

D.Y. Patil University

(Established under Section -3 of the UGC Act 1956 vide Notification No. F-9.21/2000-U-3 dated 20.06.2003 of the Govt. of India)

ACCREDITED by NAAC with 'A++' Grade

School of Hospitality & Tourism Studies

D Y Patil Deemed to be University, Sector-7, Nerul, Navi Mumbai – 400706

Tel.: 27709270 , Email: shhs@dypatil.edu, Web: www.dypatil.com



D Y PATIL
DEEMED TO BE
UNIVERSITY
SCHOOL OF
HOSPITALITY &
TOURISM STUDIES
NAVI MUMBAI

Course Title: Tourism Principles, Policies and Practices Semester: 1st

Course Code: M.Sc. -C101

L T P C
2 0 0 2

Course Objective: This course introduces the concept of tourism, its, growth and development, motivations for travel, role of tourism as an economic intervention, global nature of tourism, tourism products and emerging trends in tourism industry.

Course Outcomes: (32 Hours)

- 1) Analyse tourism policies at local, national, and international levels, understanding their development, implementation, and impact on the industry. (6hrs)
- 2) Implement sustainable tourism practices, focusing on environmental conservation, cultural preservation, and socio-economic benefits. (6hrs)
- 3) Conduct tourism research and data analysis to gather insights on market trends, visitor behaviour, and industry performance (6hrs)
- 4) Conduct impact assessments and evaluations of tourism projects and policies, measuring their effectiveness and identifying areas for improvement. (8hrs)
- 5) Students will get knowledge about how employment can be generated in tourism industry (6hrs)

Unit- I (CO-1)

6hr

Definition and historical development of tourism. Approaches to the study of tourism. Definition and Distinction between travellers, Visitors, Excursionist, Tourist and Transit visitor.

Unit- II (CO-2)

6hr

Typologies of Tourists- Cohen's, Smith's and Amex tourist typology. Tourism Typology- domestic tourism, international tourism, inter-regional & intra-regional tourism. Forms and classification of tourism.

Unit- III (CO-3)

6hr

Tourism- its components and elements. Nature and characteristics of tourism industry. Tourism as an industry in India, Consequences of Industry status. Emergence of modern tourism, concept of "Paid holiday".

Unit- IV (CO-4)

8hr

Travel Motivators and Deterrents. Maslow's Hierarchy of needs Model and travel motivations. Push and Pull forces in tourism. Emerging trends and new thrust areas of tourism.

Unit- V (CO-5)

6hr

Economic, social and cultural significance of tourism: Employment generations, earnings of foreign exchange, regional development, national integration and international understanding and world peace. Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental Exercises, Projects etc.

The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

1. Kamra.K.K. & Chand.M. *Basics of Tourism: Theory, Operation and Practice*. Kanishika Publishers.
2. Sinha, P.C. *Tourism Management*. Anmol Publications, New Delhi.
3. Swain, S.K. and Mishra, J.M. *Tourism : Principles and Practices*.
4. Bhatia, A.K.. *Tourism Development: Principles and Practice*. Sterling Publishers
5. Jayapalan.N. *An Introduction to Tourism*. Atlantic Publishers.

Course Objective: The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

Course Outcomes: (32 Hours)

- 1) Identify and assess tourism resources, evaluating their potential for development and sustainability. products **(6hrs)**
- 2) Explore and develop cultural and heritage tourism products, emphasizing the preservation and promotion of local culture and history. tourism **(6hrs)**
- 3) Create and implement effective marketing strategies for tourism products, utilizing various marketing channels to reach target audiences. **(6hrs)**
- 4) Students will get knowledge about travel motivation and its importance **(8hrs)**
- 5) Students will get knowledge about how employment can be generated in tourism industry **(6hrs)**

Unit- I (CO-1) 6

Tourism product: Definition, Nature and Characteristics. Classification of Tourism products, Resource and attraction in Tourism, Typology & Nature of Tourism resources. Nature & Scope to tourist places in India.

Unit- II (CO-2) 6

Indian culture tradition, customs and handicrafts, Architectural Heritage of India, different styles of architect in India, Music: Classical and folklore, Dances: Classical and Indian folk dances, fairs and festivals.

Unit- III (CO-3) 6

Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation-Conflicts, Symbiosis and Synergy.

Unit- IV (CO-4) 8

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Dachigam National Park, Jim Corbett, Bharatpur Bird Sanctuary, Gir National Park. Study of Hill station attractions & their environs with case studies of Gulmarag, Pahalgam, Mussoorie, Shimla. Islands: Resources & their use patterns case studies of Goa, Andaman & Lakshadweep.

Unit- V (CO-5) 6

Buddhist Resources- Bodh Gaya, Kushnagar, Sarnath, Sanchi & Ajanta; Islamic resources- Delhi, Agra & Fatehpur sikri; Hindu resources-Khajuraho, Mahabalipuram, Tarupati, Madurai, Vaishno Devi, Amarnath, Socio cultural resources - Important Festivals with case studies of Kumbha Mela, Dussehra, Onam Puri Rath Yatra

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

1. Gupta, SP Lal, K. Bhattacharya. M, *Cultural Tourism in India*, DK Print
2. Brown Percy, *Indian Architecture* (Buddhist and Hindu), Bombay.
3. Jacob, *Tourism Products Of India*, Abhijeet Publications
4. Deva, B.C, *Musical Instruments*, National Book Trust,
5. Dixit Manoj & Charusheela, *Tourism Products*, New Royal Book Company

Course Title: Management & Organizational Behaviour Semester: 1st

L T P C

Course Code: M.SC - C103

2 0 0 2

Course Objectives: This course aims to develop managerial skills and behavioural understanding of the Organizations among the students through various concepts, theories and techniques of organization behaviour and management and their practical applicability in the field of Tourism.

Course Outcomes: (32 Hours)

- 1) Analyse and improve team dynamics, fostering collaboration, communication, and conflict resolution within teams **(6hrs)**
- 2) Evaluate and design organizational structures that align with business goals and optimize efficiency and effectiveness **(6hrs)**
- 3) Apply decision-making and problem-solving techniques to address complex organizational challenges and opportunities **(6hrs)**
- 4) Students will get knowledge about work motivation and its importance **(8hrs)**
- 5) Students will get knowledge about how employment can be generated in tourism industry **(6hrs)**

Unit-I Management:- (CO-1)

6hrs

Introduction to Management, Evolution, Roles and skills, Management Functions- Planning: Concept & features, Process & limitation; Organizing: Concept & Process, Organizational Structure: Chain of Command, Span of Control, Delegation of Authority, Centralization & Decentralization of Authority, Responsibility; Controlling: Concept, Process, Budgetary & Non-Budgetary Control tools; Administrative theory by H. Fayol ; Scientific Management by Taylor.

Unit-I I Individual Behaviour (CO-2)

6hrs

Biographical characteristics, Ability :Intellectual & Physical abilities ; Learning :Definition, Theories of Learning ; Values: Importance, Terminal Vs Instrumental Values ; Attitudes :Definition, Components of Attitude, Determinants of Attitude ; Personality :Definition, Determinants, Myer Briggs Type Indicator, Big Five Personality model ; Perception :Meaning and Significance, Factors influencing Perception, Perceptual Biases ; Challenges and Opportunities for OB.

Unit-III Individual Behaviour II (CO-3)

6hrs

Motivation: Meaning and Importance , Maslow's need hierarchy theory, Herzberg's two factor theory, Theory X and Theory Y, Mcland theory, Vroom's Expectancy theory, Management by objectives, Equity Theory ; Leadership: Theories of Leadership, Styles of Leadership, Managerial grid.

Unit-IV Group Behaviour (CO-4)

8hrs

Group Dynamics: Concept of group, Types of groups. Stages of Group Development, Factors influencing Group Behaviour, Group structure, Group Decision Making, Work Teams; Power: Definition, Bases of Power, Power tactics; Conflict: Definition, Conflict thoughts, Pondy's model of Conflict; Transactional Analysis (TA): Uses of TA, Levels of self-awareness by Johari window, Life Positions & Ego states

Unit-V Organizational Development & Change (CO-5)

6hrs

Organizational Development (OD): Concept of OD, intervention techniques in OD; Management of Organizational Change: Nature of change, resistance to change, overcoming resistance to change, Lewin's Three Step model of Change; Organizational culture: Concept and impact of Organizational Culture, Developing a sound Organizational culture, Strong Vs Weak Culture.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

1. Sanghi & Robins, *Organizational Behaviour*, Pearson Education
2. Luthans, *Organizational Behaviour*, MH
3. Ghanekar, *Organizational Behavior Concept & Cases*, EPH.
4. Saiyaddin, *Organizational Behaviour*, TMH
5. J.Chandan, *Organizational Behaviour*, Vikas publications New Delhi
6. Prasad,L.M, "*Principles & Practices of Management*", S. Chand & Sons

Course Title: Economics of Tourism Semester: 1st

L T P C

Course Code: M.SC -C104

2 0 0 2

Course Objectives : The course aims to develop the understanding about the nature of Economics in general and economics of tourism in particular, in terms of demand, supply, pricing, impacts etc.,

Course Outcomes: (32 Hours)

- 1) Examine the structure and functioning of tourism markets, including competition, market segmentation, and pricing strategies **(6hrs)**
- 2) Analyse the impact of economic policies on tourism development, including taxation, subsidies, and regulatory frameworks economy **(6hrs)**
- 3) Assess the impact of globalization on tourism, including international trade, foreign investment, and cross-border tourism flows **(6hrs)**
- 4) Participate in the formulation of tourism policies that promote economic growth, sustainability, and competitiveness **(8hrs)**
- 5) Students will get knowledge about how employment can be generated in tourism industry **(6hrs)**

Unit-I (CO-1)

6hrs

Concept of Economics in Tourism, Working of economy in tourism. Basic problems of tourism economy, Market for tourism products. Tourism and economic development- Indian perspective

Unit-II (CO-2)

6hrs

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

Unit-III (CO-3)

6hrs

The Supply of Tourism Services, Characteristics, Factors influencing tourism supply, Price and Non-Price factors, Supply and elasticity. Costing and pricing of tourism product. Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

Unit-IV (CO-4)

8hrs

The economic contribution of tourism- TSA developing measures of tourism performance. Impacts of tourism- direct, indirect, induced and negative. Regional economic models- input-output model (I-O model), Tourism multiplier impact–meaning and types (employment and income tourism multipliers), misuse of tourism multiplier. Linkage and leakages. FDI in tourism.

Unit-V (CO-5)

6hrs

Demand forecasting: its importance in tourism, forecasting approaches. Concept of break-even point, Tourism Development and cost benefit analysis and project feasibility study. Principal sectors of Indian economy with special reference to tourism- ITDC, State tourism Development Corporation

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

1. Mehta, P.L. *Managerial Economics*, Sultan Chand New Delhi.
2. Agarwal, H.S. *Micro Economics*, Ane Books.
3. Dwivedi, D. N. *Microeconomics: Theory And Applications*, Pearson Education.
4. Metin, Kozak and Mugla. *Tourism Economics: Concepts and Practices*. Nova Science Pub Incorporated
5. Stabler Mike J., Andreas, P., M. Thea, S. *The economics of tourism*. Routhledge Pub (2nd edit)

Course Objective: The basic purpose of this paper is to apprise the students about the fundamentals of accounting so that they can analyse and interpret the financial statements of various business enterprises particularly related to tourism. The students in addition to the given contents in their paper are also required to go through the Annual Reports of leading Travel Agencies and other tourism business establishments in India.

Course Outcomes: (32 Hours)

- 1) Prepare and analyse financial statements tailored to tourism businesses, including balance sheets, income statements, and cash flow statements. **(6hrs)**
- 2) Apply cost management techniques specific to tourism operations, including cost classification, allocation, and control measures to optimize profitability. **(6hrs)**
- 3) Identify and manage financial risks inherent in tourism operations, such as currency risk, interest rate risk, and financial market fluctuations. **(6hrs)**
- 4) Students will get knowledge about the journal to ledger **(8hrs)**
- 5) Students will get knowledge about cash flow analysis **(6hrs)**

Unit-I (CO-1)

6

Financial accounting –Need, development and functions; generally accepted accounting principles- Concepts & Conventions; Journalizing Transactions-Rules of debit and Credit; Ledger -Posting from Journal to Ledger

Unit-II (CO-2)

6

Trail Balance-Preparation, features and objectives; Depreciation, Provisions and reserves; Measurement of income-preparation of Trading, Profit and Loss account, Balance sheet.

Unit-III (CO-3)

6

Nature and Scope of Management Accounting – Meaning, definitions and importance, merits, and limitations. Financial statement analysis –Comparative financial statements,

Unit-IV (CO-4)

8

Ratio Analysis-analysis of liquidity: Current, Quick, Cash Ratio. Leverage: Debt Ratio, Interest Capital ratio, Profitability: Inventory Turnover, and Activity: Gross Profit Ratio.

Unit -V (CO-5)

6

Fund flow analysis-Advantages and Disadvantages, uses and construction of Funds flow statement; Cash flow analysis-Uses and preparation of cash flow statement.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (latest Editions)

1. Batacharya S.K and Dearden J, *Accounting for Management, Text and Cases*., Vikas Publishing House, New Delhi.
2. Heitger L.E and Matulich S, *Financial Accounting*, Tata McGraw Hills.
3. Gupta R.L and Radhaswamy M, *Advanced Accountancy*, Sultan Chand and Sons.
4. Anthony R.N and Reece J.S, *Accounting Principles*, Homewood Illinois.
5. Nigam BML and Sharma G.L, *Cost Accounting –Principles and Applications*, Himalya Publishing

Course Title: Tourism Geography and Ecology. Semester: 1st

Course Code: M.SC -C-106

L T P C

2 0 0 2

Course Objective: This course explores the basic components of geography in relation with tourism. Knowledge of geography shall also give an extra edge to the students in designing the itineraries for the Travellers, suggesting them various destinations.

Course Outcomes: (32 Hours)

- 1) Evaluate patterns and trends in tourist flows and movements across different geographical regions and destinations **(6hrs)**
- 2) Explore the intersection of cultural geography with tourism, understanding how cultural landscapes and heritage sites attract tourists and shape visitor experiences. **(6hrs)**
- 3) Utilize remote sensing and geographic information systems (GIS) in tourism management, including spatial analysis, mapping, and resource inventory. **(6hrs)**
- 4) Students will get knowledge airport codes, longitude & latitude **(8hrs)**
- 5) Students will get knowledge about tourism & environmental changes **(6hrs)**

Unit-I (CO-1)

6hrs

Meaning, Scope and contents of Geography. Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps, longitude & latitude, international date line, Standard time and Day light saving time.

Unit-II (CO-2)

6hrs

Physical and political features of Indian-subcontinent. Climatic conditions prevailing in India. Impact of weather and climate on tourist destinations. Tourism attractions in different states and territories of India.

Unit-III (CO-3)

6hrs

Brief account of physiographic world. Destinations in North America (United States of America: New York, Washington, Canada: Ottawa,. Europe: France, Spain, Italy, Germany, Switzerland. Middle East: Egypt, Saudi Arabia, United Arab Emirates, south East Asia/ Pacific Australia, Malaysia, Thailand, Singapore

Unit-IV (CO-4)

8hrs

Tourism and Environmental Change: Biodiversity, Erosion & Physical Damage. Nature Tourism & Eco-tourism- Characteristics of Eco-tourism, Eco-tourism in India. Potential benefits from alternative tourism. Sustainable Tourism- the Rationale for sustainable tourism. Geographical Determinants: Diversities & disparities.

Unit- V (CO-5)

6hrs

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere reserves & wetlands. Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots. Eco- Tourism Development- A Case Study on Kaziranga National Park, Jim Corbet National Park and Ranthambore National Park.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session
Suggested Readings (latest Editions)

- 1 Hall, C.M and Page, S.J. *The Geography of Tourism and Recreation*. Routledge Publishers.
- 2 Geetanjali. *Tourism Geography*. Centrum Press, New Delhi.
- 3 Singh.S.*Tourism Geography*. Random Publications, New Delhi.
- 4 Hussain.M. *The Geography of India*. Mc Graw-Hill Publishers.
- 5 Hussain.M.. *World Geography*. Rawat Publications

Course Title: Ethical and Regulatory Aspects of Tourism Business.

L T P C

Semester: 2nd Course Code: M.SC TS. -C201

2 0 0 2

Course Objective: to apprise the students about the ethical and legal dimensions of Tourism. It will include a greater understanding of the ethics, its utility for business and tourists. The legal dimension shall include the knowledge of the laws relevant for tourism. The focus of the paper is to make comprehensive view of the ethical and legal issues pertaining to tourism.

Course Outcomes: 32hrs

1. Demonstrate a thorough understanding of ethical principles and frameworks relevant to the tourism industry, including ethical decision-making and responsibility towards stakeholder.**6hrs**
2. Analysis to recognize and analyze ethical dilemmas in tourism and make informed decisions that promote ethical behavior and integrity **6hrs.**
3. Proficiency in identifying and understanding the key laws and regulations that govern tourism businesses, including local, national, and international regulations.**6hrs**
4. Skills in ensuring compliance with regulatory requirements and understanding the implications of non-compliance.**8hrs**
5. Understanding the importance of corporate social responsibility and how tourism businesses can implement CSR strategies to benefit society and the environment.**6hrs**

Unit- I CO 1

6hrs

The nature of Business Ethics. Moral versus non moral standards. Ethics and law. Ethics and religion. Ethical relativism. Ethical issues in tourism business. Social responsibility of tourism business.

Unit- II CO 2

6hrs

Ethical Theories and principles. Consequentialist and non- consequentialist theories of ethics. Egoism. Utilitarianism. Kants Ethics. RigTS and duties. Justice and fairness. The Ethics of care. Virtue Ethics. Implications for Tourism industry.

Unit- III CO 3

6hrs

Tourism Legislation, Sources of Tourism Law, The Indian Scenario Laws related to Ancient Monuments The Ancient Monuments Act . Regulations made by the Archaeological Survey of India; Guidelines issued by the Ministry of Culture. Legislation for hospitality and catering

Unit- IV CO 4

8hrs

Regulatory Laws for Tourism Business in India: Inbound and outbound travel. Transport industry and Airlines. Accommodation and Hotel Industry. Foreign Exchange Regulation Act. Tourist related Laws: Citizenship, Passport, Visa, Foreigners, Foreigners Registration, customs Acts

Unit- V CO 5

6hrs

Definition of Environment, Environmental Protection Act, Fair Trade Practices, fulfilling all National obligations under various Laws, Safeguarding Health and well-being of Customers. Consumer Protection Act, Right to Information Act.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, experiential exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Aswathappa, K., *Business Environment for Strategic Management*. New Delhi, Himalaya Publishing House.

2. Bedi Suresh, *Business Environment*. New Delhi, Excel Books
3. Gupta S.K, *Foreign Exchange Laws and Practice*, Taxman Publications Delhi.
4. Ensor, R. *Management of Foreign Exchange Risk*, Euro money Publications, London
5. Malik, S.S, *Ethical, Legal and Regulatory aspects of Tourism Business*, Rahul, Delhi

Course Title: Tourism Marketing. Semester: 2nd
Course Code: M.SC TS. -C202

L T P C
2 0 0 2

Course Objective: The course will provide both theoretical and applied understanding of the tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourists through proper marketing strategies. The emphasis on the tourism marketing mix and integrated strategies as applied in the contemporary times is the hallmark of the course.

Course Outcomes: 32hrs

1. Students will get the knowledge about fundamental marketing concepts and theories. **6hrs**
2. Knowledge of how these marketing principles apply specifically to the tourism industry. **6hrs**
3. Proficiency in conducting market research to gather and analyze data on tourism trends and consumer behavior. **6hrs**
4. Ability to identify and segment target markets within the tourism industry. **8hrs**
5. Insight into the factors that influence tourist behavior and decision-making processes. **6hrs**

Unit-I CO 1

6hrs

Introducing Marketing for Hospitality and Tourism: Relationship between hospitality and travel industry; Marketing: Role - Core concepts; Service marketing, culture/characteristics. Services marketing mix: Tourism marketing environment Micro-environment: company, suppliers, marketing intermediaries, customers, and public; Macro-environment: demographic, economic, natural, technological, Political and cultural environments.

Unit: II CO 2

6hrs

Markets and Buying Behaviors: Tourism market-classification/types; Characteristics affecting consumer behavior: cultural, social, personal, and psychological factors; Buyer decision process; Market segmentation, Effective segmentation of Tourism markets: targeting and positioning strategies, process.

Unit: III CO 3

6hrs

Tourism Products and Customers: Product design; Branding; New product development; Product life cycle; Internal marketing; Service culture; non-routine transactions; Customer value, satisfaction and loyalty; Relationship marketing; Resolving complaints; Quality, Capacity and Demand management tactics.

Unit: IV CO 4

8hrs

Tourism Product Pricing and Distribution: Pricing methods, Factors; pricing strategies: for New/Existing Tourism products; Price adjustments during peak and off seasons; Tourism Distribution; Internet as an evolving Tourism distribution channel; channel behavior and organization; Channel management decisions; Choice of a business location.

Unit: V CO 5

6hrs

Promoting Tourism Products: Tourism Promotional Tools; An overview of National Tourism promotion campaigns - Incredible India, Atthi Devo Bhav; Promotion-mix factors; Major decisions in advertising – Public relations activities: press relations, product publicity, corporate communications, lobbying, and counseling; Public relations: process/PR tools;

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Philip Kotler, John Bowen, and James Makens, *Marketing for Hospitality and Tourism*, (Prentice Hall, India)
2. Alastair M. Morrison, *Hospitality and Travel Marketing*, (Delmar Thomson Learning)
3. Stephen F. Witt and Luiz Moutinho (Eds.) *Tourism Marketing and Management Handbook* (Prentice Hall, India)
4. Peter Mudie and Angela Pirrie, *Services Marketing Management*, Butterworth-Heinemann, USA.
5. S.M. Jha, *Services Marketing*, Himalaya Publishing House Pvt Ltd.

Course Title: Financial Management in Tourism Semester: 2nd **L T P C**

Course Code: M.SC TS.-C203

2 0 0 2

Course Objective: Financial Management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

Course Outcomes: 32hrs

1. Students will get the knowledge the fundamental principles and practices of financial management.**6hrs**
2. Knowledge of financial practices tailored to the tourism and hospitality industry.**6hrs**
3. Ability to prepare and manage budgets for tourism businesses and projects.**6hrs**
4. Skills in forecasting future financial performance and planning for various scenarios.**8hrs**
5. Proficiency in preparing and interpreting financial statements, including income statements, balance sheets, and cash flow statements.**6hrs**

Unit- I CO 1

6hrs

Financial Management and planning Finance in tourism business organization: Meaning: Goals: Functions-Importance and typologies of finance. Role of financial Management; Functions of Financial Management. Time value of money: compounding and discounting techniques.

Unit –II CO 2

6hrs

Sources of Finance and Assessment of Requirements in Tourism business – Types of sources of Finance Preference shares-equity shares-Debenture-Retained Earnings, public Deposits; Sources of short-Term Finances.

Unit –III CO 3

6hrs

Capital structure and Financial Leverages: - Meaning of Financial Leverage. Effect of Financial leverage Return on Equity – Capital structure – Determination of Capital structure Essentials of a sound capital structure. Management of current Assets – Working capital Management – Meaning and characteristics of working capital – Financing current assets in travel business.

Unit- IV CO 4

8hrs

Retention of Earnings and Divided Policy-Significance of Divided Policy and different types of dividend policies. Investment decisions: Capital budgeting-Nature, scope, techniques (traditional and discounted cash flow).

Unit –V CO 5

6hrs

Special Financial Institutions – Types, their objectives – Scope and Functioning, Tourism Finance Corporation of India (T.F.C.I.) Aims, Objectives and Functions – Financing of Tourism Projects, TFCI short term financing. A case study of financial statements of the Travel agencies like Thomas cook, Coax Kings, Kouni tour and Travels Pvt. ltd. and others

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Banerjee P, *Fiscal Policy in India*, Gyan Publishers, Delhi
2. Pandey, I. M, *Financial Management*, Vikas Publishing House Pvt. Ltd, Noida, 9th Ed.
3. Khan, M.Y and Jain, P.K, *Financial Management Text, Cases and Problems*, Tata McGraw-Hill Publishing Company Ltd, New Delhi.

Course Title: Human Resource Management in Tourism Semester: 2nd

Course Code: M.SC TS.-C204

L T P C
2 0 0 2

Course Objective: This course aims to develop the insight of the students regarding the various Human Resource Practices & concepts in Organizations with special reference to the Tourism Industry.

Course Outcomes: 32hrs

1. Students will gain a solid understanding of the fundamental principles and practices of human resource management.**6hrs**
2. Understanding the specific HR needs and challenges within the tourism and hospitality sector.**6hrs**
3. Ability to design and implement effective recruitment and selection strategies to attract and retain qualified talent in the tourism industry.**6hrs**
4. Proficiency in conducting interviews and assessments to evaluate potential employees.**8hrs**
5. Skills in developing and implementing training programs to enhance employee skills and knowledge.**6hrs**

Unit- I- CO 1

6hrs

Human Resource Management: Concept, Definition, Objectives, Functions of HRM, Historical Evolution of HRM, HRM VS PM, SHRM, Role & Importance of HRM in Tourism industry, Challenges and opportunities. Need for HRM in Tourism Industry.

Unit- II – CO 2

6hrs

Human Resource Planning: Concept, definition, nature and Objectives of HRP, Process of Human Resources Planning, Need for HRP in Tourism industry, Factors affecting HRP, Approaches to HR planning – Social demand approach, rate of return Approach, Man power recruitment Approach, Challenges & Problems in HRP.

Unit –III- CO 3

6hrs

Recruitment - Sources of Recruitment, Factors affecting Recruitment with special reference to Tourism Industry Recruitment Process, Recent trends in Recruitment. Selection - Concept, definitions, Factors affecting Selection, Selection Procedure. Placement, induction and socialization- Concept & meaning. Relevance in Tourism industry. Training and development in Tourism Industry – Objectives, Types of Training methods.

Unit- IV- CO 4

8hrs

Job Analysis- Job description & Job specification: uses of job analysis. Job Evaluation, Performance appraisal in Tourism Industry- Objectives & Methods of Performance Appraisal.

Unit –V- CO 5

6hrs

Human Resource Development (HRD) –An Overview, Need, HRD process and outcome
An overview of HRD practices: Trends; HRD in Service Industry: Importance and role of HRD in Service Sector, HRD in Tourism Sector

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Dale S Beach, *the Management of People at Work*, Macmillan Publishing Co, New York
2. Monopa A and Saiyadain M, *Personnel Management*, Tata Mc Graw Hill, New Delhi.
3. Micheal V. *Human Resource Management*, Himalayan Publishing Co, Delhi.
4. Tripathip C, *Personnel Management and Industrial Relations*, Sultan Chand & Sons.
5. Stone Lioyed and Leslie W.Rue, *Human Resource and Personnel Management*, Rochard D. Irwin

Course Title: Research Methodology in Tourism Semester: 2nd

L T P C

Course Code: M.SC TS.-C205

2 0 0 2

Course Objective: To promote the understanding and skills of the students about the basic research concepts and tools, to conduct research and data analysis and to further equip them in writing and presentation of the results in tourism business and research.

Course Outcomes:32 hours

1. Students will gain a clear understanding of key research concepts, principles, and methodologies.**6hrs**
2. Students will Understand the importance of research in tourism for informed decision-making and strategic planning.**6hrs**
3. Students will Understand the qualitative research methods including interviews, focus groups, and content analysis **6hrs**
4. Acquiring the knowledge of ethical considerations in tourism research, including informed consent, confidentiality, and ethical data handling.**8hrs**
5. Students will gain Knowledge of obtaining ethical approvals and adhering to ethical guidelines.**6hrs**

Unit-I Introduction: CO 1

6hrs

Research: meaning, types and relevance of research; trend and challenges, Research process. Problem Formulation and statement of Research Objectives and drafting the research proposal.

Unit- II Research Design & measurement: CO 2

6hrs

Meaning of research design; features of a good Research design; different research designs, Sampling design: the concept of sampling steps in sampling design; criteria for selecting a sampling procedure; sampling techniques/methods. Measurement and scaling Techniques, Ordinal Measurement, Internal Measurement Ratio Measurement, Reliability, and validity scale. Likert's-Scales, Concept of Variables.

Unit -III Data Sources:

6hrs

Primary, secondary methods of collection of data- Observational and survey method, interview, questionnaire etc. Questionnaire design data Source-Focus Group Static and dynamic panels.

Unit -IV Analysis

8hrs

Measures of central tendency, Measures of dispersion. Correlation and Regression. Hypothesis testing, t-test, z-test F-test, chi-square test. Introduction to Multi variate techniques – Factor Analysis. Analysis-using SPSS Package.

Unit -V Report

6hrs

Structuring the Report: Chapter format. Presentation of tables and figures. Referencing-(APA &Harvard. Documentation-Use and format of appendices- Indexing.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Kothari.C, *Research Methodology*, New Age International, New Delhi
2. Curison and Slater, *Quantitative Methods for Business Decision*, ITP Elhance, *Fundamentals of Statistics*, Allahabad Chaitanys.
4. Lovin and Kirkpatrick, *Quantitative Techniques for Management*, McGraw Hill
5. Malhotra.P, *Business research Methods*, CENGAGE Learning, New Delhi
6. Richard Lewin, *Statistics for Management*, Prentice Hall
7. Samuel Bockly & R. Larraway, *Quantitative Business Analysis*, Tata McGraw

Course Title: National Tourism Circuit Visit Semester: 2nd

Course Code: M.SC TS.-C206

L T P C

0 0 2 2

32Hrs

Course Objective: The objective of this course is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour, which will further help them to:

1. Develop knowledge and understanding of different stakeholders of tourism industry.
2. Analyze and appraise a particular form of tourism and tourism business at a specific destination.
3. Develop the ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry at the National/regional level.

The Department will organize field visit/s to different National level tourism destinations/ organizations for the purpose of providing practical exposure to the students during the 2nd semester for about ten days after their First Semester Examination and preferably during the winter vacations.

The students will be required to submit their written reports about the tourism destination/organizations based on their inter-actions and observations during the visit.

This report would be evaluated by external/internal examiners, nominated by the University, out of 100 Marks. The marks distribution will be as follows

Report: 50 Marks

Presentation / Viva Voce: 50 marks

Course Title: Computer Application in Tourism Studies Semester: 2rd
Course Code: M.SC TS. -C207

L T P C
2 0 0 2

Course Objectives: To equip students with the knowledge and skills to effectively utilize information technology and software applications specific to the tourism industry. To enable students to analyse and apply digital tools for marketing, customer relationship management, and operational efficiency in tourism businesses.

Course Outcomes: 32 hours

1. Students will get the basic knowledge of the basics of information technology and its applications in the tourism industry.**6hrs**
2. Students will acquire knowledge about different software applications used in tourism, such as reservation systems, customer relationship management (CRM) systems,**6hrs**
3. Students will gain proficiency in using online booking platforms for flights, hotels, and other travel-related services.**6hrs**
4. Students will have the Knowledge of e-tourism platforms, including how to create and manage travel itineraries, tour packages, and online promotions **8hrs**
5. Students will Understand the Skills in managing and utilizing databases for storing and retrieving tourism-related data.**6hrs**

Unit –I CO 1

6hrs

Networking of Computers - Enterprise-wide networks - Strategic value of Intranets and Extranets - Internet and Internet technologies - Security and Internet Firewalls - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) - Electronic Data Interchange (EDI) - Tourism Websites and design principles - E-tourism - E-marketing - E-commerce - M-commerce.

Unit –II CO 2

6hrs

Information System for Tourism Management Decision Support (Decision Support Systems) - Concept of Database Management Systems - Concept of Relational Database Management Systems (RDBMS) - Management Information Systems (MIS) - Executive Information System (EIS) - Global Positioning System (GPS) - Enterprise Resource Planning (ERP) - Knowledge Based systems - Bench Marking and TQM - Introduction to Data Mining and Data warehouses.

Unit –III CO 3

6hrs

Application of ICT systems in Tourism and advantages - Travel and Tourism Information Systems - Online Reservation Systems for Air, Rail, Road, Hotel - Concepts of Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Business process reengineering (BPR) - Bank Settlement Plan (BSP) - Sabre Information Network - Travel Bases - Voyager Systems.

Unit -IV CO 4

8hrs

Computerization in Tourism problems and Prospects –

IT for achieving competitive edge in Tourism Industry - Skills up gradation and re-deployment of staff as result of computerization - IT outsourcing - Cyber-crimes - Cyber laws - Computer Viruses - Digital Signatures - Cryptography.

Unit – VCO 5

6hrs

Successful Online Tourism Business models - an overview of Tourism Websites - Online Tourism Services and Benefits - IT and its role in Tourism - Managing e-service Centers - Delivering e-value to Customers - Case studies of IRCTC, Makemytrip.com, Yatra.com, TripAdvisor, Expedia, Amadeus, Galileo etc.

Suggested Readings:

1. Robson Wendy, Strategic Management and Information Systems Pitman Publishers
2. Elmansic/Navathe, Fundamentals of Database Systems
3. Information technology for tourism, Gary Inkpen
4. Computers today by S.K Basandra

Course Title: International Tourism Studies Semester: 3rd
Course Code: M.SC TS. -C301

L T P C
2 0 0 2

Course Objective: The course intends to develop an insight into fields and patterns in international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth.

Course Outcomes:32hrs

1. Gain a comprehensive understanding of the dynamics of international tourism, including global trends, patterns, and key destinations **6hrs**
2. Enhance research skills, including the ability to conduct and analyze international tourism research. **6hrs**
3. Apply theoretical knowledge to real-world case studies, analyzing successful and unsuccessful international tourism initiatives. **6hrs**
4. Implement sustainable practices in international tourism operations and understand their importance in preserving destinations **8hrs**
5. Encourage a commitment to lifelong learning and staying informed about global tourism trends, innovations, and best practices. **6hrs**

Unit I: International Travel and Tourism Statistics CO 1 **6hrs**

Meaning, Definition, forms and types, Intra-regional and Inter-regional. Tourist trends- Regional and Global tourist movements, Tourist Arrivals/Receipts, challenges. Factors affecting- Demand and origin factors, destination & resource factors.

Unit II: International Tourism Destination Development CO 2 **6hrs**

Need for planned development, various levels at which plans are prepared. Scale of International Tourism Destination Development- Allo-centric, Mid-centric and Psycho-centric destination. The emerging International Tourism types. Political aspects of the international travel;

Unit III: The Role of the Government and International Tourism Bodies CO 3 **6hrs**

Need for Tourism organizations, National Tourism Organization (NTO) - Functions, Administrative set up. India's out bound Tourism for Gulf, Europe, USA, South East Asia Australia and New-Zealand, characteristics and patterns of India's major international markets, domestic Tourism in India, patterns and characteristics of major tourist generating states. ITDC, DGCA, AAI, FHRAI, TAAI.

Unit IV: International Travel Formalities CO 4 **8hrs**

Aviation Geography: IATA Traffic conferences, important tourist circuits and popular Itineraries of Middle East, Asia Pacific and Europe. Customs Formalities, Passport, Emigration and Immigration- passport, Arrival and Departure Formalities, Health Regulations, Airport tax. Visa- types. Visa rules for India, Duration of stay, Currency regulations, Exchange Control formalities- Currency and jewelry, payment of hotel bills, purchase of goods.

Unit V: International Tourism Organizations CO 5 **6hrs**

International Tourism Organizations: UFTAA, WATA, WTO, PATA, IATA, ICAO, IHA
Travel industry fairs- Participation Advantages. Role of ITB, WTM, PATA Travel Mart and FITUR.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

- 1 Mill and Morrison, *the Tourism System, an Introductory Text*, Prentice Hall.
- 2 Mill R.C, *Tourism, the International Business*, Prentice Hall, New Jersey.
- 3 Bhatia A.K, *International Tourism Management*, Sterling Publishers Pvt. Ltd, New Delhi.
- 4 Seth P.N, *Successful Tourism Management (Vol 1 &2)*.

Course Title: Entrepreneurship Development in Tourism. Semester: 3rd **L T P C**
Course Code: M.SC TS. -C302 **2 0 0 2**

Course Objective: This course aims to enrich the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up Tourism entrepreneurship ventures.

Course Outcomes:32hrs

1. Gain a comprehensive understanding of the tourism industry, including its economic, social, and environmental impacts.**6hrs**
2. Develop the ability to create comprehensive business plans tailored to the tourism industry.**6hrs**
3. Stay informed about current trends and issues in the tourism industry, such as sustainable tourism, digital transformation, and changing consumer behavior.**6hrs**
4. Acquire skills in managing a tourism business, including financial management, marketing, operations, and human resources.**8hrs**
5. Enhance problem-solving and decision-making skills specific to the tourism context.**6hrs**

Unit I CO 1**6hrs**

Entrepreneurship, Definition and role. Entrepreneurial motivations. Motivational cycles, Entrepreneurship opportunities in Tourism. Entrepreneurial Characteristics for travel, Tourism and hospitality trade; Advantages & functions of Entrepreneurship. Stages of growth of an enterprise, Factors affecting Entrepreneurship growth. problems of entrepreneurship in Tourism.

Unit II CO 2**6hrs**

Small Scale Enterprises: Meaning & definitions, Essentials, features & Characteristics of Small-Scale Enterprises, Role of Entrepreneurship in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization & Globalization. Problems of Small-scale Industries.

Unit III CO 3**6hrs**

Tourism Entrepreneurship, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, Policy measures for Tourism entrepreneurship in India. Entrepreneurial Process: Idea generation, Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

Unit IV CO 4**8hrs**

Site Selection, Meaning & need of Financial Planning, Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report, Technology in Tourism Business.

Unit V CO 5**6hrs**

Forms of Business ownership- Sole proprietorship, Partnership, Selection of an appropriate ownership structure, H R Issues in Tourism & hospitality Industry, Strategies for Growth & Stability for Tourism India; Entrepreneurial case studies of major Travel Agencies/ Hotels on risk taking, innovation, creativity and growth in Tourism.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Bedi, Kanishka: *Management & Entrepreneurship*, Oxford, New Delhi.

2. Bird B.J. *Entrepreneurial Behavior*. New York: John Wiley & Sons
3. Peter F., Drucker, *Innovation and Entrepreneurship*, 1985, Harper; NY
4. Vasant Desai, *Entrepreneurship & Small Business Management*
5. S. S Khanna, *Entrepreneurial Development*

Course Title: Adventure and Sports Tourism. Semester: 3rd

L T P C

Course Code: M.SC TS. -C303

2 0 0 2

Course Objective: The course helps in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities. It also elucidates the major constraints on way to adventure tourism development and the possible strategies to offset the same.

Course Outcomes:32Hrs

1. Gain knowledge about the environmental impacts of adventure tourism and strategies for minimizing these impacts through sustainable practices. **6Hrs**
2. Develop leadership and teamwork skills essential for guiding and managing adventure tourism groups. **6hrs**
3. Apply theoretical knowledge through field experiences, internships, or practical training in adventure tourism settings **6hrs**
4. Implement sustainable tourism practices in adventure and sports tourism operations, focusing on conservation and responsible use of natural resources. **8hrs**
5. Encourage a commitment to lifelong learning and continuous improvement in adventure and sports tourism practices. **6hrs**

Unit I CO 1

6hrs

Definition, Scope and Nature of adventure Tourism; popular tourist destinations of India; *Land based* (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.). *Water based* (rafting, kayaking, canoeing, surfing, water skiing, scuba diving) and *Air based* (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)

Unit II CO 2

6hrs

Basic minimum standards for adventure Tourism related activities-*Land based*; Mountaineering, Trekking, *Water Based*; River running; *Aerial Based*; Parasailing, Paragliding, Bungee Jumping. IMF rules for mountain expeditions: (Peak booking formalities, cancellation of permits and bookings).

Unit III CO 3

6hrs

Adventure Tourism impacts- social, cultural, economic and environmental impacts. Outstanding issues of adventure Tourism. Adventure tourism in context of other tourism types. Future trends of adventure tourism in India.

Unit IV CO 4

8hrs

Adventure Tourism- products and infrastructure. Marketing and promotional strategies. Service quality issues related to adventure Tourism in India. Adventure Tour Operators Association of India (packages and job opportunities), Career Adventurers.

Unit V CO 5

6hrs

Adventure Tourism in J&K- Facilities offered; issues and considerations. Adventure Tourism Organizations and training institutes in J&K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM & NIWS), Indian Institute of skiing & mountaineering.

Approach : Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Malik, S.S, *Potential of adventure Tourism in India*, Agam Kala Prakashan Publishers.
2. I.C. Gupta & Dr. Sushama Kasbekar, *Tourism Products of India*,
3. V.K. Gupta, *Tourism in India*, Gian Publishing House, Delhi
4. , Gillan Wright, *Hill Stations of India*, Penguin Books, New Delhi

Course Title: Cultural and Heritage Tourism. Semester: 3rd

L T P C

Course Code: M.SC TS. -C304

2 0 0 2

Course Objective: The main objective of the course is to provide a comprehensive view of culture-heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.

Course Outcomes- 32hrs

1. Gain knowledge of the historical context of various cultural and heritage sites, and understand their importance to local and global heritage **6hrs**
2. Appreciate the diversity of cultural expressions and heritage around the world and the importance of protecting this diversity. **6hrs**
3. Acquire project management skills for planning and implementing cultural and heritage tourism projects. **6hrs**
4. Understand the role of policies and planning in cultural and heritage tourism and how to contribute to policy development and strategic planning **8hrs**
5. Encourage a commitment to lifelong learning and staying informed about best practices and innovations in cultural and heritage tourism. **6hrs**

Unit I CO 1

6hrs

Cultural and heritage Tourism- Concept and Significance, Nature; History of Cultural pilgrimage Tourism in India- Inbound and outbound. Vedic age, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern period. Features of Indian Cultural Heritage- preservation and conservation of monuments and Culture.

Unit II CO 2

6hrs

Motivation to religious Tourism, Motivations for religious Tourism, pilgrimage, festivals and events; sacred pilgrimage and Tourism as secular pilgrimage; Religious Tourism as an educational experience, Tourism and the spiritual philosophies of the Orient. Pilgrimage Tourism Case Studies- Ajmer Sharif, Charo Dham Yatra, Vaishnavadevi, Bodhgaya, Mount Abu.

Unit III CO 3

6hrs

The management and marketing of religious sites, pilgrimage and religious events, Pilgrimage Tourism Case Studies- Ajmer Sharif, Charo Dham Yatra, Vaishnavadevi, Bodhgaya, Mount Abu and Amaranth Yatra.

Unit IV CO 4

8hrs

Sustaining Tourism infrastructure for religious tourists and pilgrimages, local consultation and participation, administrative and regulatory issues; planning and management approaches; the symbiotic relationship between religious, pilgrimage and ethnic Tourism.

Unit V CO 5

6hrs

Cultural and Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Cultural and Heritage Marketing, Destination development. Heritage Hotels and their classification.

Cultural Events Management Case Studies- Kumbha, Pushkar, Pongal/Makar-Sankranti, Carnival (Goa), Taj Mahotsav, Khajuraho Mahotsav and Desert Festival.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Gupta, SP, Lal, K, Bhattacharya, M. *Cultural Tourism in India* (DK Print)
2. Michell George, *Monuments of India*, Vol. 1. London.
3. Davies Philip, *Monuments of India*, Vol. II., London.
4. L.K. Singh., *Indian Cultural Heritage Perspective for Tourism*; Gyan Publishing House
- 6 Mehta. R. J, *Handicrafts & Industrial Arts of India*, New York.
7. Raj, Razaq and Nigel D. Morpeth. *Religious Tourism and pilgrimage festivals management An International perspective*, CAB

Course Code: Sustainable Tourism Management. Semester: 3rd

Course Code: M.SC TS. -C305

L T P C
2 0 0 2

Course Objective: To make students aware about the role of sustainable tourism in the changing global scenario. This course broadly covers tourism, sustainable tourism development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.

Course Outcomes 32hrs

1. Gain knowledge about the environmental impacts of tourism and strategies to minimize these impacts through sustainable practices **6hrs**
2. Acquire skills in engaging and collaborating with various stakeholders, including local communities, governments, NGOs, and the private sector, to achieve sustainable tourism goals. **6hrs**
3. Apply theoretical knowledge to real-world projects, implementing sustainable tourism initiatives and evaluating their effectiveness **6hrs**
4. Develop skills in monitoring and evaluating the sustainability performance of tourism businesses and destinations. **8hrs**
5. Emphasize ethical responsibility in tourism practices, including fair treatment of workers, respect for local cultures, and transparency in operations. **6hrs**

Unit-I: Sustainable Tourism & its Dimensions: CO 1

6hrs

Historical Background, the Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, Towards a New Approach to Sustainable Tourism Management, Environmental Dimension, Economic Dimension, Social Dimension

Unit-II: Role of different agencies in Sustainable Tourism: CO 2

6hrs

Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable Tourism

Unit-III: Sustainable Tourism & Responsible Tourism: CO 3

6hrs

Sustainable Tourism Development-Guiding Principles for Planning and Management, Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism.

Unit-IV: Sustainable Tourism Infrastructure: CO 4

8hrs

Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism Eco-tourism, Business Tourism, Future of Sustainable Tourism.

Unit-V: Standardization and Certification for Tourism Sustainability: CO 5

6hrs

ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN in Sustainable Tourism Development. Global Significance of Sustainable Tourism- Agenda 21 for Travel and Tourism Industry.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

PNR, Flight Availability, E-ticket, Intelligent Ticket, Tourism Production System (TPS).Travel Agency Automation: Introduction, The process of automation, Comprehensive travels agency automation, Airline reservation system, CRS. - Comparative Study of Different CRSs Systems.

Suggested Readings:

1. Robson Wendy, Strategic Management and Information Systems Pitman Publishers
2. Elmansic/Navathe, Fundamentals of Database Systems
3. Information technology for tourism, Gary Inkpen
4. Computers today by S.K Basandra

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Lucey T, *Management information system*: New Delhi: BPB Publication.
2. Obrien James, A, *Management Information Systems: managing information technology in the e- business enterprise*, New Delhi: Tata McGraw- Hill Publication Company.
3. Michael I. Kasavana, John J. Cahill, *Managing Computers in the Hospitality Industry*, EI-AH&LA,
4. Basandra SK, *Computer Today*" New Delhi Galgotia Publications Leon Alexis and Mathews Leon: *Introduction to Computers*, Vikas Publishing House Pvt Ltd. New Delhi
5. Bhatnagar S C and Ramani K V, *Computers and information management. A Primer for Practicing Managers*, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today.
6. Goel Ritender and D N Kakkar, *Computer Application in Management*, New Age International Publishers, New Delhi.
7. Jaggi V P and Jain Sushma, *Computers for Everyone, Academic India*, New Delhi Publishers.
8. Simpson Alan, *Your First Computers (2nd Edition)*, BPB Publications. New Delhi
9. Saxena S and Prabhpreet Chopra, *Computer Applications in Management*, Vikas Publishing

Course Title: Hospitality Services Management Semester: 3rd

L T P C

Course Code: M.SC TS. -C307

2 0 0 2

Course Objective: The course aims to impart knowledge of hospitality /hotel operation and management to the students as tour planners, and tour executives so that they can add this vital component in the tour package and offer it to the tourists. Moreover, the course will help the tourism students to understand the front office, food and beverage and housekeeping aspects both theoretically and practically which are commonly related with tour package.

Course Outcomes: 32hrs

1. Gain a comprehensive understanding of the hospitality industry, including its structure, functions, and key players.**6hrs**
2. Gain knowledge of marketing and sales strategies specific to the hospitality industry, including digital marketing and revenue management.**6hrs**
3. Develop exceptional customer service skills, understanding customer needs, and delivering high-quality service experiences.**6hrs**
4. Apply knowledge to improve operational efficiency and productivity in hospitality settings.**8hrs**
5. Emphasize the importance of ethical behavior, integrity, and professionalism in hospitality management.**6hrs**

Unit I- Front office CO 1

6hr

Different Sections of Front office, Layout and Organization. Brief description of different software in Front office. Different modes and types of reservation. Types of rooms and rates offered in hotels. Grooming Standard for a professional in F.O.

Unit II – Housekeeping CO 2

6hrs

Different Sections of Housekeeping, Layout and Organization. Brief description of different procedures in housekeeping roles and function of main staff its coordination with other departments.

Unit III - Food Productions: CO 3

6hrs

Different Sections of Kitchen its Layout. Kitchen Organization chart. Methods of Cooking, Soups, Sauces, Brief description of cuisines of J&K, Punjab, Uttar Pradesh, Hyderabad.

Unit IV - Food and Beverage Service: CO 4

8hrs

Different section of F&B. Layout of Restaurants and Organization. Restaurant service and its Types. Menu Merchandising and French Classical menu. Menu planning.

Unit V - Allied Departments CO 5

6hrs

Brief Description about Security, maintenance & engineering department, out sourcing of different services in hotels. Landscaping of Hotels.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. John R. Walker, *Introduction to Hospitality Management*: 3rd Edition Pearson, Prentice Hall, 2010
2. K. Arora, *Theory of Cookery*, Frank bros.
3. Vijay Dhawan, *Food and Beverage Service*; Frank bros Ltd. publishers
ISBN 4 S.K. Bhatnagar, *Front Office Management*; Frank bros Ltd. publishers
1. G. Raghubalan, *Housekeeping operation and Management*; OUP India



Course Title: Travel Agency and Tour Operations. Semester: 4th

Course Code: M.SC TS.-C401

L T P C
2 0 0 2

Course Objective: The course is designed to orient the students regarding the prevalent procedures and processing style in respect of travel agency business and its management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative machinery looking after specific aspects of tourism and allied activities.

Course Outcomes 32hrs

1. Apply knowledge of the functions and operations of a travel agency, including booking procedures, customer service, and managing travel documents **6hrs**
2. Implement effective marketing and sales strategies for travel and tour services, utilizing digital marketing, social media, and traditional marketing techniques to attract and retain customers. **6hrs**
3. Manage financial aspects of travel agency and tour operations, including budgeting, cost control, financial reporting, and profitability analysis. **6hrs**
4. Promote and implement sustainable tourism practices, understanding the impact of tourism on the environment, culture, and local communities. **8hrs**
5. Develop cultural awareness and sensitivity to effectively interact with diverse clients and stakeholders from different cultural backgrounds **6hrs**

Unit I– Introduction to Travel Agencies and Tour Operators CO 1

6hrs

Historical, Growth and development; Meaning, concept, types and importance, Difference between Travel Agency and Tour Operators. Role of backward and forward linkages in travel and tour business and its impact on hotel business. Travel intermediaries and their impact on Tourism business.

Unit II - Organizational Structure CO 2

6hrs

Organizational Structure/Chart of travel agency and tour operator and its different sections. Outbound and inbound handling. Role and functions of Travel/Tour Guide and top-level management.

Unit III - Travel Business and Institutional Bodies CO 3

6hrs

Department of Tourism, Government of India and respective state government's role in directing, controlling the travel business. Future trends for travel business in India and at global level. ITDC, WTO, IATA, TAAK, TAAI and IATO's role in uplifting travel and tour business. Description and contribution of private and government (National level) agencies involved in travel business.

Unit IV - Travel Agency Set Up CO 4

8hrs

Different approval requirements from Government and Private Travel bodies for setting up a travel agency. Formats and procedures to be followed for setting up travel agency. IATA ruling and regulations, government of India and IATA Ownership structure. Equipment and infra structural requirements. TFCI's role in setting up travel agency. Training needs for employees.

Unit V – Travel Documents and software CO 5

6hrs

Travel agency documents and formats used in operations. TAV, MCO and their role. Different software used in Travel and tour business. Itinerary- meaning types and development. Documents shared between intermediaries for making any itinerary success

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1.L.K.Singh , *Management of Travel Agency*, Gyan Publishing House

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc

The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Azhar Kazmi, *Strategic Management & Business Policy* Tata Mc Graw-Hill Publishing,
2. Alex Miller *Strategic Management*, McGraw-Hill Companies.
3. Fred R. David, *Strategic Management: Concepts and Cases*, Prentice hall publication, edition.
4. Luiz Moutinho, *Strategic Management in Tourism*. A CAB International Publication

Course Title: Destination Planning and Development. Semester: 4th
Code: M.SC TS.C-403

L T P C
2 0 0 2

Course Objective: To help students to understand about tourism planning process, strategy, and policies and about importance of tourism planning and marketing at national level and understand problems relating to tourism and its development in India.

Course Outcomes 32hrs

1. Demonstrate a thorough understanding of the principles, processes, and methodologies involved in destination planning and development. **6hrs**
2. Plan and design infrastructure and facilities that enhance the visitor experience while supporting sustainable destination growth, including transportation, accommodation, and attractions **6hrs**
3. Evaluate the economic impacts of tourism development projects, including job creation, revenue generation, and economic diversification. **6hrs**
4. Apply environmental management practices to minimize the ecological footprint of tourism development, including waste management, energy efficiency, and conservation efforts. **8hrs**
5. Stay informed about global trends and innovations in destination planning and development, integrating best practices and emerging technologies into local contexts **6hrs**

Unit-I CO 1

6hrs

Destination Development: Tourist Destination Concepts, Components, Scope and Significance, Master plan formulation for destination and its Implementation. Destination Life cycle and Tourism Area Life cycle.

Unit-II CO 2

6hrs

Process of Strategic Tourism Planning, destination planning and Synthesis. Project Feasibility Study. Carrying capacity Analysis. Market trends towards destination planning. Destination Planning, Types, steps and Stages in Destination Planning.

Unit-III CO 3

6hrs

Destination Promotion: Branding for destinations, features and functions of destination brand. challenges of destination branding. Destination marketing strategies. FAM Tours

Unit-IV CO 4

8hrs

Destination development policies. Historical background. Developmental role of Private and public bodies for destinations. Emerging Tourism Paradigms-Tourism metamorphosis.

Unit-V CO 5

6hrs

Approaches to Destination Resort Planning, Levels, Relevance of Planning in National Regional and Local Context. Major Committees and Their Prospective of Tourism Planning. L.K. Jha Committees, National Committee on Tourism Report, National Action Plan, National Tourism Policy), Important Features of Five Year Tourism plans in India.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Baud, Bovy Munuel and Lawson, *Tourism and Recreation Development* C.B.I. Pub.
2. Likorish Leonard J, *Development Tourism Destination Policies and Perspectives*.

3. Seth P.N, *Successful Tourism Planning Management*, Cross publication.
4. Murphy Peter E. (1987) *Tourism- A Community Approach New York*.
5. Kaul R.N, *Dynamic of Tourism- A Trilogy Sterling Publishers*, New Delhi

Course Title: Event Management and MICE Semester: 4th

L	T	P	C
2	0	0	2

Course Code: M.SC TS. -C404

Course Objective: The course introduces concepts of events and their management in holistic perspective. Students will learn importance of events as a business, important types of events and managing events. The focus is on specialized events and to help learner to be able to organize events in professional manner.

Course Outcomes 32hrs

1. Plan and manage the logistics of events, including venue selection, vendor management, scheduling, and transportation. **6hr**
2. Create and manage event budgets, ensuring cost control, financial reporting, and achieving financial objectives **6hrs**
3. Incorporate sustainable practices in event management, minimizing environmental impact and promoting social responsibility **6hrs**
4. Utilize event management technologies and software for planning, registration, ticketing, and event analytics to enhance efficiency and attendee experience **8hrs**
5. Plan and manage exhibitions and trade shows, including layout design, exhibitor relations, and attendee engagement strategies **6hrs**

Unit I- Conceptual foundations of events CO 1

6hrs

Major characteristics; Five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events, Event planning process.

Unit II - Introduction to MICE CO 2

6hrs

Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Responsibilities/Role of Meeting planners, Convention visitor Bureaus – functions, structure and funding sources.

Unit III – Conference and Events venues CO 3

6hrs

Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Unit IV - Trade shows and exhibitions/expositions CO 4

8hrs

Types of Shows, benefits of exhibitions, participant decision-making process. Contract negotiations– Principles; steps, negotiation with hotels, airlines and ground handlers. **Case studies:** Tourism festivals: Ellora Festival, Taj Festival, Khajuraho, Festival, Konark festival, Hampi Festivals, Trade Fairs: World Travel Mart ITB, TTW, PTM.

Unit V - Incentive Tour CO 5

6hrs

Characteristics, its organizing and special requirements; Latest meeting technologies - Video conferencing and Information Communication Technology (ICT) Implementation advantages, Factors including ICT affecting future of events business.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

Suggested Readings (Latest Editions):

1. Coleman, Lee & Frankle, *Powerhouse Conferences*. Educational Institute of AH & MA. .
2. Hoyle, Dorf & Jones, *Meaning conventions & Group business*. Educational institute of AH & MA.
3. Judith Mair, *Conferences and Conventions A Research Perspective* Routledge – 20 Series:
5. Montgomery, R.J,“*Meeting, Conventions and Expositions*: VNR, New York

Course Title: Air and Surface Transport. Semester: 4th	L	T	P	C
Course Code: M.SC TS.-C405	2	0	0	2

Course Objective: The course attempts to provide an insight into different types of transportation, the on-going changes, growth, present status, government policies, problems and management of air and surface transport, in the context of tourism industry.

Course Outcomes 32hrs

1. Demonstrate a comprehensive understanding of air and surface transportation systems, including their structures, functions, and interrelationships. **6hrs**
2. Analyze the economic principles and factors influencing transportation markets, including supply and demand, pricing strategies, and cost management. **6hrs**
3. Utilize advanced technologies in transportation management, including GPS, telematics, automated systems, and data analytics to improve operational efficiency. **6hrs**
4. Plan and develop transportation infrastructure, including airports, seaports, railways, and road networks, considering current and future needs. **8hrs**
5. Manage freight transportation operations, including cargo handling, warehousing, and distribution, ensuring timely and cost-effective delivery. **6hrs**

Unit I- Evolution of Tourist Transport System CO 1 6hrs

Importance of Transport in Tourism. Nature and Scope, modes of travel, Tourism studies and tourist transport. Marketing of passenger transportation. Transportation laws and regulations (contract carriage, tourist permits, all India permit, and state carriage).

Unit II - International air transport regulations CO 2 6hrs

Introduction, Open Sky Policy and Freedoms of air, Bermuda Convention. Air Corporation act. Airline management and the low cost revolution, role of private airlines in Tourism promotion. Use of ICTs, Functions of ICAO, IATA, DGCA, AAI. Problems of airlines business.

Unit III - Surface Transportation System CO 3 6hrs

Introduction, Concept of Car Rental Agency, Rent-a-Cab Scheme, Marketing of Rent-a-Cab, Regional Transport Authority. Road transport documentation and insurance. Problems faced by surface transport sector. Major Railway System of World (British Rail, Euro Rail, Bullet train and Amtrak Orient Express) and Tourism. Introduction to Indian Railways: Past, present, future. Major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen and Toy trains), Special packages for tourists in India (Indrail pass, Tatkal bookings), IRCTC services.

Unit IV - Water Transport System CO 4 8hrs

An overview. Functions, Types, Cruise ships, ferries, hovercraft and boats, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2. Inland water ways of India. Ports in India- major and minor. Future of water transport in India.

Unit V –Establishing your own transport business CO 5 6hrs

Introduction, planning considerations for Setting up of Tourist Transport Business, Required Infrastructure in Tourist Transport. Forecasting Tourist Transport Demand, Concept of Costing, Classification of costs, Demand assessment for tourist transport. Managing leakage- leakages related to loss of opportunity, the honesty factor, and manipulative leakages. Selling process in tourist transport Operations.

Approach: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc .The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session -Suggested Readings (Latest Edition):

1. Choy J. L., James C, Makes and Dexter. *Travel Industry*, Wiley Pub.
2. Duval David Timothy. *Tourism and Transport: Modes, Networks and flows*. Channel view Publications.
3. J. Page, S. *Transport and Tourism: Global Perspective*, Pearson Edu. Ltd.
4. Stephen Page. *Tourism Management*, Routledge

Course Title: Tourism in Maharashtra Semester: 4th
Course Code: M.SC TS.-C406

Course Objective: It is necessary to review and understand the huge treasure in the State of Maharashtra and study the potential they offer to the tourist. The study of tourist Product of Maharashtra with it's vast heritage will not only assist the students in recognizing it's significance but also encourage the State Govt. to promote Tourism in Maharashtra thereby increasing it's foreign exchange and the state.

Course Outcomes – 32hrs

1. Identify and promote the cultural and heritage attractions of Maharashtra, understanding their historical significance and cultural impact **6hrs**
2. Organize and promote events and festivals unique to Maharashtra, leveraging them to attract tourists and enhance cultural appreciation. **6hrs**
3. Explore and develop adventure and wildlife tourism opportunities in Maharashtra, ensuring safety, sustainability, and visitor engagement. **6hrs**
4. Analyze the economic impact of tourism in Maharashtra, understanding its contributions to employment, revenue generation, and regional development. **6hrs**
5. Apply legal and ethical considerations in tourism management, ensuring compliance with regulations and ethical conduct in all tourism activities. **6hrs**
6. Promote Maharashtra's culinary heritage, developing gastronomy tourism that highlights local cuisine and food experiences. **2hrs**

Unit I CO 1

6hrs

Brief history of Maharashtra. Cultural Heritage in brief. Historical Sites and monuments. It's art Archi culture, painting and sculpture. World Heritage monuments: Ajanta, Ellora, Elephanta and Chhatrapati Shivaji Terminus Development plans, limitations, role played by related Govt. Bodies

Unit II CO 2

6hrs

Hill Resorts: Their specific problems, characteristic, carrying capacity, ecological hazards, tour packages. National Parks, Sanctuaries, Development plans, limitations. Beaches: 720 Kms. Of coastal line, Demand and supply facilities, infrastructure availability. Lonar Crater: History, its specific development plans and ecological hazards.

Unit III CO 3

6hrs

Adventure Tourism in Maharashtra: Hang gliding, Rock and Fort climbing, Trekking and Camping, Water Sports, Cruises. Facilities offered, constraints in development.

Unit IV CO 4

6hrs

Pilgrimage Centers: Demand and supply facilities, Budget accommodation, Problems areas. 25

Unit V CO 5

6hrs

Arts and Crafts: Bidri, Textiles – Himroo, Paithani, Cane and Bamboo Articles, Metalwork, Leather work & Traditional Maratha Jewelry. Museums, Art Galleries, Libraries and their locations, assets and characteristic. Selected Hill, Sea, Island and land Forts in the State. Their present status and development plans.

M.Sc Hospitality & Tourism Studies

Unit VI CO 6

2hrs

Performing arts of Maharashtra (Evolution and History): Folk Dance, Folk Music, Tribal Dances.

Text Books :

1. L. Bashan : The Wonder that was India
2. L. Bashan : The Cultural History of India
3. Peroy Brown : Indian Architecture
4. Peroy Brown : Islamic Architecture
5. L. Gupta : Tourist Products of India
6. Ghulam Yazdan : The Art and Architecture of Deccan
7. R. S. Gupte : Ajanta Ellora and Aurangabad Caves
8. R. S. Gupte : Iconography of Hindu, Buddhist & Jain Caves of Ellora
9. Dulari Qureshi : Tourism Potential of Aurangabad
10. Dulari Qureshi : Daulatabad Fort
11. Enakshi Bhavnani : The Handlooms and Handicraft of India
12. Bhendarkar R. Earli History of Deccan
13. Maharashtra Gazetteer : 1977 Additional Reference Books :

M.Sc Hospitality & Tourism Studies

Course Title: On the Job Training and Dissertation Semester: 4th
Course Code: M.SC TS. -C407

UNIT –I Introduction to web Technology: introduction to create web pages (online/offline), formatting web page, build up website, maintaining a website

UNIT –II E-Designing: To design flyers, brochures, visiting cards online, prepare a video to promote tourism, detecting and adding locations into the map

UNIT –III Social Networking: To create travel blog, vlog, to dig encyclopedia for travel.

Suggested Readings: 1. “Social Network Analysis: Methods and Applications (Structural Analysis in the Social Sciences)” by Stanley Wasserman and Katherine Faust 2. “Social Network Analysis for Start-ups” by Maksim Tsvetovat 3. “The Development of Social Network Analysis” by Linton C Freeman

D.Y.Patil University

(Established under Section -3 of the UGC Act 1956 vide Notification No.F-9.21/2000-U-3 dated 20.06.2003 of the Govt. of India)

ACCREDITED by NAAC with 'A' Grade

School Of Hospitality & Tourism Studies

Dr.D.Y.Patil Vidyanagar, Sector-7, Nerul, Navi Mumbai – 400706

Tel.: 27709270 / 65145570, E.mail : sTS@dypatil.edu, Web.: www.dypatil.com



D Y PATIL
UNIVERSITY
SCHOOL OF
HOSPITALITY &
TOURISM STUDIES

Course Title: On the Job Training and Dissertation

Semester: 4th

Course Code: M.SC TS, C408

Max.Marks:100 (CIA-20 ESE:

100)

M.Sc Hospitality & Tourism Studies

Course Objective: To provide the practical exposure and on the job training to the students about the systems, procedures and practices being followed by the tourism industry, in the backdrop of principles and concepts of tourism management.

The students of the M.Sc .TS Students will be required to undergo the 8 weeks compulsory on the Job training in the Tourism Industry. For this purpose the students will be placed with different tourism related organizations during the winter vacations immediately after their M.Sc .TS 3rd Semester Examinations.

After completion of the Training, the students will have to submit the Dissertations/Project Reports based on their work during their Internship Training. The research-based Project Reports/Dissertations will be prepared by the students under the supervision of faculty members/Industry supervisors.

The Project Reports will be evaluated by the Industry Experts /Academics nominated by the University from time to time. Evaluation of 100 Marks comprises of the following components:

1) Dissertation submission: 50 Marks

2) Presentation & Viva Voice: 50 Marks

D.Y.Patil University

(Established under Section -3 of the UGC Act 1956 vide Notification No.F-9.21/2000-U-3 dated 20.06.2003 of the Govt. of India)

ACCREDITED by NAAC with 'A' Grade

School Of Hospitality & Tourism Studies

Dr.D.Y.Patil Vidyanagar, Sector-7, Nerul, Navi Mumbai – 400706

Tel.: 27709270 / 65145570, E.mail : sTS@dypatil.edu, Web.: www.dypatil.com



D Y PATIL
UNIVERSITY
— SCHOOL OF —
**HOSPITALITY &
TOURISM STUDIES**

M.Sc Hospitality & Tourism Studies
