. Negi Jagmohan (2008), Air Travel, Ticketing and Airline Ticketing, Kanishka Publishers, New Delhi.
  
7. Tarun Chetwani, Ticketing and Travel Agencies, Cyber Tech Publications, New Delhi.
  
8. J.K Sharma (2009), Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi.



**STS 527: CARGO AND LOGISTICS OPERATIONS**

**Objectives:**

1. To provide specialized knowledge on Cargo Operations.
2. To familiarize with cargo rates and cargo regulations.

**Unit 1**

**Cargo industry:** Historical Overview, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo- Air cargo today- The future

**Unit 2**

**Handling:** Cargo capacity of Air and Ships- The market for air freight- Cargo needing special attention, introduction to dangerous goods regulations- Accountability of lost baggage, Important Cargo companies-

**Ship Cargo:** Matiez Report Bill of Lading, Bill of Entry, Loading procedures, internationally accepted Commercial terms- Types of Shipment, Characteristics of Shipping industry.

**Unit 3**

**Documentation:** Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers' declaration for dangerous goods.

**Unit 4**

**Organisations:** FIATA, IATA, Carriage by Air Act, 1972.

**Unit 5**

**Cargo Rating:** Familiarization of Cargo Tariffs & types of air freight rates-Specific commodity rates, class rates, general cargo rates, valuation charges. Transportation charges of Air Cargo- Factors affecting air freight rates- Cargo regulations.

**Unit 6**

**Case study:** IATA CARGO Agents & Cargo Agency Operations. Cargo Automation

**TEXT BOOKS:**

1. K.M Unnikrishnan (2013), Air Cargo Management and Airport Handling, Gemini Printers, Bangalore

**REFERENCES**

1. Sharad Goel (2009), "Airline Service Marketing", Pentagon press, New Delhi.

3. Prem Nath Dhar (2008), Global Cargo Management, Kanishka Publishers, New Delhi.
4. John G Wensveen (2007), 'Air Transportaion, A Management Perspective" Ashgate Publishing Company, USA.
5. IATA Live Animals Regulations Manual
6. IATA Special Mail Manual and IATA DGR

## **STS 528: AVIATION MANAGEMENT AND MARKETING**

### **Objectives:**

1. To familiarize with airline business and marketing and management strategies.

### **Unit 1**

**Aviation technology:**--passenger load factor- basics of flight principles-Flight Technologies-Speed-Manufacturers- Airline Alliances.-The emergence of low cost carriers-characteristics and future of low cost carriers.

### **Unit 2**

**Airline Management and Organization:** Introduction- Management- The new corporate structure- Functions of Management- the organizational chart- Staff Departments- Line Departments- Human resources in the 21<sup>st</sup> century.

### **Unit 3**

**Airline marketing** -the market for air transport services-market segmentation and air passenger market- the marketing environment-the theoretical basis-PESTE Analysis:-political factors, economic factors, social factors, technological factors, environmental factors

### **Unit 4**

**Airline business and marketing strategies** -Pricing and revenue management- building blocks in airline pricing policy- uniform and differential freight pricing-management of discount fares-pricing response and pricing initiatives-the structure of air freight pricing.

### **Unit 5**

**Distributing the product:**-distribution channel strategies-Global Distribution Systems (GDSs):-history, current issues, brand management in airline marketing-brand-brand building-brand strategies-relationship marketing: Frequent Flyer Programme (FFP)- Code sharing- Hub and spoke service- Airline selling-market communication techniques-airline advertising-the future of airline marketing.

### **Unit 6**

**Airport Marketing:** Premium and VIP services, traffic patterns, safety management- Operational guidance signs- mandatory instruction signs- airport's market positioning- primary and secondary hub- regional airport.

### **REFERENCES**

1. John G Wensveen (2007), 'Air Transportation, A Management Perspective" Ashgate Publishing Company, USA.
2. Sharad Goel (2009), "Airline Service Marketing", Pentagon press, New Delhi.
3. Stephen Shaw (2007), "Airline Marketing and Management", Ashgate Publishing Company, USA.
4. Raju G, Mihir Babu G (2009), "Civil Aviation- A Global Perspective", Excel Books, New Delhi.

5. Bijan Vasugh, Ken Fleming, Thomas Tacker (2008), "Introduction to air transport economics", Ashgate Publishing company.
6. Jithendra K Sharma (2009), "Flight Reservation and Airline Ticketing", Kanishka Publishing and Distributors, New Delhi.
7. Massaud Bassargar (2004), 'Airline Operations and Scheduling", Ashgate Publishing Company, USA
8. Jagmohan Negi (2005), Air Travel, Ticketing and Fare Construction, Kanishka Publishers, New Delhi.

## **SPECIALIZATION -TOUR OPERATIONS**

### **STS 522: THE DYNAMICS OF TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

#### **Objectives:**

1. To understand the conceptual meaning and differentiation between travel agency and tour operation business.
2. To get knowledge on formalities and documentation needed to set up tour and travel units.

#### **UNIT 1**

Travel agency & tour operation business:- Concept-history-types of travel agencies- present status and future prospects of travel agency system- Linkages and arrangements with hotels, airlines and transport agencies.

#### **UNIT 2**

Setting up of a travel agency:- Check list, start up costs, Physical structure, insurance matters, staffing the travel agency, Commissioned sales representatives, Familiarization trips- Filing and client records- Accounting- Budget –Cost control-Ticket stock control- Ticket sales returns- Foreign exchange – Filing systems- Automation.

#### **UNIT 3**

Functions of a travel agent:- Travel information and counseling, reservation, ticketing, documentation, handling business/ corporate clients including conference and conventions, Group travel procedures- Fiscal and non fiscal incentives available to travel agencies- sources of income for a travel agent- products and services of a travel agent- Travel Agency skills and competences - Future of Travel retailing - Threats in the travel agency business - Information technology in Travel Agency business.

#### **UNIT 4**

The elements of a tour- Tour operators- Organizational structure- Meaning, nature and scope of Tour Operation - Difference between Tour operator and Travel agent - Types of Tour operators - Diversified role of a tour operator - establishing relationships- Tour planning and tour design: - destination research, supplier negotiations, pricing and selling- Pre-tour operational concerns- Tour execution- Post-tour phase-free trips- Hotel Procedures-Making Tour reservations and payments, Confirmation and follow up.

#### **UNIT 5**

Business ethics:-Ethical theories, responsibility to clients; Regulations for travel agencies:- Regulations for approval from DOT and IATA; Country laws, IATA regulations 814 & 824, BSP regulations-Careers in Travel and Tour industry- Developing a travel website.

#### **TEXT BOOKS:**

1. Jagmohan Negi (2012), Travel Agency and Tour Operation-Concepts and Principles, Kanishka Publishers, New Delhi.

**REFERENCES**

1. Ginger Todd, Susan Rice (2002), *Travel Perspectives: A Guide to becoming a Travel Professional*, Delmar Thompson Learning.
2. Charles R. Goeldner, J.R. Brent Ritchie (2008), *Tourism-Principles, Practices, Philosophies*, John Willey & Sons.
3. Mohinder Chand (2002), *Travel Agency and tour operation- An introductory text*, Anmol Publications, New Delhi.
4. Berendien Lubbe (2000), *Tourism Distribution- Managing the travel intermediary*.
5. Laurence Stevens (1990), *Guide to starting and operating successful travel agency-*, Delmar Publishers.
6. Syrratt Gwenda (2003), *Manual of travel agency practice*, Butterworth Heinmann, London.
7. Manohar Puri, Gian Chand (2006), *Travel Agency and Tourism*, Pragun Publications, New Delhi.
8. Christopher Holloway (2002), *The business of tourism-* Pearson Education, Essex.
9. Marc Mancini , *Conducting tours-* Delmar Thomson Learning, Newyork.
10. Pat Yale (1995), *The business of tour operations*, Trans Atlantic Publications.
11. Mukesh Ranga, Pallavi Gupta & Ashish Chandra (2004), *Legal perspectives in Tourism*, Abhijeeth Publications, New Delhi.

**PAPER STS 523: TOURIST DESTINATIONS –WORLD**

**Objectives:**

1. To gain an in depth understanding of travel geography and prominent destinations along with its typical features.
2. To make use of geographical knowledge to develop their role as travel professional.

**Unit 1: INTRODUCTION**

- Continents
- Global tourist flow: facts and figures

**Unit 2: EUROPE: WESTERN AND EASTERN**

- Classification of countries: the EU, Post-Soviet Block, and Mediterranean countries
- General introduction: population, main cities, languages, currencies, visa requirement, etc.
- Tourism profile: tourism forms, tourist flow, other facts and figures
- Tourist attractions and destinations, Sightseeing Circuits & popular itineraries
- Tourism resources and factors of tourism development

**Unit 3: AMERICAS: NORTH AND SOUTH**

- General introduction: countries, main cities, population, languages, currencies, visa requirement, etc.
- Tourism profile: tourism forms, tourist flow, other facts and figures
- Tourist attractions and destinations, Sightseeing Circuits & popular itineraries
- Tourism resources and factors of tourism development

**Unit 4: ASIA**

- General introduction: countries, main cities, population, languages, currencies, visa requirement, etc.
- Tourism profile: tourism forms, tourist flow, other facts and figures
- Tourist attractions and destinations, Sightseeing Circuits & popular itineraries
- Tourism resources and factors of tourism development

**Unit 5: OCEANIA PACIFIC**

- General introduction: countries, main cities, population, languages, currencies, visa requirement, etc.
- Tourism profile: tourism forms, tourist flow, other facts and figures
- Tourist attractions and destinations, Sightseeing Circuits & popular itineraries
- Tourism resources and factors of tourism development

**Unit 6 : MIDDLE EAST**

- General introduction: countries, main cities, population, languages, currencies, visa requirement, etc.
- Tourism profile: tourism forms, tourist flow, other facts and figures
- Tourist attractions and destinations, Sightseeing Circuits & popular itineraries
- Tourism resources and factors of tourism development

**Unit 7: AFRICA**

- General introduction: countries, main cities, population, languages, currencies, visa requirement, etc.
- Tourism profile: tourism forms, tourist flow, other facts and figures
- Tourist attractions and destinations, Sightseeing Circuits & popular itineraries
- Tourism resources and factors of tourism development

**Unit 8: ANTARCTICA**

- General introduction (Geographical perspectives)
- Tourism profile: tourism forms, tourist flow, other facts and figures
- Tourism Resources

**REFERENCES**

1. Brian Boniface and Chris Cooper (2009), *Worldwide Destinations- The Geography of Travel and Tourism* (5<sup>th</sup> Edn), Butterworth-Heinemann, USA.
2. Marc Mancini (2010), *Selling Destinations: Geography for the travel professional*, Delmar Cengage Learning.
3. Ginger Todd, Susan Rice (2002), *Travel Perspectives: A Guide to becoming a Travel Professional*, Delmar Thompson Learning.
4. Alan. A. Lew, *World Geography of Travel and Tourism* (2008), A regional approach, Butterworth-Heinemann.
5. Lloyd Hudman (2003), *Geography of Travel and Tourism*, Thomson Delmar Learning
6. H F Ullmann (2008), *Geographica World Atlas and Encyclopedia*
7. Tour brochures of Thomas Cook, Cox and Kings, SOTC
8. 501-Must visit Cities (2008), Bounty Books



**STS 529: SPECIAL INTEREST TOURISM**

**Objectives:**

1. To understand the conceptual meaning and features of Special interest tourism business.
2. To familiarize with the design of Special interest tourism products.

**Unit 1**

Special interest tourism – Defining SIT – the scope of SIT, Developing SIT – understanding the market, analyzing potential, Designing SIT – product attractions, accessibility and attitudes, Issues and considerations, Managing and marketing of SITs – Sustainable nature of SIT - Issues associated with SIT.

**Unit 2**

Special Interest Tourism Business- New destination and travel products- New concept in transportation, accommodation, and amenities - New tourists and travel motivation.

Corporate travel Management- Methodology- Challenges- Career opportunities in corporate world

**Unit 3**

Pilgrim Tourism – Interrelationship with pilgrimage and Tourism, Characteristics of religious tourism, Religious diversity of India, Special area development for pilgrim tourism, Issues and Considerations, Major pilgrim centers and case studies.

**Unit 4**

Wildlife tourism and management – Potential resources of ecology and wildlife for designing and developing tourism products, potential buyers for the product, Evolution of wildlife policy, schemes, strategies, survey and documentation, Legislations and Enactments, International conventions, Components of wildlife management, Conservation projects, Wildlife tourism in India, Wildlife strategy - tourist behavior and problem areas, Voluntary organizations, Future trends and scope of wildlife tourism.

**Unit 5**

Health Tourism – Definition, Market research and scope of health tourism, Major features and types, Medical Tourism, Growth potential.

**Unit 6**

New forms of tourism- Rural Tourism – Definition, Overlapping forms – relationship between cultural, ethnic and rural tourism, significance of rural tourism, UNDP rural tourism sites in India.

**REFERENCES**

1. Norman Douglas, Ngaire Douglas, Ros Derrett (2001), *Special Interest Tourism*, John Wiley & Sons, Australia.
2. Betty Weiler, Colin Michael Hall (1992), *Special Interest Tourism*, John Wiley & Son Ltd.
3. Marina Novelli (2005), *Niche Tourism: Contemporary Issues, Trends and Cases*, Butterworth-Heinemann.
4. Krippendorf, Jost, *The Holidaymakers*, Oxford, Heinemann.
5. Odum, E P, *Fundamentals of Ecology*, Philadelphia, W B Saunders.
6. Park C C, *Ecology and Environmental Management*, London, Butterworth Heinemann.
7. Myra Shackley, *Visitor Management*, Butterworth Heinemann.
8. Martin Oppermann and Kye – Sung Chon, *Tourism in Developing Countries*, International Thomson Business Press.
9. William Theobald and H E Dunsmore, *Internet Resources for Leisure and Tourism*, Butterworth Heinemann.
10. Paul F J Eagles, Stephen F McCool, Christopher D Haynes, Adrian Phillips, *Sustainable Tourism in Protected Areas – Guidelines for Planning and Management (Eight series on wildlife management)*, WCPA – UNEP – IUCN.
11. Helen Fitzgerald (2002), *Cross cultural Communications for Tourism and Hospitality Industry*, Pearson Australia.

**STS 530: TRANSPORT OPERATIONS – ROAD, RAIL AND CRUISE**

**Objectives:**

1. To provide specialized knowledge on transport systems.
2. To understand the conceptual meaning, features and differentiation between different transport systems and its impact on tourism.

**Unit 1**

Tourist Transport Operations – Framework for analysis, Landmarks in the development of transport sector and the consequent socioeconomic, cultural and environmental implication - Tourism transport system-Business planning of tourism transport – planning, organizing, marketing, forecasts, Issues in transport management, training and enrolment, Consumer protection, Car rental services- Legislations related to surface transport business, Aviation Industry –development-operations- linkage with tour operation business.

**Unit 2. ROAD TRANSPORTATION:**

- Coaches - History, Definition, Growth and development of road transport, Types of Products, Benefits of Travelling by Coach.
- Rules, Regulations and Responsibilities
- Significance of Road Transport in Tourism: State of existing infrastructure, Public and Private Sector involvement Role of regional Transport Authority, State and inter state bus and coach network, Insurance provision a road taxes and fitness certificate

**PRACTICAL :**

- Use of different Coach Package Tour brochures to illustrate the differences
- The products found in the market today.
- Compare with other transportation brochures
- Reading and understanding coach timetable
- How to map a Coach Tour
- Giving Information and making reservations
- Travelling by Coach in other countries in the world

**Unit 3. CAR RENTAL INDIA**

- Main International Car Hire Companies
- Car Rental Information and Regulations
- Car Rental in India – Rates

**PRACTICAL:**

- How to use a car rental company's directory
- Identify and comparing conditions and rates of different car rental companies
- Making Reservations, issuing vouchers, tickets etc.

**Unit 4. SEA TRAVEL:**

- Definition
- Types of Ships and Types of Cruises
- Main Seaports and Companies in the world
- Facilities and Services on Board
- Car Ferry Route and Cruise Route
- Cruise Themes
- Rules, Regulations and Responsibility
- Water Transport system in India-Historical pats, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise, Future prospects.

**PRACTICAL:**

- Use the Documentation (Directory, Ferry companies' brochures, etc.)
- Selling Sea Travel products
- Advantages and Disadvantages.
- Compare the different cruises in the world

**Unit 5. RAIL PASSENGER TRANSPORT:**

Definition; Major Rail Networks- British Rail, Euro Rail and Amtrak

- Types of Trains and Railway Facilities
- Travelling by Train in India
- Indrail pass, Special trains and circuits
- Advantages and Disadvantages
- Legislations related to railways, redressal machinery in Indian railways.

**PRACTICAL:**

- Giving information on location and services provided
- Using rail maps, guides and timetables.
- Making a reservation
- Traveling by train in India and other parts of the world (Case study)
- Advantages and Disadvantages
- CASE STUDY: E.g. E & O

**Unit 6**

- Study of Computerized Reservation Systems (Practical)

**TEXT BOOKS:**

1. Jagmohan Negi (2012), *Tourist Guide and Tour Operation-Planning and Organizing*, Kanishka Publishers, New Delhi.

**REFERENCES**

1. Jagmohan Negi (2012), *Travel Agency and Tour Operation-Concepts and Principles*, Kanishka Publishers, New Delhi.
2. Ginger Todd, Susan Rice (2002), *Travel Perspectives: A Guide to becoming a Travel Professional*, Delmar Thompson Learning.
3. Syrratt Gwenda (2003), *Manual of travel agency practice*, Butterworth Heinmann, London.
4. Manohar Sajnani- *Indian Tourism Business*, Gyan Publishing house, New Delhi.
5. Mukesh Ranga, Pallavi Gupta & Ashish Chandra (2004)- *Legal perspectives in Tourism*, Abhijeeth Publications, New Delhi.
6. Marc Mancini (2007), *Access- Introduction to Travel and Tourism*, Thomson Delmar Learning, New Delhi.
7. Philip Gibson (2006), *Cruise Operations Management*, Butterworth Heinemann.

## **STS 531: INBOUND AND OUTBOUND TOUR OPERATIONS**

### **Objectives:**

1. To understand the conceptual meaning and differentiation between outbound and inbound tour operations.
2. To familiarize with the business process involving tour operations.

### **Unit 1**

Understanding Tour Operations – Tour operators, the language of Tours-intersectoral linkages, tourism development benefits, Elements in tour operations, Concept of quality management and customer care in tourism- Travel Health certificates and Travel Insurance.

### **Unit 2**

Managing inbound tour operations – Setting up a tour operator company, acquiring complete product knowledge, Itinerary preparation, Costing a tour package – Business correspondence, vouchers, briefings and feedback, planning and scheduling pickups and transfers, Package Tours.

### **Unit 3**

Managing outbound tour operations – Characteristics of outbound tours, Documentation, visa processing, reservations, reservations on international airlines – basic ticketing rules and regulations, reference of travel directories for ticketing.

### **Unit 4**

Field operations – HR planning and development for tour operations, Developing and managing linkages with principal suppliers, Managing recruitment and trained manpower, Operations department for tour operations, Marketing inbound and outbound tours.

### **Unit 5**

Distribution management – Role of distribution in exchange process, Selling in tourism through distribution chains, Logistics in tour operations, Managing distribution systems in tour operations, Creating Promotional Tour Brochure.

### **Unit 6**

Guides and Escorts – Tourist guide – descriptions, qualities, Escort – managing escort services, considerations for an escort, the preparations, managing special situations- How to start Tour Guiding.

### **REFERENCES**

1. G E Mitchell (2005), How to Start Tour Guiding Business, The Gem Group, USA
2. Ginger Todd, Susan Rice (2002), Travel Perspectives: A Guide to becoming a Travel Professional, Delmar Thompson Learning.
3. Jagmohan Negi (2007), Tourist Guide and Tour Operation, Kanishka Publishers, New Delhi.

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4. A M Baguiia (2011), Encyclopedia of Travel Agency Management, Anmol Publications, New Delhi.
5. Lalita Sharma (2010), Travel Agency and Tour Operation- Concepts and Principles, Centrum Press, New Delhi.
6. Foster D, Business of Travel Agency Operations, Mcgraw Hill.
7. J Christopher Holloway (2005), The Business of Tourism, Prentice Hall, London.
8. Lickorish L J and Kershaw A G, The Travel Trade, Practical Press.
9. Mancini Marc, Conducting Tours, South Western.
10. Berendien Lubbe (2000), Tourism Distribution- Managing the travel intermediary, Juta Academic.
11. Susan Webster, Group Travel Operating Procedures, New York.
12. Syrratt G (2003), Manual of Travel agency practices, Butterworth, Heinemann.
13. Betsy Fay, Essentials of Tour Management-, Prentice-Hall.

## **SPECIALIZATION - HEALTH TOURISM**

### **STS 524: HEALTH TOURISM MANAGEMENT**

#### **Objectives:**

1. To understand the concept of holistic health care and wellness tourism.
2. To gain a deep understanding of different medical systems and their role in health tourism.

#### **Unit1**

**Historical perspectives** - Origin and development of health tourism over ages - health as a motivator for travel - Spas – Mineral springs – thermal springs - Medicinal properties of spa water– Ancient centers of healing and bath- important natural spa destinations in the world.  
– Typologies of Health tourism - Factors affecting growth of health tourism.

#### **Unit 2**

**Leisure, lifestyle and tourism:**– Concept, Definitions and dimensions of Health, wellness and well being –spirituality – Quality of Life (QOL) -Tools for wellness: medicine, therapy:- therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics – wellness tourism - Factors influencing need for health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism. - Health, wellbeing and environment– Pleasing weather and climate – winter, summer and Health resorts

#### **Unit 3**

**A brief overview of Medical systems:** Modern medicine & C.A.M – holistic approach Vs specialization approach. - Concept and Dimensions of holistic health care – the body, Mind and Spirit relationship. Major indigenous medicinal systems of the world: - AYUSH- Ayurveda, Yoga, Unani, Siddha, Homoeopathy – Alternate Therapies: Tribal medicine, Chinese medicine and acupuncture, Shiatsu, Reflexology, Aromatherapy, Reiki, Alexander technique, Chiropractic, Panaceas, Hydrotherapy.

#### **Unit 4**

Naturopathy: concepts, principles and benefits. A brief overview of Treatments in Naturopathy: hydrotherapy, mud therapy, Massage therapy, diet therapy. Yoga: A brief overview of its principles, practices and benefits – Kriya, Sun salutation, Asana, Pranayama and Meditation. Kalaripayattu and Marmachikilsa - Foot massages of Kerala (Kalari and Kathakali).

#### **Unit 5**

Impacts of health tourism: economic, socio-cultural, environmental, Planning in Health tourism – levels of planning – organic v/s planned development.

#### **REFERENCES**

1. M. Smith and L. Puczko (2009), Health and Wellness Tourism, Butterworth Heinemann.
2. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.



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3. Cissi Williams (2008), An A to Z Guide to Holistic Healing, Jaico, Mumbai.
4. Raj Pruthi (2006), Medical Tourism in India, Arise Pub, New Delhi.
5. Robinet Jacob (2008), Health Tourism and Ayurveda, Abhijeet Publications, New Delhi.
6. S. Rajagopalan (2006), Health Tourism, An Introduction, The ICFAI University Press, Hyderabad.
7. Tourism Recreation Research, Wellness Tourism, Journal of Centre for Tourism Research and Development, Lucknow, Vol.31, No.1, 2006.
8. Sivananda Yoga Vedanta Centre, The New Book Of Yoga, Ebury Press (2000).
9. Swami Vishnudevananda, The Complete Illustrated Book of yoga.
10. Balakrishnan (2006), Kalaripayattu, Penguin Books.
11. Payyappilly, C., et al. (1988), Holistic Health Work Book, Sahaj, Pune.
12. Huss, Carol et al.(1989), The Banyan Tree: A Text Book for Holistic Health Practitioner, Sahaj Medical Mission Sisters, Pune.

## **STS 525: SPA MANAGEMENT**

### **Objectives:**

1. To familiarize with the various aspects of spa business.
2. To develop the fundamental spa operations and management skills and knowledge.

### **Unit 1**

**Introduction to Spa industry:** Definitions, origin, spa towns, famous natural spas of the world - Spa industry today - Types of spas.

**Spa offerings:** Brief overview of Modern Spa Treatments: by technique, origin, provider, and facility & equipment – Spa menu development.

### **Unit 2**

Establishing the business:-Vision, Mission, planning process, the business plan, start up costs – types of spa ownership.

Spa facility Design and construction – Spa concept development – layout of a spa (treatment room –dry and wet room setups, lockers and changing room, reception, waiting area etc) - Spa design process - general spa design considerations – design considerations by spa area - design trends – Interior design and decoration

### **Unit 3**

**SPA OPERATIONS AND MANAGEMENT-** Policies and procedures – industry best practices – Developing and implementation of SOPs – SOP training – opportunities for feedback

Spa Human Resources: Organisational structure – spa personnel –international certification of personnel (CIBTAC, CIDESCO etc) - HR practices – Employee policies and procedures.

Spa facility operations: Facility management and its elements – maintenance safety and sanitation - sanitation policy and procedure – managing Equipments – inventory management

### **Unit 4**

**SPA CLIENT MANAGEMENT:** spa client profile, client management- client experience – pampering and luxury, - achieving consistency - SOPs in client management - provider and client etiquettes

### **Unit 5**

#### **SPA FINANCIAL MANAGEMENT AND MARKETING**

The balance sheet, - Income statement, - Cashflow statement, - Forecasting, budgeting and budgetary controls – staff compensation.

Spa marketing: Motivations of health tourist – profiling wellness tourists – “time-poor, cash-rich elites” – market segmentation – Marketing mix for spas - Branding – packaging – distribution and pricing – Marketing communications – common spa promotion ideas and practices-

### **Unit 6**

Spa Organizations: ISPA, ESPA, BISA, The Day Spa Association, CIBTAC, and CIDESCO

Case study of famous Indian and international (European, American, other Asian) spas (*any one each*).

**TEXT BOOKS:**

1. Mary S Wisnom, Lisa L Capozio (2012), Spa Management- An introduction, Pearson.

**REFERENCES**

1. Erica Miller (1996), Day Spa Techniques, Milady Thomson Learning
2. M. Smith and L Puczko (2009), Health and Wellness Tourism, Butterworth Heinemann
3. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
4. Terry Tamminen (2005), The Ultimate Guide to Spas and Hot Tubs, McGraw Hill
5. M Cohen and G Bodekar (2008), Understanding the Global Spa industry, Butterworth Heinemann.
6. [www.experienceispa.com](http://www.experienceispa.com)
7. [www.internationalspa.org](http://www.internationalspa.org)
8. [www.espa-ehv.com](http://www.espa-ehv.com)
9. Official websites of the spa organizations mentioned in the syllabus

## **STS 532: HEALTHCARE MANAGEMENT**

### **Objectives:**

1. To impart awareness level knowledge about the structure and functioning of human body.
2. To familiarize with the various medical and surgical procedures related to cross border medical travel.
3. To understand emergency management procedures.

### **Unit 1**

**Elementary structure of human body:** a very general idea about the systems of body- musculoskeletal, cardiovascular, reparatory, digestive, excretory, reproductive, endocrine, lymphatic and the nervous system- its functions- the sense organs and functions.

### **Unit 2**

**Health and hygiene:** Concepts, Philosophy and dimensions of health, Personal Hygiene- relevance of health and hygiene in tourism industry, Determinants of health - spectrum of health- Promotion of health and fitness: Lifestyle management - Importance of physical and mental fitness.

**Concept of Diseases:** Causes, types and Risk factors.-Lifestyle conditions- Symptoms of common travel related diseases- Diarrhoea, Skin disorders, Insect-borne fevers, influenza, Sexually-transmitted diseases, Intestinal and other parasites, Legionnaire's disease, Malaria and Dengue Fever, Hepatitis A and B, Typhoid, Tetanus- Disorders associated with air travel, exotic infections- Common health issues for travel to India- major vaccinations available and needed in India, Prevention of diseases: Nutrition & Lifestyle, Environment & sanitation, immunization.

### **Unit 3**

**Medical and Surgical Procedures** (relevant to Medical Tourism) - Various Procedures-Anesthesia and its types- Diagnostic and Surgical Procedures- Cosmetic Treatments and Procedures- Dental Procedures (Importance may be laid on those procedures which can be performed abroad) - Identification of cases- reference to respective departments.

### **Unit 4**

**Travel and health**-International Health regulations for travelers, health advisories, Travel arrangements for health tourists- Health requirements – certificates, vaccination/immunization – Travel Insurance/ Hospitalization and Repatriation (illness/death (body bags), Funeral Homes and Body preservation- Legal ramifications- Package tours for health tourists.

### **Unit –5 (Practical)**

**First Aid/Emergency Management** –First Aid Kit- How to handle an emergency situation- Dealing with types of emergencies-wounds and bleeding, bites and stings, poisonous snakes of India, road accidents, electrical injuries, drowning, burns, head injuries, convulsions, hypoglycemia, drunkenness and substance abuse, fractures, poisoning, hysteria, hiccups, diarrhoea- Life saving Procedures-Cardio pulmonary resuscitation (CPR).

**REFERENCES**

1. Maria K Todd (2012), Medical Tourism Facilitator's Handbook, CRC Press
2. Cissi Williams (2008), An A to Z Guide to Holistic Healing, Jaico, Mumbai.
3. K Park, Parks Textbook of Preventive and Social Medicine / 19th Edition.
4. Shukla (2007), Preventive and Social Medicine, CBS Publishing, India.
5. Chandrakant Lahariya (2008), A Review of Preventive and Social Medicine, Jaypee Publishing
6. TIM
7. St. John Ambulance, First Aid Manual (2009), Dorling Kindersley.
8. Shikhar Gupta (2009), Your Guide To First Aid, Abhishek Publications.
9. Aggarwal (2007), First Aid in Emergencies, CBS Publishing.
10. Hope, R., A., et al. (1999) Oxford Handbook of Clinical Medicine, Oxford University Press, Newyork.
11. Know your Body (2001), Mumbai: Reader's Digest.
12. Martin, Newell, Henry, The Human Body an Elementary Text- Book of Anatomy, Physiology and Hygiene, Hard Press, New York.

**STS 533: HEALTH TOURISM AND AYURVEDA**

**Objectives:**

1. To understand the basic principles of Ayurveda and its methodology of administration.
2. To familiarize with various health tourism products and its promotion in Ayurveda.

**Unit 1**

Origin/history of Ayurveda – Classical texts, Branches of ayurveda, Relationship of Ayurveda with other ISMs – Development of ayurveda in Kerala.

**Unit 2**

Basic Principles and philosophy of Ayurveda- Four aspects of life – Panchabhutas- Tridoshas and health – Body Constitution – Panchamahabhoota , Tridosha, Dosha – Dhatu – malas, agni, Rasas, Prakruti (body constitution), dinacharya, ritucharya, - classification of food, Ahara, Vihara and Aushadi.

**Unit 3**

Ayurvedic Disease Management-causes of disease, concept of aama, Shamana and Shodhana therapy - Drugs in ayurveda: Introduction to Ayurvedic preparations like Arishtas, Asavas, Gutikas, Tailas, Churnas, Lehyas and Bhasma.

**Unit 4**

Introduction to Panchakarma – Poorva karma, Pradhana karma, Paschat karma, Panchakarma according to Charaka and Susruta, Rules to be followed during Panchakarma treatments (Patthya), Advantages and disadvantages of Panchakarma.

**Unit 5**

Other procedures -Swedana and Snehana: Types of treatments- Pichu, Abhyangam, Udwarthanam, Navarakizhi, different Sweda karmas, Dhara- Shirodhara (thaila, thakra, ksheera, kashaya), Sarvangadhara, Pizhichil, Shirolepam (Pothichil), Thalam, Shirovasti, Netrakarmam (tarpanam, Netravasti, anjanam,) Thaila sthaapanam (Urovasti, Kativasti etc); karnapuranam -

**Unit 6**

Ayurvedic Resources and facilities in Kerala- Ayurveda and rejuvenation; Rasayanachkita-Socio-Economic impact of ayurvedic tourism- required quality of services and medicines- Season and Climate- Scope of Ayurvedic tourism- impact of Commercialization - herbal wealth – Prominent ayurvedic Centers and institutions- Role of marketing – Classification of ayurvedic centers- Associated problems.

**TEXT BOOKS:**

1. Robinet Jacob (2008), Health Tourism and Ayurveda, Abhijeeth Publications, New Delhi.

**REFERENCES**

1. Sharadini Dahanukar & Urmila Thatte (1994), Ayurveda Revisited, Popular Prakashan, Bombay.
2. Todd Caldecott (2006), Ayurveda- The Divine science of Life, Mosby Elsevier.
3. Robert Svoboda and Arnie Lade (1998), Chinese Medicine and Ayurveda, Motilal Banarsidas Publishers, Delhi.
4. Compendium of invited Lectures (2002), World Ayurveda Congress.
5. Dr. C.V.Jayamani – Health Management – A new Perspective.
6. Dr. S.P.Bansal, Sushma, Sonia & Chander Mohan – Tourism in the New Millennium.
7. Sunil. V. Joshy (1997), Ayurveda and Panchakarma, Motilal Bamarsidass Publishers, Delhi.

**PAPER STS 534: MEDICAL TOURISM OPERATIONS**

**Objectives:**

1. To understand the medical tourism system and the role of service providers including that of medical travel facilitators.
2. To gain knowledge on legal formalities and matters related to medical tourism safety.

**Unit 1**

**Medical tourism:** Concept –evolution-Components: Distance care, patients, capital, labour-globalization and health care-nature of medical tourism- product characteristics-Medical Tourism System: key players and relationships-Need for Medical Tourism-benefits and scope of medical tourism-economic impact of healthcare trade- present status- trends and factors affecting global medical tourism- cost comparison between different countries- countries promoting medical tourism - Indian medical tourism : features, benefits and market size -role of public and private sector in promoting medical tourism.

**Unit 2**

Preventive healthcare-healthcare BPO– supply chain of hospital for international patient- check-up-logistics and supply chain of a hospital for international patient-types of logistics and companies and trends-global economic and logistic trends-strategic framework for expanding trade in health tourism- hospital marketing strategies-health tourism providers- facilities at major hospitals in India and Kerala.

**Unit 3**

Medical Travel Facilitator, role of facilitator, Facilitating services: step-by-step process-Case Management-Travel Planner-CRS and medical travel facilitator business, Web Portal and its role-Medical Tourism Concierge- Business Plan and Marketing Plan: Customer Service Plan, Technology Plan, Consultants for the business, Compliance Plan- Basic privacy Laws, Data Privacy and Security Plan-Business startup Budget and Cash Management Plan-Building own product

**Unit 4**

Workflows- Day to day functioning: contacting clients, medical experts and hoteliers-negotiations- Travel and Treatment Plan- Preoperative and Postoperative care- Planning travel for surgical, wellness and diagnostic services clients-Risk Assessment and management- Best practices and customer satisfaction- Major Medical Tourism companies- trade associations

**Unit 5**

**Medical tourism safety:** Modern trends in medical tourism-policy impacts- issues and policy priorities- Accreditation – importance – benefits to staff, patients, community and hospitals – Major international health accreditation schemes : accreditation procedure – medical insurance – legal issues – economical, social, environmental, ethical aspects – malpractice and professional liability – risks – need for a sustainable approach-sustainable strategies for medical tourism development.



**Unit 6**

Study of Computerized Reservation Systems (Practical)

**REFERENCES**

1. Maria K Todd (2012), Medical Tourism Facilitator's Handbook, CRC Press.
2. John Connell (2011), Medical Tourism, CABI Publishers.
3. Goel, Kumar (2010), Medical Tourism and Hospital Services, Deep & Deep Publishers, NewDelhi
4. David Reisman (2010), Health Tourism, Edward Elgar Publications, U.K.
5. Girija Prasad (2011), Medical Tourism- New Directions, Adhyayan Publishers, NewDelhi.
6. Jayashree Bose, Sumathi (2012), Medical tourism, SBS publishers and distributors, New Delhi.
7. Kulkarni Sonali (2008), Spa and Health Tourism, Book enclave, Jaipur.
8. Kulkarni Sonali (2008), Medical Tourism in India, Book Enclave, Jaipur.
9. Bookman, Milica Z and Bookman Karla R (2007), Medical tourism in developing countries, Palgrave Macmillan, New York.
10. Lee Kelly (2003), Globalization and Health- An introduction, Palgrave Macmillan, New York.