

Item No. 2

**KARNATAK UNIVERSITY DHARWAD**



**REGULATIONS**

**FOR**

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**

**(MTTM)**

**Regulations Governing Two Year Post Graduate Course**

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

**(With effect from 2024-25)**

## **MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)**

### **1.0 Title:**

These regulations shall be cited as Karnatak University's Regulation governing the two-year Post Graduate Degree of Master of Tourism and Travel Management Programme of the Faculty of Social Sciences.

### **2.0 Extent of Application:**

These regulations will apply to the Master of Tourism and Travel Management programme being run in the Karnatak University, Dharwad.

### **3.0 Commencement:**

These regulations come into force from the date on which they are approved by the Honourable Chancellor or on such other date as directed by the Honourable Chancellor.

### **4.0 Definitions**

In these Regulations, unless otherwise mentioned,:

- a. "University" means Karnatak University;
- b. "Post Graduate Programme" means Master of Tourism and Travel Management (MTTM).
- c. "Student" means the student admitted to Post Graduate Programs like Master of Tourism and Travel Management under these Regulations;
- d. "Degree" means Post Graduate Degree like Master of Tourism and Travel Management (MTTM);
- e. "Board of Studies" means U.G and P.G. Combined Board of Studies of Tourism and Travel Management of the University in the discipline/subjects concerned to Tourism and Travel Management;
- f. "Fee" means the Tuition Fee prescribed by the University for the Post-Graduate Programmes from time to time;
- g. "Discipline Specific Courses/ Papers (DSC)" and "Open Electives" refers to all the papers as per the new Regulations of Karnatak University.
- h. "Advisory Committee" means the Advisory Committee of the UG and PG Programme under the Director of the Programme and approved by the Registrar of the University;

- i. “Credit” means the unit by which the course work is measured. For this Regulation, one Credit means one hour of teaching work or two hours of practical work per week. Normally a Semester is of 16 weeks duration in any given academic year. As regards One Credit is equal to one hour theory teaching 2 credits equal to one hour practical. There shall be 3 to 4 credits for 100 marks.
- j. “Grade” is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each subject by the candidate after completing his/her Internal Assessment and Semester end Examinations. Each course carries a prescribed number of credits. These Grades are awarded for each subject after conversion of the marks and after completion of the examinations in each semester.
- k. “Grade Point Average” or GPA refers to an indication of the performance of the student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester. The GPA depends on the number of course a student takes and the grades awarded to him/her for each of the subjects so chosen.
- l. “Cumulative Grade Point Average” or CGPA refers to the cumulative Grade Point Averages weighted across all the semesters and is carried forward. The calculations of the GPA, CGPA shall be as per the University norms.

## **5.0 Course Offered and Duration:**

### **5.1 Name of the Course: Master of Tourism and Travel Management (MTTM)**

**5.2 Duration of the Course:** The Duration of the Course shall be 02 years consisting of 04 semesters. However the course has been designed on a completely modular basis.

**6.0** Each semester will be of about 16 weeks duration followed by an examination and a small term break. Normally the term breaks are used for projects in the field and summer internship in India or other suitable countries or major projects.

**7.0 Eligibility Criteria for Admission:** He/she should have passed the Bachelor of Tourism and Travel Management Degree Examination or Any Degree like BA, B.Com, BSc, BBA, B.Com (CS), BCA, BSW or other graduation from the recognized University and should have obtained at least 45 % marks in aggregate in the Degree Examination. For candidates belonging to SC/ST and Cat-I the minimum percentage for eligibility is 40%.

## **8.0 Admission Procedure:**

Admission to the Master of Tourism and Travel Management (MTTM) programme will be only through a **Common Entrance Examination** consisting of Written Test. University

will announce the date of Entrance Test for MTTM course along with other courses like the MA/M.Com/M.Sc etc. The Entrance Test will be of Objective Nature and will be of 1 hour duration (50 questions) covering Aptitude, Numerical Ability, General Knowledge and English. All eligible candidates will be invited to appear for Entrance Examination. The distribution of the marks for the various components is as follows:

1	Written Test	50 marks (Weightage)
2	Marks Obtained in Degree	50 marks (Weightage)
	Total	<b>100 marks</b>

**8.1 Admission Committee:** The University would appoint an Admission Committee to conduct the whole Admission Process including conduct of the above Examination as per rules and announcing the final ranking of all candidates. Subsequently the Admissions Committee will admit candidates to the MTTM course based on merit, ranking and seat matrix as finalized by the University in accordance with the current reservation rules of the Government and in force for the concerned academic year as per eligibility conditions laid out in this Regulation.

**8.2 Admission Procedure:**

8.2.1 Admission to the Two Year MTTM will be done by the Admissions Committee constituted by the Karnatak University as is normally done for all Post Graduate Courses in the University.

8.2.2 Conduct of Test, preparation of the Merit list according to the vacancy, preparation of seat matrix taking into account the current reservation policy as per Government of Karnataka and applicable to the University and preparation of the final admission list to the course will be done by this Admission Committee. This process would be similar to the one followed for all Post Graduate courses of the University.

**9.0 Course Structure: (The complete course details and Examination Pattern enclosed in the Annexure-1)**

**9.1** The course is a full time semester course having 16 weeks of contact classes during the semester followed by a full-fledged University Examination at the end of each

semester. These Semester Examinations will be announced and conducted by the University.

**9.2** The program is of total 96 credits and each semester shall have a minimum of 8 courses including mandatory papers and one or more practical papers / Field Study / Project Work, etc., each carrying 100 marks, of which 50 Marks are allocated for formative assessment (IA) and 50 Marks for Semester End Examination (summative). There shall be a minimum of two tests and one assignment/ presentation/practical for awarding 50 marks. The practical oriented papers for 100 marks each shall have 50 marks for theory examination, 40 marks for practical examination and 10 marks for class records (Home assignment and Journals). Finally all these marks will be converted into credits as per these regulations.

**9.3** The duration and calendar of events of the semester shall be as announced by the University from time to time.

**9.4 On the Job Training:** Three months On the Job Training in Tourism/Travel/Aviation/Hotel/Event Management etc. is compulsory for all the Students of IV Semester of MTTM, where a student must prepare a Project for 200 Marks and attend the Viva-Voce Test for 50 Marks at the end of the Course.

#### **10. Medium of Instruction:**

The medium of instruction shall be English only. The medium of writing the examination and evaluation shall also be in English.

#### **11.0 Attendance:**

**11.1** A student is required to attend a minimum of 75 % of the classes conducted in each semester.

**11.2** A student who does not satisfy the requirement of minimum attendance is not eligible to take the examination of the concerned semester. A student who fails to satisfy the requirement of minimum attendance in a semester shall join the same semester in the next year by obtaining prior permission from the concerned authorities and registering for the course as a new student for such semester.

**12.0 Registering for the Semester End Examination:**

- 12.1** There shall be an examination conducted by the University at the end of each semester or as notified by the University from time to time.
- 12.2** The candidates who fail in any odd or even semester, for respective examinations only when such odd or even semester examination are conducted in the subsequent academic years.
- 12.3** A student shall register for all the prescribed papers of a semester when he / she appears for the examination of that semester for the first time.

**13.0 Improvement of Performance:**

- 13.1** The Student, who is intending to improve his / her performance in one or all papers of the respective semester after the declaration of the final result of the said degree, is allowed to do so, subject to the payment of fees as stipulated by the University only at the time when the examination of such semester is conducted. Such students may improve their performance in the desired papers as per existing syllabus prevailing at the time of examination of the respective semester. However provision for improvement is allowed only after completing MTTM programme
- 13.2** If the performance of the student, who has applied for improvement is found to be relatively less, when compared with his / her earlier performance, such student shall be allowed to retain his / her earlier performance.
- 13.3** The student shall be allowed to apply for improvement of his / her results only once in any semester, in respect of any or all paper(s). However, at the end of the course, he / she shall have another chance to improve the overall percentage by repeating any or all papers of all the semesters as and when the examination is conducted, subject to a maximum period of six years from the date of registration to the first semester.
- 13.4** The students are not eligible for applying for the improvement of their result in respect of internal assessment, practical, project report, viva, fieldwork etc., if any.
- 13.5** Application for improvement shall be submitted by the students through the Director/ Principal of the College, to the Registrar (Evaluation) along with prescribed fees and the necessary documents on or before the last date prescribed for submission of such application forms.

**13.6** The student, who applies for improvement, shall not be eligible for the award of any prize, gold medals etc., on improvement of his / her performance.

**13.7** Marks obtained from the OEC shall not be considered for award of CASH PRIZE/RANK/GOLD MEDALS.

**14.0 Scheme of Examination:**

**14.1** There will be seven courses in each semester, each course carrying 100 marks. Each course shall consist of:

1	Continuous Internal Assessment (IA)/Practical/test	50 marks
2	Semester-end examination	50 marks.
	Total	100

**14.2** There shall be a project report, viva and examination for 100 marks at the end of the Semester. The students shall prepare and submit the project report on the concerned subject of tourism for which a study tour has been undertaken. 50 marks are allotted for project reports and 50 marks for viva examinations. The viva Examinations will be conducted by a panel appointed by the University.

**14.3** There will be Three Months Summer In-Plant Training for IV Semester of MTTM. In other Semesters students shall visit various industries/sites of Tourist interest and submit reports on them. There shall be a minimum of two such visits.

**14.4 Project Report:** The Student has to submit the Project Report within a fortnight after the Job Training period is completed.

**14.5** One teacher of the Dept. will act as the internal guide for the project report. The report will be evaluated for viva conducting by an Examination Committee constituted by the University.

**14.6** The internal guide shall visit the place of work to supervise the training and to interact with the firm/agency/organization to know more about the practices in Tourism/Hotel and other related Industry. Secondly, there will be weekly reports submitted by the students duly signed by external guide who is from the Industry/Organization where the student will work.

**15.0 Passing Marks and Award of Classes:**

**15.1** The minimum score for each paper shall be 40% aggregate. The grading of successful candidates at the examination shall be as per the Karnatak University regulations.

**16.0 Award of the Degree and Passing Criteria:**

The normal duration of the course is 2 years consisting of 04 Semesters. The Candidate must have passed all papers in four semesters, will eligible for Award of the Degree of Master of Tourism and Travel Management with Class/Grade based on the Marks obtained. He/she has to score minimum 40% in summative examination and fulfil 40% of the marks including Formative assessment marks.

**17.0 The Board of Examiners and Valuation:**

**17.1** A panel of examiners for MTTM will be prepared by the Board of Studies. The panel will contain both internal and external examiners. Internal examiners will be all teachers of the course including KUD P.G teachers from sister Departments.

**17.2** There shall be only single valuation of the papers in Odd semesters.

**17.3** Odd Semester Examinations i.e. I and III Semesters shall be conducted by the concerned Department subject to the University guidelines. Only Even Semester Examinations will be conducted by the University. For all such University Examinations, there shall be double valuation for all the Even Semester Examinations (II and IV) as per the University norms. The average marks awarded by the internal and external examiner shall be taken as the final marks to be awarded.

**17.4** There will a Challenge Valuation as per the University rules.

**17.5 Study Tour:** Study Tour is compulsory for PG Students in II semester.

**18.0 MISCELLANEOUS:**

The Directions, Orders, Notifications issued by the university authorities in respect of matters not covered by these regulations shall be final, provided they are in conformity with the provisions of the Karnataka State Universities Act-2000 and the Ordinances, Statutes, Regulations and Rules made there under.

## Master of Tourism and Travel Management MTTM (PG) 2024-25

MTTM (PG) I Sem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA (includes 10 marks test)	Sem End exam	Total Marks
DSC-1	Theory	B1MTM001T	Human Resource Management	3	50	50	100
DSC-2	Theory	B1MTM002T	Karnataka Tourism – I	3	50	50	100
DSC-3	Theory	B1MTM003T	Event Tourism (Management and Operations)	3	50	50	100
DSC-4	Theory	B1MTM004T	Heritage Management	3	50	50	100
DSC-5	Theory	B1MTM005T	Tourism Marketing	3	50	50	100
DSC-6	Theory	B1MTM006T	Tourism and Travel Management–I	3	50	50	100
DSC-7	Theory	B1MTM007T	Fundamentals of Accounting for Tourism Industry	3	50	50	100
DSC-8	Theory	B1MTM008T	Hospitality Management – I	3	50	50	100
<b>Total</b>				<b>24</b>	<b>400</b>	<b>400</b>	<b>800</b>

MTTM (PG) IISem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA (includes 10 marks test)	Sem End exam	Total Marks
DSC-9	Theory	B2MTM001T	Tourist Behaviour	3	50	50	100
DSC-10	Theory	B2MTM002T	Karnataka Tourism – II (Eco & Adventure Tourism)	3	50	50	100
DSC-11	Theory	B2MTM003T	E-Commerce in Tourism – I	3	50	50	100
DSC-12	Theory	B2MTM004T	Tourism and Hospitality Research Methods	3	50	50	100

DSC-13	Theory	B2MTM005T	Tourism and Travel Management - II	3	50	50	100
DSC-14	Theory	B2MTM006T	Hospitality Management – II	3	50	50	100
OEC-1	Theory		Open Elective Course (OEC) as per KUD Norms	4	25	75	100
DSC-15	Practical	B2MTM004P	Study Tour, Project Report and Viva-Voce	3	50 (Project)	50 (Viva)	100
			Total	<b>25</b>	<b>375</b>	<b>475</b>	<b>800</b>

**Open Elective Course in Tourism For Non Tourism Students (opt only one course of the followings)**

OEC-A	Theory	B2MTM203TA	Fundamentals of Tourism <b>OR</b>	4	25	75	100
OEC-B	Theory	B2MTM203TB	World Heritage Sites in India <b>OR</b>				
OEC-C	Theory	B2MTM203TC	Cultural Heritage of India (Indus Culture to 1206 CE)				

**MTTM (PG) III Sem Course Codes/ Exam pattern**

Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA (includes 10 marks test)	Sem End exam	Total Marks
DSC-16	Theory	B3MTM001T	E-Commerce in Tourism – II	3	50	50	100
DSC-17	Theory	B3MTM002T	Destination Management	3	50	50	100
DSC-18	Theory	B3MTM003T	International Financial Management	3	50	50	100
DSC-19	Theory	B3MTM004T	International Tourism and Marketing	3	50	50	100
DSC-20	Theory	B3MTM005T	Global Tourism	3	50	50	100
DSC-21	Theory	B3MTM006T	Airport Management	3	50	50	100
DSE-1	Theory	B3MTM102TA	India Tourism	3	50	50	100
DSE-2	Theory	B3MTM102TB	Tour Guiding and Interpretation				
OEC-2	Theory		As Per KUD Norms	4	25	75	100

			Total	25	375	425	800
<b>Open Elective Course in Tourism For Non Tourism Students (opt only one course of the followings)</b>							
OEC-2A	Theory	B3MTM203TA	Tourism in North Karnataka <b>OR</b>	4	25	75	100
OEC-2B	Theory	B3MTM203TB	Tourism Products of India <b>OR</b>				
OEC-2C	Theory	B3MTM203TC	Cultural History of Karnataka (From earliest Times to 1500 A.D.)				

**MTTM (PG) IVSem Course Codes/ Exam pattern**

Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA(include s 10 marks test)	Sem End exam	Total Marks
DSC-22	Theory	B4MTM001T	Four Weeks Classroom Discussion and Seminar	4	100	--	100
DSE-3	Theory	B4MTM102TA	Eco Tourism: Concepts, Principles and Practices	4	50	50	100
DSE-4	Theory	B4MTM102TB	Karnataka Architecture, Sculpture and Painting				
DSC-23	Practical	B4MTM004P	Industrial Training/Internship for Twelve Weeks in any Tourism Industry/Hospitality /Airport/Events- Project Report for 200 Marks and Viva Voce test – 50 marks (250 Marks)	12	<b>100</b> (Viva Voce)	<b>200</b> (Project on Job Training)	300
			Total	20	250	250	500

• The MTTM Programme is of total 96 credits and 2900 Marks

**MTTM (PG) I Semester**  
**DSC-1: B1MTM001T**  
 Human Resource Management

**Course Outcomes-**

- Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM
- Demonstrate competence in development and problem-solving in the area of HR Management
- Provide innovative solutions to problems in the fields of HRM
- Be able to identify and appreciate the significance of the ethical issues in HR

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-1	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of Course 1</b>	<b>45Hrs</b>
<b>Unit –1 Foundations of Individual Behaviour</b>	<b>15</b>
<p><b>1.1</b> Introduction: Organizational Behaviour Emerging challenges- Historical Evolution Contributing disciplines to OB Field OB Model-Implications for Managers.</p> <p><b>1.2</b> Personal-Environmental- Psychological factors Intelligence. Personality-Theories- Determinants-Traits Values-Attitude-Job related outcomes. Emotions and Moods –OB application.</p> <p><b>1.3</b> Motivation Concepts and Applications, Early and contemporary Theories Concepts to application- ICM- Employee Involvement- implication for Managers. Perception- Beliefs- Decision making in organisations- Attribution- Learning- Theories and principles- process of Behaviour-Modifications- Effectiveness of Learning.</p>	
<b>Unit - 2 Foundations Of Group Behaviour,</b>	<b>15</b>
<p><b>2.1</b> Nature, Types, Size, Group Decision Making, Emerging Team Concept-Effective Teams-Groups and Team Differences- Types of Team And Performance.</p> <p><b>2.2</b> Leadership- Trait Theories- Behaviour Theories- Contingency Theories- Styles-Charismatic and Transformational Leadership – Contemporary Issues on Leadership-Power-Bases-Causes and Consequences-Managing Power and Implications.</p> <p><b>2.3.</b> Diversity in Organizations- Implementing Diversity Management Strategies – Global Implications..</p>	

<b>Unit - 3 Organisational Change and Development</b>	15
<b>3.1</b> Conflict and Negotiations- Conflict Process-Negotiation Process-Styles and Rules of Negotiating-Cultural Differences in Negotiations. Work stress-Meaning, Sources of Stress, and Stress Management –Organizational Strategies.	
<b>3.2</b> Common Organizational Designs –Organizational Culture-Functions-Employees Learn Cultures-Creating Positive Organizational Culture-	
<b>3.3</b> Organizational Change and Development	

### BOOKS FOR REFERENCE

- Organizational Behavior –Stephen Robbins,T,A.Judge ,Neharica Vohra- Pearsons Pretince Hall- New Delhi.
- Organizational Behavior- Text, Cases And Games – K.A. Ashwathappa Himalaya Publishing House- New Delhi
- Organizational Behavior – Hartman And Harris-JACIO

**MTTM (PG) I Semester**  
**DSC-2: B1MTM002T**  
**Karnataka Tourism – I**

After successful completion of this course, the students will be acquainted with,

- Know about the important destinations in Karnataka.
- Knowledge about Fairs and Festivals, Museums of Karnataka and the role of KSTDC.
- Knowledge of Cultural, Natural and Historical Heritage of Karnataka.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45Hrs
<b>Unit –1</b> Introduction To Karnataka Tourism and Important Historical Places Karnataka.	15
1.1: Geographical features and Climatic conditions 1.2: Geographical features and Climatic conditions - History of Karnataka (Political, Religious and Cultural) and Natural Resources. 1.3. Important Historical Places -World Heritage Sites in Karnataka - Important Tourist Places of Karnataka: Aihole, Badami, Pattadakal, Mahakuta, Lakkundi, Banavasi, Belur, Halebidu, Somathapura, Unkal, Hampi, Kalaburagi, Firuzabad, Bidar, Bijapur, Srirangapattana, and Mysore	
<b>Unit - 2</b> Tourism Development in Karnataka and Tourism Policy	15
2.1. Role of State Government in Promoting Tourism. 2.2. Role of K.S.T.D.C. - Package Tours, K.S.T.D.C. Master Plan. 2.3 Karnataka Tourism Policy	
<b>Unit – 3</b> Tourism Resources	15
3.1. Fairs and Utsavas of Karnataka - Mysore Dasara, Bangalore Karaga, Melukote Vairamudi, Hampi Utsav, Kadamba Utsav, Chalukya Utsav, Navaraspur Utsav, Kittur Utsav and other Utsavs in Karnataka. 3.2. Wild Life - Hill Stations - Waterfalls and Beaches - Adventure Tourism in Karnataka 3.3. Kannada Literature and Customs, Traditions and Cuisines of Karnataka	

## BOOKS FOR REFERENCE

1. K. R. Basavaraja: *History & Culture of Karnataka*, Dharwad, 1984
2. *Karnataka Sangathi*, Kannada Development Authority, Bangalore
3. *A Hand Book of Karnataka-2005*.
4. H.S. Krishnaswamy: *Avolokana, a Compendium of Karnataka's Heritage* Directorate of Kannada and Culture, Bangalore, 1985
5. B.S. Badami: *Impact of Tourism in South India*. Commonwealth Publishers, New Delhi 1997.
6. S. Rajasekhara: *Karnataka Architecture*, Dharwad, 1985  
: *Early Chalukya Art at Aihole*, New Delhi 1985.  
: *Masterpieces of Vijayanagara Art*, Bombay 1984
7. D.Devakunjari; *Hampi*, ASI, 1998

**MTTM (PG) I Semester**  
**DSC-3: B1MTM003T**  
**Event Tourism (Management and Operations)**

After successful completion of this course, the students will be acquainted with,

- **Historical development and importance of events**
- **Impacts and value of the events as destination attraction**
- **Operations and management of events and MICE tourism**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 Hrs	45	02 Hrs	50	50	100	03

<b>Content of Course</b>	<b>45 Hrs</b>
<b>Unit –1 Events and Events Tourism - An Overview</b>	15
<b>1.1</b> : Introduction to events, historical evolution and background, Definition and meaning of Events and Event Tourism, Major Characteristics, Impacts of Events, Sustainable Events	
<b>1.2</b> : Events as Visitor Attraction, Reshaping and Rebranding of Destinations, Non Traditional approach to Destination Development and Marketing, Trends and issues in Events Tourism	
<b>1.3</b> : Event Planning and Budgeting : Classification of Events, Planning a Event- Five Cs of Event Management - Purpose-Visualization-Organization-Timings-Seasons-Weather Conditions -Function Sheet-Meeting Environment, Event Evaluation, Budgeting Considerations - Sources of Funding, Digital and Hybrid Events	
<b>Unit - 2 Managing Events</b>	15
<b>2.1</b> : Event Venues : Site Selection, Locational Requirements-Hotel-Conventional Centers, Contracts- Suppliers and Services- Food and Beverages, Unusual Venues	
<b>2.2</b> : Stage Management : Sound System- Audio Visual Facilities-Lighting – Digital Aids, Accommodation And Housing Transportation-Entertainment	
<b>2.3</b> : Managing Registration and Sites : Registration And Site Management- Gifts And Mementos, Event Marketing and Event Management Software	

<b>Unit - 3 MICE Tourism</b>	15
<b>3.1</b> : Meetings and Meeting Planners – Categories of Meetings, Traits of Professional Meeting Planners, Role of Travel Intermediaries and Convention promotion Bureaus (CVB)	
<b>3.2</b> : Understanding Trade Fair and Exhibition-Objectives-Functions-Benefits-Exhibits-Corporate Sectors and Business Traveller	
<b>3.3</b> : Features of Incentive Travel-Linkage with Tourism Incentive to Achievers- Kinds Of Incentives- Planning Incentive Travel – Deciding the Destination – Trends and Challenges	

### References

1. *Event Planning* –Mr. Juddy Aleen, wiley, 2010
2. *Planning Successful Meeting And Events-Anhj* –Boehme, ACAcom, 1998
3. *Meeting Spectrum-* Rudi R. /Right, B HRD Dress, 2005
4. *Meeting Conventions and Exposition and Introduction To Industry* –Rhonda J. Montgomery and Sandra .R. Strick, wiley, 1994

**MTTM (PG) I Semester**  
**DSC-4: B1MTM004T**  
**Heritage Management**

**Title of the Course: DSC – Heritage Management**

After successful completion of this course, the students will be acquainted with,

- **Concept, Meaning and significance of heritage and it's interrelationship with tourism**
- **Developing and Managing heritage components and destinations**
- **Laws and conventions governing heritage management in India**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of Course 1</b>	<b>45 Hrs</b>
<b>Unit –1 Introduction to Heritage</b>	15
<b>1.1</b> : Heritage: Concept and Meaning, Importance, need and its interrelationship with mankind ; Heritage Tourism and its implications for the tourism industry	
<b>1.2</b> : Concepts of Cultural Heritage and Natural Heritage- Types of Heritage: Tangible & Intangible, Living Tradition, Myths and Folklore, Performing Arts and Visual Art	
<b>1.3</b> : UNESCO Cultural Heritage Classification, Categories of Built Heritage in India, : Oral histories, folk arts, traditions, practices, etc. as a part of intangible heritage ; Criteria for selection as heritage sites, monuments and zone by UNESCO; World famous heritage sites and monument in India and abroad	
<b>Unit - 2 Heritage Tourism Management</b>	15
<b>2.1</b> : Heritage Tourism Management – Process, Components of Heritage Management, Heritage visitor characteristics and motivations, Key Partnership, Benefits of Cultural and Heritage Tourism Marketing Council, Responsible and sustainable marketing v/s commoditization	
<b>2.2</b> : Planning and Developing Heritage- Tourism Experience – Heritage interpretation for tourism, Definition, The roles of interpretation and Principles of interpretation/presentation	
<b>2.3</b> : Significance of protecting, conserving, interpreting and Showcasing Heritage- Tangible and Intangible cultural assets, Levels of conservation,	

sustainable tourism development	
<b>Unit – 3 Sustaining Heritage</b>	15
<p><b>3.1:</b> National and International Organisations engaged in Heritage Management – UNESCO, ICOMOS, INTACH, NGOs’ role in the Heritage Management. – International and National Organizations, NGOs in Heritage Conservation and Management in India ; Museums – Types and Classification of Museums : Classification of Museums on the basis of Collections , Governing Body/Administration, Location, Target Audience and Display &amp; Exhibition, Niche and Virtual museums</p> <p><b>3.2 :</b> Technology and Heritage Management – Digitization as the tool for conservation and sustainability, Digital Archaeological Databases, Digital Archives</p> <p><b>3.3 :</b> Laws Governing on Preservation and Conservation of Archaeological Monuments /Heritage Institutions in India : Its History, Problem and Implementation ; Convention Concerning the Protection of the Cultural , Natural Heritage, Intangible Heritage , Archaeological Heritage, Urban Built Heritage</p>	

#### REFERENCE BOOKS

- Agrawal, Usha. *Cultural Heritage Management and Sustainable Development*. New Delhi: L.G. Publishers , 2023.
- Avrami, Erica, et al. *Values in Heritage Management : Emerging Approaches and Research Directions*. Getty Conservation Institute, 2019.
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**MTTM (PG) I Semester**  
**DSC-5: B1MTM005T**  
**Tourism Marketing**

After successful completion of this course, the students will be acquainted with,

- **Importance of Marketing for Tourism services and products**
- **Tourism Markets and communicating with tourist market**
- **Understanding and managing service marketing mix**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of Course</b>	<b>45 Hrs</b>
<b>Unit –1 Introduction to Tourism Marketing</b>	15
<b>1.1:</b> Tourism Services Marketing: Concept, Definition, Service Characteristics with Special Emphasis on Tourism Services, Service Marketing Mix – 8Ps	
<b>1.2:</b> Service Management Strategies – Managing Service Differentiation, Service Quality Management- Model of Service Quality (GAP & SERVQUAL)	
<b>1.3:</b> Marketing Environment: Understanding Company’s Micro and Macro Environment, Marketing Information System, Marketing Research, Marketing Strategy, Process of Marketing Plan	
<b>Unit - 2 Understanding Market and Marketing Mix</b>	15
<b>2.1:</b> Consumer Markets - Understanding Consumer Behavior and Tourist Behaviour, Market research, Market Segmentation, Targeting and Positioning (STP), Characteristics affecting consumer behavior and Buyer Decision Process, Organizational Buying Decision and Process, Corporate Accounts Management	
<b>2.2:</b> Designing and Managing Tourism Products, Branding, Understanding Tourist Area Life Cycle, Pricing Strategies and Distribution Channels	
<b>2.3:</b> Marketing Communication and Promotion - The Promotion Mix – Advertising, Sales Promotion, P.R for Tourism and Hospitality Industry, Developing effective communication, Direct and Online Marketing and Other Digital Promotion Tools, Non-Conventional Marketing, E-Marketing, Experiential Marketing and trends in Marketing	

<b>Unit - 3 Relationship Marketing and Destination Marketing</b>	15
<b>3.1:</b> Relationship Marketing- Customer Relationship Management (CRM) Emergence, Need and Importance, stakeholders and Segments in CRM, Significance of Customer Satisfaction and Retention, Social Responsibility and Marketing Ethics	
<b>3.2:</b> Introduction to Sales Management: Communication Skills and Sales Presentation Skills, Principles of Effective Presentation, Sales Planning Process and Negotiation Skills, Sales Merchandising and Retail Communication, Managing the Sales Force	
<b>3.3:</b> Destination Marketing – Understanding Tourism Destinations, Globalization of Tourist Market, Identifying Target Markets, Visitor Segmentation, Communicating with Tourist Market, Roles of NTO's and DMO's in Destination Marketing	

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**MTTM (PG) I Semester**  
**DSC-6: B1MTM006T**  
**Tourism and Travel Management – I**

After successful completion of this course, the students will be acquainted with,

- Understanding of Tourism and Travel Concepts
- Knowledge of Tourism Industry
- Practical exposure to Map work, Travel Formalities, Rail Routes, Air Routes and Currency Conversion.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45Hrs
Unit –1 UNIT-I Basic concepts of Tourism and Tourism Organisations	15
1.1. Basic concepts of Tourism- Definition, Meaning of Tourism	
1.2 Tourist Transport - Role of Surface Transport, Railway, Road Travel and Air Travel.	
1.3. Tourism organization – Role of Tourism Organization and their functions UNWTO, PATA, IATA, TAAI, IATO and ATOI.	
Unit - 2 Tourism Geography and Travel Agency Concepts	15
2.1. Geography – geography of the world, time differences.	
2.2. International date time, the hemisphere and the seasons.	
2.3. Travel Agency and Tour Operations: Historical Development of Travel Agency Types, Functions and Responsibilities of Travel Agency.	
Unit - 3 Tour Operation, Tourist Services and Practical	15
3.1. Organization structure of Travel Agency, Guidelines for Recognition as an Approved Tour Operator.	
3.2. Tourist services-Tour guides, definition, duties and responsibilities of tour guides - categories of tour guides, Tour Escort, Tour Manager.	
3.3. Practical - Map work- Archaeological Places, Cultural Places, Religious Places and World Heritage Sites in India, National Parks, Wildlife Sanctuaries, Hill Stations, and Beaches of India. Study of Railway Itinerary E-Ticketing, Money exchange calculation and International Time difference calculation.	

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2. Sethi Praveen: *Tourism Today Tomorrow* ,AnmolPub;New Delhi, 1999.
3. Chopra Suhita: *Tourism and Development in India*, Ashish Pub; New Delhi 1991.
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7. *The Travel Trade*, Practical Press Ltd, London 1958.
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### MTTM (PG) I Semester

#### DSC-7: **B1MTM007T**

#### Fundamentals of Accounting for Tourism Industry

After successful completion of this course, the students will be acquainted with,

- Using the principles and theories of financial accounting, taxation, management accounting, and auditing in professional settings.
- Preparing financial and budget reports.
- Analyzing financial performance.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-7	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Fundamentals of Accounting for Tourism Industry</b>	<b>45Hrs</b>
<b>Unit –1 Accounting introduction.</b>	<b>15</b>
<b>1.1</b> Accounting: Meaning And Definition- Functions Of Accounting	
<b>1.2</b> Accounting Concepts And Conventions, Accounting Standards	
<b>1.3</b> A Brief Study Of Indian Accounting Standards Only- Basic Concepts Of Double Entry Systems Of Book –Keeping.	
<b>Unit - 2 Preparation Of Journal – Ledger</b>	<b>15</b>
<b>2.1.</b> Preparation Of Journal – Ledger-Subsidiary Books Cash Book Only. Trial Balance. Depreciation- Meaning, Causes, Methods	
<b>2.2.</b> Preparation of Final accounts of Sale- Trading concerns Manufacturing, Trading, P & L A/C and Balance Sheet.	
<b>2.3.</b> Preparation of Final Accounts of Non-Trading-Concern Capital & Revenue. Items-Difference between Receipts and Payment A/C and Income and Expenditure Account, Preparation of Income and expenditure account and balance sheet from receipt and payment account	
<b>Unit - 3 Management accounting</b>	<b>15</b>
<b>3.1.</b> Meaning of management accounting, functions, importance uses. Ratio analysis, types of ratios, uses for managements	
<b>3.2</b> Marginal costing-Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Key factors and Safety Margin, Managerial Decision-Making Areas – Product Mix, Make or Buy, Pricing Decisions	
<b>3.3</b> Budgetary Control- Concepts and Objectives, Merits and Demerits of Budgetary Control, Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting	

### BOOKS FOR REFERENCE

- S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar 8.
- S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Shri Mahabir Book Depot, New Delh
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- B.S. Raman: Advanced Accountancy, Himalayan Pub. Delhi (6th edition), 2015
- S.N. Maheshwari: Advanced Accountancy, Vikas Pub. Delhi, 2010
- M.C. Shukla: Advanced Accountancy, S Chand Pub, Delhi(19th ed),2016.
- Richard Kotas: Management Accounting for Tourism Industry, Cengage

**MTTM (PG) I Semester**  
**DSC-8: B1MTM008T**  
**Hospitality Management – I**

After successful completion of this course, the students will be acquainted with,

- a. Understand the various types of hotels, departments and their features
- b. Identify sections, layout, and organizational structure of the major departments.
- c. Learn duties, responsibilities, and personal attributes.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 Hrs.	45 Hrs.	02 Hrs.	50	50	100	03

<b>UNIT- I: INRODUCTION TO FRONT OFFICE DEPARTMENT</b>	<b>15 Hrs.</b>
<p><b>1.1:</b> Organization of Front Office and Reception – Layout, staff, duties and responsibilities of front office staff ; Symbols used in front office, Flow chart of front office, Co-ordination of front office with other departments, Functions of Receptions- Qualities and duties of receptionist.</p> <p><b>1.2:</b> Registration - Pre-Registration, Registration, Guest Registration Card (GRC), Form C, Registration process, Check-in and check-out procedures, late check-outs, Self-Check-out, Scanty Baggage Guest ; Communications - Preparing for guest arrivals, check in and check-out system- checking of reservation correspondence- preparing night clerks reports.</p> <p><b>1.3:</b> Forms and formats used; Hotel Tourism Information Technology – Hotel Guide –With Star Categories ; Accounting &amp; Budgeting – Front office accounting, Types of accounts, Vouchers, Folios, Ledger, Accounting cycle, Settlement of final accounts. Glossary, Definition of budgeting, Advantages of budget control.</p>	
<b>UNIT- 2: GUEST SERVICES</b>	<b>15 Hrs.</b>
<p><b>2.1:</b> Guest Services - Handling Guest Mail, Message handling, Control of Keys, Guest Paging, Safe deposit locker, Guest room change, Left luggage handling, Guest Complaints - Types of guest complaints, handling guest complaints.</p> <p><b>2.2:</b> Records and formats used in receptions &amp; Guest activities and Guest arrival flow charts; Settlement – Mode of Settlement of bills, Credit Settlement, Travel Agent Voucher, Corporate billing (Bill to Company letter), Computer Reservation System.</p> <p><b>2.3: Housekeeping – Organization - House Keeping Organization -</b></p>	

Layout, Staff Organization, Duties & responsibilities; Hotel guest room-Layout, types, pantry, furniture, fixtures and fittings; Different department that housekeeping co-ordinates within the hotel.	
<b>UNIT- 3: CLEANING, LAUNDRY AND SAFETY</b>	<b>15 Hrs.</b>
<p><b>3.1:</b> Cleaning – Cleaning Agents, Cleaning Equipment's, Methods of cleaning, Stain Removal; Linen Management – Linen Sizes, Types, Linen Room, Linen Hire, Purchase of linen, Par Stock, Control; Laundry – Guest laundry, Types, Handling guest's laundry, laundry equipment's, Valet Service, Dry Cleaning, Flow Chart.</p> <p><b>3.2:</b> Safety and First Aid – Importance, Safety Awareness, Accidents and their Prevention, Causes of Accident, Accident Report Form, First Aid, Fire Safety; Color – Color Wheel, Classification and Characteristics of colors, Basic principles of color, color schemes.</p> <p><b>3.3:</b> Flowers – Basic Materials Required, Types of flowers used, Containers, Preservation of flowers, Types of flower arrangements, Ikebana arrangements.</p>	

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- S K Bhatnagar, *Front Office Management*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2007.
- Sudhir Andrews, *Front Office Management & Operations*, Tata McGraw-Hill, New Delhi, 2010.
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- Dr.B.K.Chakravarti, *Hotel Front office Training Manual*, A.P.H. Publishing Corporation, New Delhi, 2011.
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- Schneider & Tucker, *The Professional Housekeeper*, John Wiley & Sons Publications, Canada, 1999.
- Branson & Lennox Hotel, *Hostel & Hospital Keeping*, Hodder Education, London, 1998.
- Margaret M. Kappa, *Managing Housekeeping Operations*, Educational Inst of the Amer Hotel, 1997.
- Hotel Housekeeping, Sudhir Andrews Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2009.

**MTTM (PG) II Semester**  
**DSC-9: B2MTM001T**  
**Tourist Behaviour**

After successful completion of this course, the students will be acquainted with,

- Introduction to Consumer Behaviour in Tourism Industry
- Understanding about Consumer perception and Segmentation in Tourism Industry.
- Conceptual knowledge of tourist motivation and factors affecting purchase decision in Tourism Industry.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Durati on of Exam	Formati ve Assessment Marks	Summat ive Assessment Marks	To tal Ma rks	Cred its
DSC-9	Theory	03 hrs	4 5	02 hrs	5 0	5 0	100	03

<b>Content of Course</b>	<b>Hrs</b>
<b>Unit –1 Consumer Behaviour in Tourism</b>	15
<p><b>1.1</b> Definition, Nature, Scope, Consumer Behaviour’s Applications in Marketing, Consumer research process .Consumer Behaviour in Tourism Introduction-Definition, Concept, Importance, Types of Consumer Behaviour. Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs &amp; Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs &amp; Attitudes.</p> <p><b>1.2</b> ; History of Tourist Behaviour; Different Types of Tourism The Future of Tourism- Forecasting Changes in Tourism; Factors Affecting the Future Shape of Tourism Trends; Global security and safety; Issues of Concern of Tourists; Managing Change in Tourism.</p> <p><b>1.3</b> Consumer Behaviour Model for Tourism- Economics Model or Marshallian Model-Disposal Personal Income; Learning or Pavlovian Model-Drive, Cues and Responses; Psychoanalytical Model; Sociological Model; Howarth-Sheth Model – Drive, Stimuli, Perception, Learning and Outputs; Nicosia Model, Engel –Black Well – Kollat Model, Family Decision Model.</p>	

<b>Unit –2 Consumer Perception and Tourism Segmentation</b>
<p><b>2.1</b> Perception, Elements of Perception, The Nature and Process of Perception, Dynamic of Perception, Application Perception: Consumer Involvement –Cause of Consumer Involvement, Types of Involvement, Effects of Consumer Involvement,</p> <p><b>2.2</b> – , Models of Consumer Involvement; Introduction of Tourism Segmentation; Types of Segmentation; Classical methods of Segmentation; Tourism-Specific methods of Segmentation.</p> <p><b>2.3</b> – Introduction of Tourism products and services; The Tourist decision-making process; Role in Decision making; Steps in Decision making Process; Models of purchase decision-making in tourism; Levels of Consumer Decision making;</p> <p>Purchase decision-making and marketing in tourism; The Purchase Decision making Process; Limitation of purchase decision model; Determinants -Types; Personal Determinants to the tourist; Determinants of group travel; Time Lapses and Determinants. .</p>

<b>Unit –3 Tourists’ Motivation</b>	15
<b>3.1</b> Introduction; Tourists’ Motivation and individual Tourist; Motivation and different types of tourism products;	
<b>3.2.</b> Tourist as a Consumer; Motivation as a Decision Making in Tourism; Tourists Motives; Theoretical and Conceptual Approaches to Tourist Motivation	
<b>3.3;</b> Factors influencing Tourist Motivation; Motivators and the timing of purchase decision; Motivators and different Market Segments.	

### Books for reference

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- Consumer Behaviour – Satish K Batra, S H H Kazmi
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- Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
- John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
- Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi

**MTTM (PG) II Semester**  
**DSC-10: B2MTM002T**  
**Karnataka Tourism – II (Eco & Adventure Tourism)**

After successful completion of this course, the students will be acquainted with:

- **Concept of Sustainability and aspects of Ecotourism**
- **Rules and Regulations governing Ecotourism in India**
- **Modern trends and models of Ecotourism practice in India and across the world**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
<b>TMB-02</b>	Theory	03 hrs	4 5	02 hrs	50	50	100	03

<b>Content of Course 1</b>	<b>45 Hrs</b>
<b>Unit –1 Introduction to Ecotourism and Regulations in India</b>	<b>15</b>
<p><b>1.1:</b> Introduction – definition, Importance, Ecotourism and adventure spots in Karnataka</p> <p><b>1.2:</b> Environmental Protection, Legal Aspects of Environmental Protection, Legal Provisions</p> <p><b>1.3:</b> The Wild Life Protection Act-1972, The Forest Conservation Act-1980, the Environment Protection Act-1986</p>	
<b>Unit – 2 Protected Area Tourism and Adventure Tourism</b>	<b>15</b>
<p><b>2.1:</b> Wildlife Sanctuaries and National Parks, Important Wildlife Sanctuaries and National Parks of Karnataka - Detailed Study of Flora and Fauna</p> <p><b>2.2.</b> Importance of Wildlife Sanctuaries, National Parks and Marine Protected areas in Promoting Tourism</p> <p><b>2.3 :</b> Definition of Adventure tourism, Adventure Tourist Spots of Karnataka, Types of Tourist Sports- Air, Land, Water- Facilities Available</p>	
<b>Unit – 3 Hill Tourism</b>	<b>15</b>
<p><b>3.1 :</b> Hill Stations of Karnataka</p> <p><b>3.2:</b> Important Tourist Facilities- Development of Hill Tourism</p> <p><b>3.3 :</b> Impacts of Hill Tourism</p>	

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1. Eagles, 2000. *Tourism in National Park and Protected Areas*. CABI, UK
2. Rakeshkumar 2014: *Adventure Tourism the New Frontier*, Random publications, ND
3. ArunPratap Singh. 1989 *Himalayan Environment and Tourism*. Change Publication, Allahabad
4. Chavan A 2014, *Environment , Security and Tourism Development*. Publication ND
5. Chawla R 2008, *Adventure Tourism*, Rajat Publications, ND
6. Fadia A 2009, *International Trends in Nature Based Tourism*, Cyber Tech Publications, ND
7. Geetanjali, 2010, *Tourism and Ecotravel*, Centrum Press, Bengaluru
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10. Singh S.C, 1989, *Impact of Tourism on Mountain Environment*, Research India Publications, Meerut
11. Huddart D. and Stott T, 2020, *Adventure Tourism- Environmental Impacts and Management*, Palgrave Macmillan, Springer ,Switzerland
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13. Nagapathi K.S., 2009, *Karnataka- a delight for tourists*, MTDI , Mysuru

**MTTM (PG) II Semester**  
**DSC-11: B2MTM003T**  
**E-Commerce in Tourism – I**

After successful completion of this course, the students will be acquainted with,

- **To understand the close relationship between tourism and ICT.**
- **Understanding E-commerce and M-commerce Concepts.**
- **Design your own website.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-11	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of Course</b>	<b>45 Hrs</b>
<b>Unit –1 Internet and Social Media</b>	15
<b>1.1:</b> Introduction to Computer Network, Network Types and Topologies. Internet Tools, Internet service provider, Artificial Intelligence (AI), Virtual Reality, IOT, IIOT, Cloud Computing, E-mail, URL, TDP/IP, FTP, HTTP, Browser, Search Engines.	
<b>1.2:</b> Definition of E-Commerce, Categories of E-Commerce, Advantages and Disadvantages. E-Commerce legal issues and Cyber Laws.	
<b>1.3:</b> Definition of M-Commerce, Impact of M-Commerce, Classification and Application of M-Commerce. Business models of M-Commerce.	
<b>Unit - 2 Introduction to ICT in Tourism</b>	15
<b>2.1:</b> History and evolution ,Adoption and use of ICT in Indian Tourism ,Impact of ICT on Indian Tourism. Information Technology (IT) as a Business tool, Travel blogs and OTAs .	
<b>2.2:</b> Securing Business of Network: security policy, security procedure and practices. Security protocols for web commerce like SSL,SET etc.	
<b>2.3:</b> Definition of Firewall ,Types, transaction security, Cryptology, Digital signature, Digital certificate.	
<b>Unit – 3 Creation of webpage using HTML</b>	15
<b>3.1:</b> Introduction to HTML: History and Generation of HTML. Structure of HTML.creating simple webpage, Formatting text with HTML.	
<b>3.2:</b> Creation of table, add images and sound to th web pages and Give hyperlink for each page .	
<b>3.3:</b> Creation of Form like Reservation form, Admission form etc ,Frames in HTML and case studies.	

## References

1. E-commerce ,Sgivani Arora R Chand and Co,New Delhi.
2. E-cmmerce concepts,models strategies by CSV Murthy ,Himalaya publishing
3. Bhatia A.K):Tourism Development: Principles and Practices Sterling Publishers (P) Ltd, Noida, India, .2019
4. Page J.S. ,ConnellJ, Tourism A Modern Synthesis Routledge, NY,2020.
5. Dr,Jagadish Gupta:ICT with tourism and management,Bharti publication, New Delhi,2021.
6. Anukrati Sharma,Azizul Hassan: The Emerald handbook of ICT in tourism and Hospitality, emerald publishing limited, New Delhi,2020
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8. Jitendra.K.Sharma, Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi. 2009,
9. S. Medlik: Dictionary of Travel, Tourism & Hospitality, Oxford, 1993.
10. Anand M.M.: Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi,1976.
11. Negi, Jagmohan: International Tourism & Travel: Concepts and Principles. S. Chand & Co. Ltd. New Delhi.,1990.
12. Varindra Kaul- Tourism and the Economy, New Delhi, 1994.

**MTTM (PG) II Semester**  
**DSC-12: B2MTM004T**  
**RESEARCH METHODS IN TOURISM AND HOSPITALITY**

After successful completion of this course, the students will be acquainted with,

- **Importance, relevance and application of research in Tourism and Hospitality Industry**
- **Research process and Research Design as components of scientific research**
- **Structure of a scientific research report and the usage of technology in tourism and hospitality research**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-12	Theory	03 hrs	45	03 hrs	50	50	100	03

Content of Course	45 Hrs
<b>Unit –1 Introduction to Research</b>	15
<b>1.1:</b> Introduction: Importance and role of Research in tourism and hospitality industry, approaches to tourism research, terminologies, significance and application of research (Market research, marketing research, service quality studies, performance monitoring etc), Limitations, the Research Industry (Indian Scenario), Research ethics	
<b>1.2:</b> The Research Process and Research Design: Philosophy of Research, Major Research Methods, Elements of the research process, literature review	
<b>1.3:</b> Research Design, Potential Errors Affecting Research Design	
<b>Unit - 2 Data Collection and Sampling</b>	15
<b>2.1:</b> Data Collection – Secondary and Primary data sources, Validation of Secondary Data Understanding Concept, Construct and Variables, Measurement and scaling, Construction of questionnaire, Qualitative research methods, qualitative research process, Mixed methods and Netnography	
<b>2.2:</b> Measurement Techniques : Questionnaire Design, Steps in Construction of a Questionnaire with Illustrations, Attitude Scales - Rating Scales, Attitude Scales, Which Scale To Use Measuring Emotions, Perceptual Mapping	
<b>2.3 :</b> Sampling : Census V/S, Sample, Characteristics Of A Good Sample, Quantitative and qualitative sampling	

<b>Unit - 3 Data Analysis and Interpretation</b>	15
<b>3.1</b> : Data Reduction and Data Analysis: Coding Elimination of Incomplete Responses, Null And Alternate Hypothesis, Type I and II Errors, Hypothesis Testing Procedure	
<b>3.2</b> : Data Analysis for Quantitative data – Parametric and Non- Parametric , Qualitative data Analysis Techniques, Data Analysis using digital aids - SPSS, NVivo, AMOS, SEM etc	
<b>3.3</b> : Research Reports: Preparing the Written Report, structure of the report, report functions, Reference management, Plagiarism checks, Technology and Research, AI and E- tools, Ethics in Tourism	

#### References

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- Donald & Del. I Hawkins (1998), Marketing Research: Measurement And Method: Prentice Hall India.
- G.C. Beri (2000), Marketing Research, Prentice Hall India

**MTTM (PG) II Semester**  
**DSC-13: B2MTM005T**  
**Tourism and Travel Management – II**

After successful completion of this course, the students will be acquainted with,

- Understand the concepts of travel trade
- Plan, lead, organize and control resources for effective and efficient tour operations.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-13	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45Hrs
<b>Unit –1 Tour Planning and Designing</b>	15
<b>1.1.</b> Preparation of Itinerary- Introduction, Meaning, Importance, Types. <b>1.2.</b> Itinerary Planning <b>1.3.</b> Dos and Don'ts of Itinerary, GIT, FIT, SIT, Virtual Tours and Resources for Itinerary Planning. Practical and Case studies	
<b>Unit - 2 Travel Documentations and Travel Insurance</b>	15
<b>2.1.</b> Travel Documents – Passport, Types and Procedures to apply for Passport. VISA – e-visa, Types, Procedures to apply for VISA, Tourist VISA On Arrivals. <b>2.2</b> Temporary Landing Permit, Protected Area Permit, Currency Rules, Health Regulation, Travel Baggage Rules. <b>2.3.</b> Travel Insurance, IATA Accreditation and Recognition from Government. Practical and Case studies	
<b>Unit - 3 Package Tour – Preparation, Costing and Pricing</b>	15
<b>3.1</b> Tour Formulation and Designing –Introduction, Package Tour Formulation Process. Package Tour-Planning and Components of Package Tour for FIT and GIT, Classification and Types of Tour Package. <b>3.2</b> Package Tour Costing-Factors Influencing Tour Costing, Components of Tour Costing, Preparation of Cost Sheet. <b>3.3.</b> Tour Pricing – Strategies, Types. Marketing and Promotion Strategies for Package Tour. Practical and Case studies	

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1. Dr.JagamohanNegi: *Tourism Development Resources Conservation* Metropolitan, New Delhi, 1990
2. Sethi Praveen: *Tourism Today Tomorrow* ,AnmolPub;New Delhi, 1999.
3. Chopra Suhita: *Tourism and Development in India*, Ashish Pub; New Delhi 1991.
5. Douglas Foster- *Tourism and Travel Management*, Macmillan, London, 1985.
6. Ramakar. J.G., *Tourism And Transport*, Scientific Commission of The Alliance International Day Tourism 1954.
7. *The Travel Trade*, Practical Press Ltd, London 1958.
8. A.K.Bhatia, *The Business of Travel Agency and Tour Operations Management*

**MTTM (PG) II Semester**  
**DSC-14: B2MTM006T**  
**Hospitality Management – II**

➤ **COURSE OUTCOMES:**

- a. Learn duties, responsibilities, and personal attributes.
- b. Gain knowledge of different cuisines, food service areas and their unique functions.
- c. Explain the Origin and Evolution of Modern Cookery.
- d. Identify various tools used for cooking & elaborate on the role and importance of various cooking ingredients.
- e. Analyze the basic food nutrients and its role & assess the importance of kitchen safety measures.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
Paper - I	Theory	03 Hrs.	45 Hrs.	02 Hrs.	50	50	100	03

<b>UNIT- 1: FOOD &amp; BEVERAGE MANAGEMENT (PRODUCTION)</b>	<b>15 rs.</b>
<p><b>1.1:</b> Financial Management, Cost Concepts, managing food pricing, Cost Control, Calculating Quantity sold and selling prices, Pricing Book keeping &amp; Accounting Menu formats; Food Commodities – Classification, Cereals &amp; Pulses, Types &amp; Uses.</p> <p><b>1.2:</b> Dairy Products – Types &amp; Uses; Food Management, Characteristics of Food, Food Purchasing, Receiving &amp; Storage of food; Vegetables &amp; Fruits – Types, Cuts &amp; Classification; Fats &amp; Oils – Types &amp; Uses; Herbs, Spices &amp; Condiments – Types &amp; Uses; Methods of Cooking.</p> <p><b>1.3.</b> Hygiene Sanitation &amp; Safety Kitchen Hygiene Pantry Hygiene of equipment's Hygiene in food handling; Personnel Hygiene Safety procedure safety training; Accidents and safety devices used in the kitchen ; Hygiene storage of perishable and non-perishable items.</p>	
<b>UNIT- 2: CUTS AND USES OF VARIOUS MEATS</b>	<b>15 rs.</b>
<p><b>2.1.</b> Meat &amp; Meat Products – Types, Cuts &amp; Uses; Sea food - Classification, Types, Cuts &amp; Uses.</p> <p><b>2.2.</b> Methods of heat transfer, Effect of heat on Carbohydrates, Proteins, Fats, Vitamins &amp; Minerals; Aims &amp; objectives of cooking; Modern methods of cooking – Microwave, Solar, Infrared, etc; Rechauffe - Meaning, Merits &amp; Demerits.</p>	

<p><b>2.3. Food &amp; Beverage Service</b> - The food &amp; beverage service industry; Types of Service - Mis en Place &amp; Mis en Scene, Service – Carver; Beverages – Definition, Classification of beverages, alcoholic beverages &amp; types of beverages with example.</p>	
<p><b>UNIT- 3: MENU, FOOD SERVICE OPERATIONS, LAYOUT</b></p>	<p><b>15 rs.</b></p>
<p><b>3.1.</b> Food Service Planning &amp; Management - Types of Food service Operations; Sectors of Food service Industry, Food and Beverage service areas, Layout of the restaurant &amp; coffee shop; Waiter - Physical &amp; Personnel attributes, Receiving Guest, Methods of taking order, Sequence of Food and Beverage Service.</p> <p><b>3.2.</b> Beverages – Definition, Classification of beverages, alcoholic beverages; Types of beverages with example; Accounting, Audit and Control of Food and Beverage, Beverage sale and service, Beverage control, Bar Management, purchase receiving and storing.</p> <p><b>3.3.</b> Menu – Origin and types of menu; The French classical menu and planning a simple menu; French menu terminology; Hygiene and Sanitation, Back areas of F&amp;B departments, Kitchen Stewarding Dept.</p>	

#### **BOOKS FOR REFERENCES:**

- Kinton & Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- Thangam E Philip, *Modern Cookery Vol I & II*, Orient BlackSwan, New Delhi, 2009.
- Mohini Seth & Surjeet Malhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- S. Roday, *Food Hygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 2007.
- John Fuller, *Modern Restaurant Service*, Copp Clark Pitman Publication, Canada, 1983.
- Dennis Lilicrap & John Lousins, *Food & Beverage Service*, Hodder Arnold, London 2006.
- Peter Dias, *The Steward*, Orient Blackswan Publishers, Delhi, 2012.
- Brian Varghese, *Food & Beverage Service*, Laxmi Publications, Solapur, 2002.

**MTTM (PG) II Semester****OEC-1**

Open Elective Course (OEC) as per KUD Norms For Tourism

**MTTM (PG) II Semester****DSC-15: B2MTM004P**

Study Tour, Project Report and Viva-Voce

After successful completion of this course, the students will be acquainted with,

- Planning and executing study oriented tours
- Importance of preparing written reports
- Reporting the findings and observations in a structured format

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment/Viva Marks	Summative Assessment Marks	Total Marks	Credits
	<b>Practical</b>	03 hrs	30	02hrs	50	50	100	03

<b>Content of Theory Course 1</b>	<b>45 Hrs</b>
<b>Unit - 1 Study Tour Planning and Execution</b>	15
1.1. Theme – Destination Research and Selection 1.2. Study Tour Itinerary Planning and Execution 1.3. Study Tour Costing and Execution 1.4. Tour Documentation	
<b>Unit - 2 Data Collection and Report Preparation</b>	15
2.1. Certificate 2.2. Content – Tables, Figures, Graphs, Maps 2.3. Introduction to the theme/title	
<b>Unit – 3 Report Preparation</b>	15
3.1. Report preparation based on Theme 3.2. Conclusion 3.3. References 3.4. Presentation and Viva	

**MTTM (PG) II Semester**  
**OEC-A: B2MTM203TA**  
**Fundamentals of Tourism**

After completion of this subject, Students will be able to.

- Understand Tourism in terms of components, elements, system, Constituents, Types and Impacts etc.
- To know Tourism Organisations.
- Understand Tourist services.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	04hrs	65	03hrs	25	75	100	03

Content of Course 1	65Hrs
Unit –1 Basic concepts of Tourism	15
1.1. Tourism - Meaning and Definition, Tourism Terminology and Characteristics.	
1.2. Tourism System - Leiper’s Model of Tourism, Elements,	
1.3. Travel Motivations, Typology of Tourism, Types of Tourists - Cohen’s classification, Tourism and Sustainability.	
Unit - 2 Tourism Components and Tourism Impacts	15
2.1. Tourism Components –Attractions, Accessibility, Accommodation, Information and Guiding, Tour Operations, Emerging Trends in Tourism.	
2.2. Economic impacts and Socio-cultural impacts of Tourism.	
2.3 Environmental impacts and Political impacts of Tourism	
Unit - 3 Tour Operations	15
3.1. Travel agency - Definition and meaning, Types, Functions.	
3.2. Organization Structure of a Travel Agency.	
3.3. Tour Operations –Definition, Meaning and Types.	
Unit - 4 UNIT-IV Tourism Organizations	15
4.1. Introduction, Significance, Role and Functions of Tourism Organizations	
4.2. World Tourism Organizations: UNWTO, IATA.	
4.3. Indian Tourism Organizations: MoT, TAAI, FHRAI. State Tourism Organizations: KSTDC, JLR.	

## BOOKS FOR REFERENCE

- 1.R. C. Majumdar, H.C. Roychoudhuri and K. Dutta- An Advanced History of India- Mac Milan –1967.
- 2.Goeldner, R. and Ritchie B(2010) Tourism, Principles, Practices and Philosophies, John wiley and sons, London.
- 3.K.S.Nagapathi Tourism Development- A new approach
- 4.A.K. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt.Limited, New Delhi 2010.
- 5.Krishna K Kumar and Mohinder Chand-Basics of Tourism: Theory, Operation and Practice.
6. Mac Millan Foster Douglas: Travel and Tourism Management – 1985
7. Pranathseth: Tourism Management, Sterling Publishers Private limited, New Delhi, New Delhi, 1992
8. Negi. J. Travel Agency Operation- Concepts and Principles, Kanishka, New Delhi. 2005
9. Bhatia A.K. Travel Agency and Tour Operations: Sterling Publications New Delhi.
10. Chand M, Travel Agency Management- An Introductory Text, Anmol Publications Pvt. Ltd, New Delhi, 2002

OR

**MTTM (PG) II Semester**  
**OEC-B: B2MTM203TB**  
**World Heritage Sites in India**

After successful completion of this course, the students will be acquainted with,

- The students will gain basic knowledge of Karnataka Art in its various facets.
- They will acquire knowledge related to different styles and also iconographical development in sculptures.
- They will acquire knowledge with regard to different styles of paintings in Karnataka.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	04hrs	60	03hrs	25	75	100	04

<b>Content of Course 1</b>	<b>60Hrs</b>
<b>UNIT-1 Introduction to World Heritage</b>	15
<b>1.1.</b> Need for preservation and conservation of common culture and heritage	
<b>1.2.</b> Categories of world heritage sites	
<b>1.3.</b> Important world heritage sites in India	
<b>Unit-2</b> Categories of world heritage sites	15
<b>2.1.</b> Cultural Sites	
<ul style="list-style-type: none"> <li>• Ajanta Caves (1983)</li> <li>• Buddhist Monuments at Sanchi (1989)</li> <li>• Churches and Convents of Goa (1986)</li> <li>• Ellora Caves (1983)</li> <li>• Great Living Chola Temples (1987, 2004)</li> <li>• Group of Monuments at Mahabalipuram (1984)</li> <li>• Hill Forts of Rajasthan (2013)</li> <li>• Khajuraho Group of Monuments (1986)</li> <li>• Qutb Minar and its Monuments, Delhi (1993)</li> <li>• Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (2014)</li> <li>• Sun Temple, Konârak (1984)</li> <li>• Taj Mahal (1983)</li> </ul>	
<b>2.2.</b> Mountain Railways of India (1999, 2005, 2008)	
Natural Site - Great Himalayan National Park Conservation Area (2014)	
<ul style="list-style-type: none"> <li>• Kaziranga National Park (1985)</li> <li>• Keoladeo National Park (1985)</li> <li>• Manas Wildlife Sanctuary (1985)</li> <li>• Nanda Devi and Valley of Flowers National Parks (1988, 2005)</li> <li>• Sundarbans National Park (1987)</li> </ul>	

• Western Ghats (2012)	
2.3. MixedSite - Khangchendzonga National Park (World heritage in danger. Intangible cultural heritage)	
<b>Unit-3</b> World heritage sites in Karnataka	15
3.1. Group of Monuments at Hampi (1986), Group of Monuments at Pattadakal (1987), Western Ghats(2012)	
3.2. -WorldHeritageSustainableDevelopment Policy(2015	
3.3. WorldHeritageSitesandotherdevelopmentalprogrammes	

### References

1. WorldHeritage,ASI,NewDelhi
2. Chola Temples, C. Sivaramamurti, ASI, New Delhi
3. Mahabalipuram, C. Sivaramamurti, ASI, New Delhi
4. Konark,DebelaMitra,ASI,NewDelhi
5. Hampi,  
SubhadraSenGupta,NewDelhiHinduArchitecture,SurendraSahai,NewDelhi
6. IndianPainting-TheGreatMuralTradition,MiraSeth,Ahmedabad
7. Masterpieces of Vijayanagara Art, S. Rajasekhara, Bombay
8. Nalanda,FredrickM. ,Bombay
9. ThecompleteTajMahal,EbbaKoch,NewDelhi
10. Sahyadris,India'sWestern Ghats-AvanishingHeritage, SandeshKadurand  
Kamal Bawa

OR

**MTTM (PG) II Semester**

OEC-C: B2MTM203TC

**Title of the Course: DSC – Cultural Heritage of India (Indus Culture to 1206 CE)**

After successful completion of this course, the students will be acquainted with,

- **Concept, Meaning and significance of cultural heritage of India**
- **Cultural history and contribution of the dynasties**
- **Performing Arts and the influence of history in South East Asia**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC	Theory	04 hrs	60	03 hrs	25	75	100	04

<b>Content of Course 1</b>	<b>60 Hrs</b>
<b>Unit –1 Indian Culture</b>	15
<b>1.1 : Indian Culture: An Introduction-Indus Civilization-its Characteristic Features</b>	
<b>1.2 : Geographical Features of India</b>	
<b>1.3 : Vedic Religion, Buddhism and Jainism, Indian philosophy-Shankar, Ramanuja and Madhvacharya</b>	
<b>Unit - 2 Cultural History and Contribution</b>	15
<b>2.1 : The Mouryas-Asoka-Cultural Contribution of the Mouryas, the Guptas-Samudra Gupta, Chandra Gupta II and Their Cultural Contribution to Culture</b>	
<b>2.2 : A Brief History of Indian Art and Architecture- Gandhara School and Mathura School of Art; - Hindu Temple Architecture, Buddhist Architecture</b>	
<b>2.3 : Indian Painting Tradition: ancient painting at Ajanta-Nagara Style and Dravidian Style of Architecture-Features</b>	
<b>Unit – 3 Performing Arts</b>	15
<b>3.1 : Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic</b>	
<b>3.2 : Dances of India: Various Dance forms: Classical and Regional, Folk dances</b>	
<b>3.3 : Indian Culture in South East Asia</b>	

## REFERENCE BOOKS

1. Gore, M. S., *Unity in Diversity: The Indian Experience in Nation-Building*, Rawat Publication, Jaipur, 2002.
2. Malik, S. C., *Understanding Indian Civilisation: A Framework of Enquiry*, Indian Institute of Advanced Study, Simla, 1975.
3. Mukerji, D. P., *Sociology of Indian Culture*, Rawat Publications, Jaipur, 1948/1979.
4. Mukherji R.K, *Hindu Civilisation*, London, 1959
5. Narayan S, *Indian Classical Dances*
6. Pandey, Govind Chandra, *Foundations of Indian Culture*, Books and Books, New Delhi, 1984
7. Rajasekhara S. *Karnataka Vastushilpa mattu Chittrakale*, Dharwad, 1989
8. Rapson E.J, (Ed), *Cambridge History of India*, Vol, I, 1989
9. Smith V.A, *Early History of India*, Cambridge, 1924
10. Tripathi R.S, *History of Ancient India*

**MTTM (PG) III Semester**  
**DSC-16: B3MTM001T**  
**E-Commerce in Tourism – II**

After successful completion of this course, the students will be acquainted with,

- **To understand Emerging business models in tourism and travel industry.**
- **To study the impact of information technology on tourism and travel sector and to explore the scope of entrepreneurship in the emerging E-Tourism business.**
- **To acquaint the students with knowledge computerised Accounting Tally.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-16	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of Course</b>	<b>45 Hrs</b>
<b>Unit –1 Introduction to E-Tourism</b>	15
<p><b>1.1.</b> Historical Development of E-Tourism. Electronic Technology for data Processing and communication Strategic, tactical and operational use of IT in tourism.</p> <p><b>1.2:</b> E-Tourism players and their activities, E-Airlines, E-Hospitality, E-Tour operators, E-Travel Agencies, E-Destinations.</p> <p><b>1.3:</b> Payment system in E-Tourism and security issues in E-Tourism.</p>	
<b>Unit - 2 Global Distribution System</b>	15
<p><b>2.1:</b> History and Evolution GDS and CRS. Levels of CRS Participation- Hotel distribution system.</p> <p><b>2.2:</b> Contribution made by the major GDSs like of Amadeus-Galileo ,world span, Sabre to the travel and tourism industry across the world.</p> <p><b>2.3: Unit-III</b> Amadeus Practical- Hands on Amadeus Software- Searching- Building Ret rival, Display and Cancel of PNR- Fare Display- Itinerary Pricing.</p>	
<b>Unit – 3 Tally Accounting package</b>	15
<p><b>3.1:</b> Introduction to Tally: Features of Tally. Gateway of Tally, creating new company in tally. Altering, deleting company details. Creation of single ledger, altering and deleting ledger in Tally. Inbuilt Groups , creation of Groups, Altering and deleting of Groups in tally.</p> <p><b>3.2:</b> Vouchers in Tally: Creating voucher, Types, Accounting Vouchers, Voucher entry in</p>	

Tally. Generating Reports in Tally.	
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<b>3.3:</b> Inventory Management System: Introduction ,Creation of Stock group ,Stock Items, Units of Measures, Stock categories.	
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### References

1. Sheldon p (2002): *Tourism Information Technology*, CABI
2. Inkpen G (2000): *Information Technology for Travel and Tourism*, Addison Wesley.
3. Buhalis, D(2004): *E Tourism ; Information Technology for Strategic Tourism Management*, Prentice Hall India
4. Poon A (1998): *Tourism Technology and Competitive Strategies*, CABI.
5. Tally ERP 9 with GST by Gaurav Agarwal.

**MTTM (PG) III Semester**  
**DSC-17: B3MTM002T**  
**Destination Management**

After successful completion of this course, the students will be acquainted with,

- Understanding the Concept of Destination Management
- Apply destination development models and frameworks for effective planning and sustainable development
- Utilize digital marketing, promotional tools and innovative technologies for effective destination management.
- Policy and Governance in Destination Management.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45Hrs
Unit –1 Introduction to Destination Management and Destination Product Development	15
1.1. Introduction to Destination Management: Concepts-definition of tourism destination, Destination Marketing -Destination Management roles.	
1.2. Definition and components of destination product-Destination Product Life Cycle-DMO involvement- product development strategy models-Development of physical products (types and analysis).	
1.3. HR development strategies for tourism workforce- Development of packages- DMO role in packaging- Event and Activity Programme development and role of DMO- Interpretation-visitor information centers, accessible tourism, tourism signage- sustainability factor.	
Unit – 2 Destination Planning and Destination Marketing	15
2.1. Destination Planning: Benefits- Timeframes -Content Areas and Geographic Levels-Tourism Planning Process- Specialised forms of Destination Planning.	
2.2. Destination Marketing: Planning, Principles, Concepts- Market Segmentation and marketing Mix- Destination Marketing Planning Process- DMO vision, goals, objectives and mission-DMS and PRICE MODEL- importance and benefits.	
2.3. Destination Branding-Challenges- steps in destination branding-	

Destination advertising, sales, public relations and promotion, digital marketing- Destination ICTs	
Unit – 3 Destination Partnerships - Team Building - Destination Governance and Leadership	15
3.1. Destination Partnerships and Team Building: definitions, Partnerships and destination governance	
3.2. Identifying destination partners-Partnership types, steps and team building - Tourism sector stakeholder relations-types of stakeholders.	
3.3. Destination governance and leadership: Definition and dimensions-DMO (Accountability, Transparency, structures and functions, funding)-DMO involvement and effectiveness	

## INTERNAL ASSESSMENT

### BOOKS FOR REFERENCE

#### • Books for Reference

1. Morrison A.M. (2013): *Marketing and Managing Tourism Destinations*, Routledge. USA
2. Kamra K.K. (2001). *Managing Tourism Destination*, Kanishka Publishers, New Delhi, India
3. Schaumann P. (2004). *The Guide to successful Destination Management*, Wiley.USA
4. Buhalis, D. (2000). Marketing the Competitive Destination of the Future. *Tourism Management*, 21(1), 97-116.
5. Ritchie, J. R. B., & Crouch, G. I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. CABI Publishing.
6. Pike, S. (2016). *Destination Marketing Essentials* (2nd ed.). Routledge.
7. García-Rosell, J.-C., & Mikkilä, M. (2021). *Sustainable Destination Management: Principles and Practices*. Edward Elgar Publishing.
8. World Tourism Organization (UNWTO) & European Travel Commission (ETC). (2014). *Handbook on E-marketing for Tourism Destinations* (3rd ed.).

**MTTM (PG) III Semester**  
**DSC-18: B3MTM003T**  
**International Financial Management**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-18	Theory	03 hrs	4 5	02 hrs	5 0	5 0	100	03

- **Course Outcomes:**

By the end of the course, participants will be able to:

- Understand international capital and foreign exchange market
- Identify and appraise investment opportunities in the international environment
- Identify risk relating to exchange rate fluctuations and develop strategies to deal with them.

<b>Content of Course</b>	<b>45Hrs</b>
<b>UNIT-I 1 Introduction to international finance management</b>	<b>15</b>
<p><b>1.1.</b> Introduction Nature and Scope, meaning and objectives of International Financial management..</p> <p><b>1.2.</b> Trends in international traders and cross border financial border financial flows</p> <p><b>1.3.</b> Types of international trade, theories of International trade MNC and agency cost.</p>	
<b>Unit – 2 International monetary system and financial markets:</b>	<b>15</b>
<p><b>2.1.</b> International monetary system and financial markets: Overview of international Capital and money markets</p> <p><b>2.2.</b> Arbitrage opportunities international Capital and money market instruments- GDRs, DRs, Euro bonds, euro equity, euro deposits</p> <p><b>2.3.</b> Foreign exchange rate determinations . Exchange rate definition, spot, forward and cross exchange rate, forsee trading and financing of international trade.</p>	
<b>Unit - 3 Foreign exchange risk Exposure and management</b>	<b>15</b>
<p><b>3.1 :</b> Foreign exchange risk exposure-types of exchange risk exposure, economics, transaction and translation, management of foreign exchange risk.</p> <p><b>3.2.</b> Foreign exchange markets: functions, characteristics, organization.</p> <p><b>3.3.</b> Participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.</p>	

**Books for reference**

- Jeevananadan C- Foreign Exchange and Risk Management- Sultan chand
- Andley K. K- Principles of Foreign Exchange
- Apte P.G- International Financial Management
- Khan and others- International Financial Management
- Ian Giddy- Global Financial Markets

**MTTM (PG) III Semester**  
**DSC-19: B3MTM004T**  
**International Tourism and Marketing**

After successful completion of this course, the students will be acquainted with:

- **Understanding of International and Global tourism market sphere**
- **Digitalisation of tourism marketing in International Tourism**
- **Collaborative international tourism marketing projects across the world**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
<b>TMC-04</b>	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of Course 1</b>	<b>45 Hrs</b>
<b>Unit –1 Internationalisation and Globalisation of Tourism</b>	15
<b>1.1:</b> Global issues facing tourism, Key factors of internationalisation of tourism, challenges faced by globalised tourism businesses, post-Covid19 scenario <b>1.2:</b> Definition of International Tourism Marketing-Market Place-Major Participants in International Tourism Market, <b>1.3 :</b> Digital Tourism Ecosystem-DMS (Destination Management System)	
<b>Unit – 2 International Tourism marketing by various sectors</b>	15
<b>2.1:</b> International Agreement On Fares- code sharing as marketing technique- interdependence between airlines and destinations development in International Tourism- ICT in International Airline marketing <b>2.2:</b> Reservation Of Hotels And Tourism Accommodation-PMS <b>2.3:</b> Cruise Reservation and Rail Travel Reservation –examples across the world	
<b>Unit – 3 International Tourism Market approaches</b>	15
<b>3.1:</b> International Product Pricing and Issues in International Tourism Market- Overseas Marketing- Policies and Physical Distribution <b>3.2:</b> Online Intermediaries- New Digital Marketing Channels in International Tourism <b>3.3:</b> New trends in International Tourism Marketing and the future	

**REFERENCE BOOKS**

1. JagmohanNegi: *International Tourism and Travel*, S. Chand Publisher,

- New Delhi,2003
2. Philip Kotler: *Marketing Management*,Prentice Hall(13<sup>th</sup>ed),2008.
  3. Chokalingam S.M. And Nirmal Kumar R.P.: *International Marketing*,Anmol Publications, Delhi, 2013.
  4. Dileep.M.R: *International Marketing in Tourism*, Anmol Publications, Delhi,2011.
  5. ManjulaChaudhuri: *Tourism Marketing*, Oxford University Press,Delhi, 2010
  6. Fyall A. &Garrod B. (2006). *Aspects of Tourism: Tourism Marketing.A collaborative Approach*. Viva Books Pvt.Ltd. New Delhi
  7. Bhardwaj D.S. (2006). *International Tourism: Issues and Challenges*. Kanishka Publishers, New Delhi
  8. Tisdell C.A. (2013). *Handbook of Tourism Economics: Analysis, New Applications and Case Studies*. World Scientific Publishing Co. Singapore
  9. Juan A. Campos-Soria (2020). Optimal Tourism Development, MDPI

**MTTM (PG) III Semester**  
**DSC-20: B3MTM005T**  
**Global Tourism**

After successful completion of this course, the students will be acquainted with:

- **Globalisation of Tourism and its impacts**
- **Tourism geography and Tourism resources of the world**
- **World map of Tourism**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
<b>TMC-05</b>	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of the Course</b>	<b>45 Hrs</b>
<b>Unit –1 Impacts of Global Tourism and Environmental Laws</b>	15
<p><b>1.1:</b> Impacts of Tourism: Physical, Economic, Socio-cultural and Environmental (Positive and Negative)- Environmental Laws</p> <p><b>1.2:</b> Current Trends, Spatial Patterns and Recent Changes; Role of Foreign Capital</p> <p><b>1.3</b> Impact of Globalization on Tourism, Emerging Trends</p>	
<b>Unit – 2 Tourism: Asia and Americas</b>	15
<p><b>2.1:</b> Physiographic features of Asia- Geography Of Tourism In Asia- Tourism In East Asia (Selected Countries) – Tourism In South – east Asia (Selected Countries)- Tourism In South Asia (Selected Countries) Tourism In West Asia (Selected Countries).</p> <p><b>2.2:</b> Physiographic features of North America–Status of Tourism In North America– Tourism In Canada–Tourist Points In U.S.A. (West And East Coasts)– Important Tourist Centres In Latin America – Tourism In West Indies – Hawaiian Islands Tourism</p> <p><b>2.3:</b> Physiographic features of South America – Nature Of Tourism In South America – Tourist Spots Of West Coast And East –Coast Of South America (Selected Spots).</p>	
<b>Unit – 3 Tourism: Europe, Africa and Oceania</b>	15
<p><b>3.1 :</b> Physical Features Of Europe – Status Of Tourism In European Countries – Tourism In West Europe (Selected Countries) – Tourism In East Europe (Selected Countries) – Tourism In North Europe (Selected Nations) – Tourism In Southern Europe (Selected Nations).</p> <p><b>3.2 :</b> Physiographic features Of Africa – Status Of Tourism In Northern Africa – Tourism In East Africa (Selected Countries) – Tourism In West Africa (Selected Countries) and Tourism In Southern Africa.</p> <p><b>3.3</b> Physiographic features of Oceanic Countries and Pacific islands- Nature Of</p>	

Tourism In Australia (Selected Spots of West And East Coasts) Tourist Points Of New Zealand (Selected Points), Tourism in Micronesia, Melanesia and Polynesia	
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#### REFERENCE BOOKS

1. *Travel Geography*, Burton and Rosemary Longman Edn. 1999.
2. *World Wide Destinations*, Geography Of Travel And Tourism By Chris Cooper And Boniface. 2009 & 2021
3. *Geography of Travel and Tourism*, Hudson, LyodsAnd Jackson, Delmar Publishers 1999.
4. An Introduction to the Geography of Tourism, Velvet Nelson, Rawat Publications, 2013
5. Asian Development Bank (2021). Sustainable Tourism After Covid-19, ADB , Philippines

**MTTM (PG) III Semester**  
**DSC-21: B3MTM006T**  
**Airport Management**

After successful completion of this course, the students will be acquainted with,

- **Importance and components of Aviation Industry**
- **Airline and Airport Operations**
- **Travel Formalities and Ticketing Management**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of Course</b>	<b>45 Hrs</b>
<b>Unit –1 Introduction to Airport Management</b>	15
<b>1.1</b> : Introduction to Airport Management - Introduction to Airports, Business of Airlines, Historical developments, Categories of Airport, Airport Terminologies, Layout of an Airport, Basic properties and Physical Principles of flight	
<b>1.2</b> : IATA Traffic Conference Areas and Sub-Areas, International Air Transportation Laws and Conventions, Major Organizations – IATA, ICAO, DGCA, AAI	
<b>1.3</b> : Airline and Airport Operations – Introduction, Ownership types in Air Services and Airports, Current Trends in Airport Management, Role of International and National regulatory bodies in Aviation Management, Use of Technology in airport operations	
<b>Unit - 2 Understanding Airport Infrastructure and Operations</b>	15
<b>2.1</b> : Airport Infrastructure and Services – Airport Terminal Planning and Design, Passenger and Cargo Services, Cargo Categories, Dangerous Goods, Baggage Handling System, Concessions Management	
<b>2.2</b> : Ground Control and Ground Handling Agreements, Ground handling services, Airline Catering, Airport Housekeeping	
<b>2.3</b> : Airside planning and Aviation Safety – Need and Importance, Aviation safety programmes, IATA safety strategies, Medical services in aircraft, First Aid and Universal Precaution Kit, Air Traffic Control – Role and functions of ATC, Air Space Management and navigational Aids, contemporary Air Traffic Control Systems	

<b>Unit - 3 Travel Formalities and Ticketing Management</b>	15
<b>3.1</b> : Travel Formalities and Customer facilities - Travel formalities and Documents, Airport facilities, In-flight services	
<b>3.2</b> : Air Ticketing Management – Manual, Computerized and E- Ticketing, AIRIMP Codes, Types of Itineraries, Selling and Managing Airline Reservations using GDS, NDC fares	
<b>3.3</b> :Human Factors and Stress Management, Airport management systems, ICT and Airport Management, Current trends and challenges in Aviation Industry	

### References

1. *Aviation Information Management*, authors: Thomas. L.Seamster & Barbara. G. Kanki, published by ashgate publishing,USA. 2002
2. *Human Factors Impacts in Air Traffic Management*, authors : Barry Kirwan, mark Rodgers,ashgate publishing,Newyork.2010
3. *aviation management*, author: Ratandeeep singh, kanishka publishers, New-Delhi, 2008,
4. *Airport Planning and Management*, authors: Seth. B . Young and Alexander. T. wells , published by mc graw hill companies, USA, 2011
5. *Air Cargo Management and Airport Handling* , author :Unnikrishnan K.M, published by gemini publishers Bengaluru.
6. IATA Manuals, AAI Manuals

**MTTM (PG) III Semester**  
**DSE-1: B3MTM102TA**  
**India Tourism**

After successful completion of this course, the students will be acquainted with:

- **Tourism geography of India- Natural and Cultural**
- **Tourism resources and Tourism products of India**
- **Tourism regulations in India**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
<b>TMC-02</b>	Theory	03 hrs	45	02 hrs	50	50	100	03

<b>Content of Course 1</b>	<b>45 Hrs</b>
<b>Unit –1 Introduction to Tourism in India</b>	15
<p><b>1.1:</b> Historical background, modern tourism scenario in India</p> <p><b>1.2:</b> Geographical divisions of India- Natural, Cultural and Mixed type tourism resources of India</p> <p><b>1.3:</b> Transportation, Accommodation, Tourism infrastructure in India, Travel and Tourism Trade in India, Digitalisation in various sectors of Tourism in India</p>	
<b>Unit – 2 Tourism Products of India</b>	15
<p><b>2.1:</b> Heritage- Historic monuments of tourist significance (forts, palaces, museums), Art Galleries, Architecture and Religion, Cuisine, etc</p> <p><b>2.2:</b> Nature based- Islands and Beaches, Deserts and Hill stations , Protected areas (Wildlife Sanctuaries, National Parks &amp; Biosphere Reserves, Marine areas etc), Adventure destinations and Ecotourism</p> <p><b>2.3:</b> Special interest tourism products: Performing arts of India- classical dance, folk dance and folk culture - Handicrafts and textiles: important handicraft objects and centres, craft <i>Melas</i>, souvenir industry. - Fairs and Festivals</p>	
<b>Unit – 3 Regulations and New trends in India Tourism</b>	15
<p><b>3.1 :</b> Tourism Policy of India- background and current policy</p> <p><b>3.2 :</b> Tourism industry organizations in India – TAAI, IATO, ATOAI, FHRAI, ICPB, etc</p> <p><b>3.3 :</b> Emerging trends- Wellness Tourism, MICE ( World Class developments)</p>	

## REFERENCE BOOKS

1. *The Wonder that was India*: A.L. Basham
2. *A Cultural History of India*: A.L. Basham
3. *India - Lonely Planet*:
4. *India - Plan your own holiday*: S. Jagannathan
5. *Travellers Indian*: H.K. Kaul
6. *Museums of India*: S. Punja
7. *The Art of Ancient India*: S. Huntington
8. *Indian Architecture*: Percy Brown
9. *Pravasi Kanda India*: H.L. Nagegouda
10. *Geography of India*: Tirtha R
11. *Geography of India* :Dr.AlkaGoutam
12. *Geography of Tourism*: DeepaGarg
13. *Tourism Development- principles and practices*: A.K.Bhatia
14. *Tourism Development-a new approach*: K.S. Nagapathi

OR

**MTTM (PG) III Semester**  
**DSE-2: B3MTM102TB**  
**TOUR GUIDING AND INTERPRETATION**

After successful completion of this course, the students will be acquainted with,

- **Understand the concepts of Professional Tour Guiding and Interpretation**
- **Appreciating heritage and Understanding the tour guiding dynamics and mechanics**
- **Gain skills and knowledge to practice professional tour guiding**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC	Theory	03 hrs	45	02 hrs	50	50	100	03
<b>Content of Course 1</b>								<b>45Hrs</b>
<b>Unit –1 Introduction to Tour Guiding and Tour Escorting</b>								<b>15</b>
<p><b>1.1:</b> History &amp; Evolution of guided tours, Multi-dimensional context and nature of tour guiding, Definition and Meaning of Tour Guiding, Guiding Terminologies, Multiple roles of Tour Guides, Guides as Interpreters, Storytellers and Intercultural Communicators, Principles of Interpretation, Role of Escorts and Tour Managers</p> <p><b>1.2 :</b> Profile of a professional tour guide, role and duties of a Tour Guide, Tour Guiding in India, Tourist Guide Federation of India (TGFI), World Federation of Tourist Guide Associations(WFTGA), Steps to become a tour guide.</p> <p><b>1.3 :</b> Understanding the dynamics and mechanics of tour guiding, Authentic source of information, Preparing commentary, Tools</p>								
<b>Unit - 2 Guiding Techniques and Group Handling</b>								<b>15</b>
<p><b>2.1 :</b> Organising oneself, keeping schedules, Guest arrival and departure formalities, making sense of culture</p> <p><b>2.2 :</b> Guiding at Monuments, museums, spiritual sites - Guiding in Wildlife Sanctuaries &amp; National Parks, Guiding tours through Drama and Narratives etc</p> <p><b>2.3 :</b> Group Handling – Role of Escorts, Tour Managers, Knowledge regarding local culture including cuisine, Handling Emergencies and Conflicts, Personal values and Ethical practices, Code of Conduct</p>								
<b>Unit - 3 Technology and Trends in Tour Guiding</b>								<b>15</b>
<p><b>3.1 :</b> Technology and Tour Guiding - Use of electronic gadgets and other technology - GPRS, AI, VR, AR etc</p> <p><b>3.2 :</b> Immersive and Virtual tours - current trends, advances and challenges in the tour guiding</p> <p><b>3.3 :</b> Tour Guiding and its contribution to sustainability, visitor experience, visitor behaviour and quality, Guided vs. Non Guided tours, Training and Education, review of case studies</p>								

**Books for Reference**

- Chowdhary, Nimit. *Handbook for Tour Guides* . New Delhi: Matrix Publishers, 2013.
- Chowdhary, Nimit and Monika Prakash. *Interpretation and Tour Leadership*. New Delhi: Good fellow Publishers, 2022.
- Kumar, C. and Chiranjit. *Tour Guiding*. Create Space Independent Publishers, 2016.
- Manning, Nick. *How to be a Tour Guide: The Essential Training Manual for Tour Managers and Guides* . Nick Manning, 2014.
- Weiler, Betty and Rosemary Black. *Tour Guiding Research – Insights, Issues and Implications*. United Kingdom: Channel View Publications, 2007.

**MTTM (PG) III Semester  
OEC-2**

As Per KUD Norms

**MTTM (PG) III Semester  
OEC-2A: B3MTM203TA**

**TOURISM IN NORTH KARNATAKA**

- After the completion of this paper the students will come to know about the important destinations in North Karnataka.
- They will acquire knowledge about Fairs and Festivals, Museums of North Karnataka and the role of KSTDC.
- They will also come to know about Infrastructure and resources regarding tourism in North Karnataka.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	04hrs	60	03hrs	25	75	100	04

<b>Content of Course 1</b>	<b>60Hrs</b>
<b>UNIT- 1 Geography , History and Tourist Destinations</b>	15
1.1 Geography of North Karnataka	
1.2 History of North Karnataka	
1.3 Important Tourist Destinations: Aihole, Pattadakal, Badami, Banasankari, Kudalasangama, Vijayapura, Hangal, Hampi, Bidar, Kalaburagi, Sirsi, Gokarna, Kittur, Raichur, Banavasi, Dharwad,	
<b>Unit - 2 Tourism Policy, Promotion and Infrastructure</b>	15
2.1. Tourism policy of Karnataka Government;	
2.2. Role of KSTDC in promoting tourism	
2.3. Transport – Rail, Road and Airways, Tourism related Services – Tourist Information Centres, Guide Service, Literature, Travel Agencies and Tour Operators	
<b>Unit – 3 Cultural Resources</b>	
3.1. Visuals Arts and Folk Dances	15
3.2. Museums of North Karnataka	

3.3. Handicrafts, Emporiums and Woodencraft	
Unit – 4 Natural Resources	
4.1. Wild life sanctuaries	15
4.2. Bird sanctuaries	
4.3. Natural heritage sites	

### References

1. K. R. Basavaraja: *History & Culture of Karnataka*, Dharwad, 1984
2. *Karnataka Sangathi*, Kannada Development Authority, Bangalore
3. *A Hand Book of Karnataka-2005*.
4. H.S. Krishnaswamy: *Avolokana, a Compendium of Karnataka' Heritage* Directorate of Kannada and Culture, Bangalore, 1985
5. B.S. Badami: *Impact of Tourism in South India*. Commonwealth Publishers, New Delhi 1997.
6. S. Rajasekhara: *Karnataka Architecture*, Dharwad, 1985
  - : *Early Chalukya Art at Aihole*, New Delhi 1985.
  - : *Masterpieces of Vijayanagara Art*, Bombay 1984
7. D.Devakunjari; *Hampi*, ASI, 1998

OR

**MTTM (PG) III Semester**  
**OEC-2B: B3MTM203TB**

**Title of the Course: – TOURISM PRODUCTS OF INDIA**

After successful completion of this course, the students will be acquainted with,

- **Unique features of India as a tourism destination**
- **Typologies of Tourism Products**
- **Emerging Tourism Products and Future Trends**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	04 hrs	60	03 hrs	25	75	100	03

<b>Content of Course</b>	<b>60 Hrs</b>
<b>Unit –1 Introduction to Tourism Resources in India</b>	15
<p><b>1.1 :</b> Tourism Resources of India – Geographical features of India, Diversities in Landform &amp; Landscape - Outstanding Geographical features - Climate, Flora &amp; Fauna, Unique features of India as a tourism destination</p> <p><b>1.2:</b> Tourism in India, 5 As of Tourism, Typologies of tourism resources, Unique features of tourism products, Differentiating resources and products</p> <p><b>1.3:</b> Tourism products: Definition, types, designing and Developing Tourism Products, Sustainable Development, Ethics and Values</p>	
<b>Unit - 2 Tourism Products - Typologies</b>	15
<p><b>2.1:</b> Natural Tourism Products- Mountains and Hill stations, Beaches, Islands, Deserts, Rocks, Rivers, lakes, Waterfalls, Valleys, Caves etc</p> <p><b>2.2:</b> Manmade Tourism Products- Culture, traditions and lifestyle, folklore and other art forms, fairs and festivals, religious destinations, Historical Tourism Products - Historical places, Archeological Sites, Heritage Sites, Museums, Art galleries</p> <p><b>2.3 :</b> Symbiotic Tourism Products – Wildlife Sanctuaries, National Parks, Biosphere reserves, Marine Parks, flower festivals etc</p>	

<b>Unit - 3 Emerging Tourism Products and Trends</b>	15
<b>3.1 : Site Based Tourism Products</b>	
<b>3.2 : Event Based Tourism Products – Cultural, Sports, Music, Cuisine, Festivals etc.</b>	
<b>3.3 : Recreational– Amusement and Theme Parks, Shopping Tourism, Film Tourism etc</b>	
<b>Unit - 4 Emerging Tourism Products and Trends</b>	15
<b>4.1 : Adventure Tourism Products: Ariel-Land based-Water based adventure activities, Aero Products and water Sports,</b>	
<b>4.2 : Alternative and Special Interest Tourism Products, Accommodations and Transport Systems as tourism products</b>	
<b>4.3 : Emerging Tourism Products: Niche Tourism forms, Current trends and challenges</b>	

### References

**Manoj Dixit (2002)**, TOURISM PRODUCTS, *New Royal Book Co. Lucknow.*

**Norman Douglas**, SPECIAL INTEREST TOURISM, *John Wiley, Australia.*

**Robinet Jacob (2007)**, INDIAN TOURISM PRODUCTS, *Abhijeet Publicatons, Delhi.*

OR

**MTTM (PG) III Semester**  
**OEC-2C: B3MTM203TC**

Cultural History of Karnataka (From earliest Times to 1500 A.D.)

**Title of the Course: Cultural Heritage of Karnataka (From Earliest Times to 1500 A.D)**

After successful completion of this course, the students will be acquainted with,

- **Early history and heritage of Karnataka**
- **Dynasties and their cultural contributions to Karnataka history**
- **Tangible and Intangible cultural heritage of Karnataka**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC	Theory	04 hrs	60	03 hrs	25	75	100	04

<b>Content of Course 1</b>	<b>60 Hrs</b>
<b>Unit –1 Early History of Karnataka</b>	15
<b>1.1</b> : Early History of Karnataka – Satavahanas-Kadambas-Gangas of Talakadu	
<b>1.2</b> : Cultural Contribution from the earliest times to History of Karnataka	
<b>1.3</b> : The Chalukyas of Badami, Pulikesi-II, Cultural Contribution	
<b>Unit - 2 Dynasties of Karnataka</b>	15
<b>2.1</b> : Rashtrakutas- Amoghavarsha-I- Their Cultural Contribution.	
<b>2.2</b> : The Hoysalas- Vishnuvardhana and Ballala –II, Cultural Contribution of the Hoysalas.	
<b>2.3</b> : Vijayanagara- Foundation- Devaraya-II and Krishnadevaraya-Cultural Contribution of the Vijayanagara	
<b>Unit – 3 Cultural Heritage of Karnataka</b>	15
<b>3.1</b> : Cultural Heritage of Karnataka-Meaning-Definition-Concepts-Characteristic features	
<b>3.2</b> : Festivals and Fairs- Development of Kannada Literature	
<b>3.3</b> : Architectural Heritage of Karnataka-Early Period Art, The Chalukyas of Badami, Hoysalas and Vijayanagara	

**REFERENCE BOOKS**

1. Altekar A.S., *Rashtrakutas and Their Times*, 1974
2. Narayan S., *Indian Classical Dances*, New Delhi, 1980
3. Chopra P.N, & Others, *History of South India*, New Delhi, 2003
4. Desai P.B. & Others, *A History of Karnataka*, Dharwad, 1970
5. Diwakar R.R., *Karnataka Through the Ages*
6. Neelakantha Shastri K.N, *A History of South India*, Madras, 1972
7. Panchamukhi R.S., *Karnatakada Itihas*, Dharwad, 1967
8. Rajasekhara S., *Karnataka Vastushilpa mattu Chittrakale*, Dharwad, 1989
9. Rice B.L, *The Mysore Gazetteer*, 1930
10. Krishna Reddy, *Cultural Heritage of South India*

**MTTM (PG) IV Semester**  
**DSC-23: B4MTM001T**  
Four Weeks Classroom Discussion and Seminar

**MTTM (PG) IV Semester**  
**DSE-24: B4MTM102TA**  
**Ecotourism: Concepts, Principles and Practices**

After successful completion of this course, the students will be acquainted with

- The concept and origin of Ecotourism
- Various techniques and tools of Ecotourism
- Examples of Ecotourism practices across all sectors

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03hrs	45	02hrs	50	50	100	03

Content of Course	45Hrs
<b>UNIT 1 Introduction to the fundamentals of Ecotourism</b> 1.1: Ecotourism (Essence and Principles ) 1.2: Environmental Management System (EMS)-Environmental Audit- Eco Certification- Eco Labelling 1.3 : Eco Lodge- Eco Tours- Ecotourist- Eco Guide	15
<b>UNIT 2 Concepts and Components in Ecotourism</b> 2.1: Visitor Behaviour - User Payback- Volunteerism- Signage 2.2: Visitor Management 2.3:Ecotourism Ethics- Key Stakeholders- Wildlife Management	
<b>UNIT 3 Management of Ecotourism</b> 3.1 : Ecotourism Issues 3.2: Ecotourism Assessment- Ecotourism Management- Ecotourism Policy- Ecotourism Programme Planning 3.3: Case Studies (Sustainable Tourism Ventures)	15

## BOOKS FOR REFERENCE

- Dimitrios D. (2011). *Ecotourism Management and Assessment*. UK: Cengage Learning EMEA
- Black R. & Crabtree A. (Eds).(2008). *Quality Assurance And Certification In Ecotourism*. UK:CABI
- Weaver D.B. (Ed). (2010). *The Encyclopedia of Ecotourism*. UK: CABI
- Newsome D., Moore S.A. & Dowling R.K. (2006). *Aspects of Tourism: Natural Area Tourism*. New Delhi: Viva Books Private Limited
- Bulbeck C (2007). *Facing the Wild: Ecotourism, Conservation and Animal Encounters*. UK: Earthscan
- James Higham (2007). *Critical Issues in Ecotourism*. NY: Routedledge
- Ralf Buckley (2009). *Ecotourism-Principles and Practices*. UK: CABI
- J. Swarbrooke (1999). *Sustainable Tourism Management* UK: CABI

**OR**  
**MTTM (PG) IV Semester**  
**DSE-24: B4MTM102TB**  
**Karnataka Architecture, Sculpture and Painting**

After successful completion of this course, the students will be acquainted with

- The students will gain basic knowledge of Karnataka Art in its various facets.
- They will acquire knowledge related to different styles and also iconographical development in sculptures.
- They will acquire knowledge with regard to different styles of painting in Karnataka.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03hrs	45	02hrs	50	50	100	03

Content of Course 1	45Hrs
Unit –1 Ancient Texts and Early Historic Art of Karnataka	15
1.1. Ancient Texts on Architecture - Ancient Texts on Architecture, Sculpture and Painting ( <i>Vishnudharmottara, Manasara, SilpaRatna, Agamas and Chitralakshana</i> ).	
1.2. Maurya, Satavahana, Early Kadamba and Ganga art and architecture.	
1.3 Early Chalukya and Rashtrakuta architecture, sculpture and painting.	
Unit - 2 Structural Architecture and Medieval Painting	15
2.1 Kalyana Chalukya and Hoysala architecture and sculpture.	
2.2. Vijayanagara architecture (religious, secular and defense architecture) – Vijayanagara sculptures and paintings	
2.3. Bahmani, Adil Shahi and Barid Shahi architecture and painting	
Unit - 3 Modern Architecture and Painting; World Heritage Sites in Karnataka	15
3.1. Jain architecture, sculpture and painting.	
3.2. Palaces and Painting under Wodeyars of Mysore, Holalagundi Paintings.	
3.3. World Heritage Sites in Karnataka	

## BOOKS FOR REFERENCE

1. Percy Brown: *Indian Architecture- Part 1 and 2*, D. B.Taraporevala, Bombay, 1956
2. K.VSoundaraRajan: *Cave Temples of the Deccan* ASI, New Delhi, 1981
3. S. Rajasekhara: *Karnataka Architecture*, Sujata Publication Dharwad, 1985  
-*Early Chalukya Art at Aihole*, Vikas, New Delhi 1984  
-*Rashtrakuta Art in Karnataka*, Sujata Publication, Dharwad, 1991  
-*Masterpieces of Vijayanagara Art* D. B Taraporevala, Bombay, 1986
4. K.R. Srinivasan: *South Indian Temples*, 1971
5. Henry Cousens: *Chalukya Architecture of the Kanarese Districts*, ASI, Calcutta, 1926
7. C. Sivaramamurti: *Jaina Art in South India*, 1982
8. D HanumanthaRao: *Lepakshi Temple-A Cultural and Architectural Study* Bharatiya Kala Prakashan, Delhi, 2004
9. I.K Sarma, *Temples of Gangas of Karnataka*, ASI, New Delhi, 1992
10. SunderSahai: *Temples of South India*, Prakash Books India Pvt.Ltd, New Delhi. 2010

## **MTTM (PG) IV Semester**

DSC-25: B4MTM004P

**Industrial Training/Internship for Twelve Weeks in any Tourism Industry/Hospitality /Airport/Events- Project Report for 200 Marks and Viva Voce test – 100 marks (300 Marks)**