(National Education Palicy-2020)

Curriculum Structure and Syllabus

for Under Graduate Program

4 Year BA (Honours with Research)

in

Tourism & Travel Management

(Eight Semester Course)

(With effect from the session 2025-2026)

Murshidabad University

Berhampore, W.B.

India

Murshidabad University

Department of Tourism & Travel Management

4 Years BA (Honours with Research)

NEP-2020

Major				
Semester	**Course Code**	**Title of the Course**	**Credits**	**Full Marks**
I	M-101	Introduction to Tourism & Travel Management	4	Theoretical (60) +Internal (20)
II	M-201	Travel Agency & Tour Operation Business	4	Theoretical (60) +Internal (20)
III	M-301	Tourism Resources of West Bengal	4	Theoretical (60) +Internal (20)
	M-302	Introduction to Hospitality Management	4	Theoretical (60) +Internal (20)
IV	M-401	Cultural & Heritage Resources of India	4	Theoretical (60) +Internal (20)
	M-402	International Tourism and Geography	4	Theoretical (60) +Internal (20)
	M-403	Information Technology for Tourism	4	Theoretical (60) +Internal (20)
	M-404	Human Resource Management in Tourism	4	Theoretical (60) +Internal (20)
V	M-501	Tourism Policies of India	4	Theoretical (60) +Internal (20)
	M-502	Transportation System	4	Theoretical (60) +Internal (20)
	M-503	Principle & Practices of Management	4	Theoretical (60) +Internal (20)
	M-504	Tour Guiding & Escorting	4	Theoretical (60) +Internal (20)
VI	M-601	Itinerary Planning & Tour Package	4	Theoretical (60) +Internal (20)
	M-602	Natural Resources of India	4	Theoretical (60) +Internal (20)
	M-603	Adventure Tourism	4	Theoretical (60) +Internal (20)
	M-604	Disaster & Crisis Management in Tourism	4	Theoretical (60) +Internal (20)
VII	M-701	Tourism Marketing	4	Theoretical (60) +Internal (20)

	M-702	Travel Documentation	4	Theoretical (60) +Internal (20)
	M-703	Rural Tourism	4	Theoretical (60) +Internal (20)
	M-704	Summer Training Programme & Report Submission	4	Theoretical (60) +Internal (20)
VIII	**Without Research**			
	M-801	Sustainable Tourism	4	Theoretical (60) +Internal (20)
	M-802	Destination Management	4	Theoretical (60) +Internal (20)
	M-803	Research Methodology	4	Theoretical (60) +Internal (20)
	M-804	Entrepreneurship and Business Plan Development	4	Theoretical (60) +Internal (20)
	With Research			
	M-801	Sustainable Tourism	4	Theoretical (60) +Internal (20)
		Dissertation/Research Paper	12	180+60

Minor				
Semester	**Course Code**	**Title of the Course**	**Credits**	**Full Marks**
I	Mi-101	Fundamentals of Tourism	4	Theoretical (60) +Internal (20)
II	Mi-201	Fundamentals of Tourism	4	Theoretical (60) +Internal (20)
III	Mi-301	Tourism Products of India	4	Theoretical (60) +Internal (20)
IV	Mi-401	Tourism Products of India	4	Theoretical (60) +Internal (20)
V	Mi-501	Travel Agency & Tour Operation Business	4	Theoretical (60) +Internal (20)
VI	Mi-601	Travel Agency & Tour Operation Business	4	Theoretical (60) +Internal (20)
VII	Mi-701	Accommodation & Transportation system	4	Theoretical (60) +Internal (20)
VIII	Mi-801	Accommodation & Transportation system	4	Theoretical (60) +Internal (20)

SEC				
Semester	**Course Code**	**Title of the Course**	**Credits**	**Full Marks**
I	SEC-101	Personality Development and Communication Skill	3	Theoretical (45) +Internal (15)
II	SEC-201	Event Management	3	Theoretical (45) +Internal (15)
III	SEC-301	Special Interest Tourism	3	Theoretical (45) +Internal (15)
MDC				
Semester	**Course Code**	**Title of the Course**	**Credits**	**Full Marks**
I	MDC-101	Tourism Resources of India	3	Theoretical (45) +Internal (15)
II	MDC-201	Tourism Resources of India	3	Theoretical (45) +Internal (15)
III	MDC-301	Tourism Resources of India	3	Theoretical (45) +Internal (15)

Murshidabad University

1st Semester Syllabus (NEP-2020)

Department of Tourism & Travel Management

Course Structure

Nature of the Course	Course Code	Course Title	Credit	Full Marks
Major	M-101	Introduction to Tourism & Travel Management	4	80 [Theoretical (60) +Internal (20)]
Minor	Mi-101	Fundamentals of Tourism	4	80 [Theoretical (60) +Internal (20)]
Skill Enhancement Course (SEC)	SEC-101	Personality Development and Communication Skill	3	60 [Theoretical (45) +Internal (15)]
Multi-Disciplinary Course (MDC)	MDC-101	Tourism Resources of India	3	60 [Theoretical (45) +Internal (15)]
Value Added Course (VAC)	VAC-101	As per syllabus provided by M.U.	2	40 [Theoretical (10) +Internal (30)]
Ability Enhancement Course (AEC)	AEC-101	As per syllabus provided by M.U.	4	80 [Theoretical (60) +Internal (20)]
Total			**20**	**400**

MAJOR COURSE

Course Code- M-101: Introduction to Tourism & Travel Management

Course Outcome:

I. This paper aims to provide knowledge in basic issues related to Tourism.
II. Understand basic travel motivational factors.
III. Explain the various tourism theories.
IV. Discover the role & growth of tourism with local community.

UNIT I: Introduction		**Lectures**	**Tutorial**	**Practical**
M-101-1.1	Definition of Tourism	4	0	0
M-101-1.2	Classification of Tourism	4	0	0
M-101-1.3	Tourism System	3	0	0
M-101-1.4	Tourism Infrastructure	4	1	0
UNIT II: History and Evolution of Tourism		**Lectures**	**Tutorial**	**Practical**
M-101-2.1	Pre-historic period	3	0	0
M-101-2.2	Evolution of Tourism	4	0	0
M-101-2.3	Grand Tour	3	0	0
M-101-2.4	Tourism in India- post independence & Modern Tourism	4	0	0
UNIT III: Tourism Organisations		**Lectures**	**Tutorial**	**Practical**
M-101-3.1	Global Tourism Organisations- UNWTO, WTTC, UFTAA, PATA, ASTA	4	0	0
M-101-3.2	International Specific Organisations- IATA, ICAO	4	0	0
M-101-3.3	Other Partial Organisations- WHO, UNESCO	4	0	0
M-101-3.4	National Organisations- Ministry of Tourism, ITDC, AAI, ASI, IRCTC, TAAI, TFCI, IATO, TAFI, FHRAI, WBTDC	6	1	0
UNIT- IV: Impacts of Tourism		**Lectures**	**Tutorial**	**Practical**
M-101-4.1	Economic Impacts	4	0	0
M-101-4.2	Social and Cultural Impacts	4	0	0
M-101-4.3	Environmental Impacts	4	0	0
M-101-4.4	Compulsory Field visit to analyse the impact of Tourism & Report Submission	1	0	6

Programme Outcome:

- Gain a comprehensive understanding of tourism and its core components.
- Identify and describe the key elements of the tourism industry.
- Recognize the interplay between tourism and its related activities.
- This course shall also provide the students with insights on the socio-economic and ecological impacts of tourism.

Suggested Books:

1. Swain, S. K., & Mishra, J. M. (2011). Tourism Principles and Practices, Oxford Higher Education.
2. Cooper, C. (2005). Tourism: Principles and Practice. United Kingdom: Pearson Education.
3. Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2017). Tourism: Principles and Practice. United Kingdom: Pearson Education Limited.
4. Goeldner, C. R., Ritchie, J. R. B. (2011). Tourism: Principles, Practices, Philosophies. United Kingdom: Wiley.
5. A. K. Bhatia. Tourism Development Principles & Practices, Sterling Publisher P Ltd.

MINOR COURSE

Course Code- Mi-101: Fundamentals of Tourism

Course Outcome:

I. This coursed shall introduce the learners to the various fundamental concepts of travel trade.
II. After doing this course, the students would be able to appreciate the significance of tourism industry in the economy.
III. They would also be to establish the importance of linkages of various components in tourism industry.

UNIT I: Introduction		**Lectures**	**Tutorial**	**Practical**
Mi-101-1.1	Basic Concept of Tourism	4	0	0
Mi-101-1.2	Tourism System	3	0	0
Mi-101-1.3	5 A's of Tourism	3	0	0
Mi-101-1.4	Tourism Infrastructure	4	1	0
UNIT II: History and Evolution of Tourism		**Lectures**	**Tutorial**	**Practical**
Mi-101-2.1	Pre-historic period	3	0	0

Mi-101-2.2	Evolution of Tourism	4	0	0
Mi-101-2.3	Grand Tour	3	0	0
Mi-101-2.4	Tourism in India- post independence	3	0	0
UNIT III: Tourism Organisations		**Lectures**	**Tutorial**	**Practical**
Mi-101-3.1	Global Tourism Organisations- UNWTO, WTTC, UFTAA, PATA, ASTA	4	0	0
Mi-101-3.2	International Specific Organisations- IATA, ICAO	4	0	0
Mi-101-3.3	Other Partial Organisations- WHO, UNESCO	3	0	0
Mi-101-3.4	National Organisations- Ministry of Tourism, ITDC, AAI, ASI, IRCTC, TAAI, TFCI, IATO, TAFI, FHRAI, WBTDC	6	0	0
UNIT IV: Classification of Tourism		**Lectures**	**Tutorial**	**Practical**
Mi-101-4.1	Domestic and International Tourism	4	0	0
Mi-101-4.2	Mass Tourism and Niche Tourism	4	0	0
Mi-101-4.3	Leisure and Business Tourism	4	0	0
Mi-101-4.4	Cultural, Pilgrimage, Historical and other alternative forms of Tourism	4	1	0

Programme Outcome:

- Gain a comprehensive understanding of tourism and its core components.
- Identify and describe the key elements of the tourism industry.
- Recognize the interplay between tourism and its related activities.

Suggested Books:

1. Swain, S. K., & Mishra, J. M. (2011). Tourism Principles and Practices, Oxford Higher Education.
2. Medlik, S. (Latest edition). Understanding Tourism, Butterworth Hinemann, Oxford.
3. Hayward, P. (2000). Leisure and Tourism, Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers
4. A. K. Bhatia. Tourism Development Principles & Practices, Sterling Publisher P Ltd.

Skill Enhancement Course (SEC)

SEC-101: Personality Development and Communication Skill

Course Outcome:

I. This course will help the students to develop self-awareness & personality.
II. Students will get a knowledge of communication skill.
III. This course will help to building selling skills & time management in work environment.

UNIT I: Image Building & Self Awareness		**Lectures**	**Tutorial**	**Practical**
SEC-101-1.1	Development Image Building	3	0	0
SEC-101-1.2	Projecting a Wining Personality	2	0	0
SEC-101-1.3	Understanding Business Etiquette	3	0	0
SEC-101-1.4	Developing Self Awareness	3	1	0
UNIT II: Assertive Communication Skill		**Lectures**	**Tutorial**	**Practical**
SEC-101-2.1	Understanding the Concept of Assertiveness	2	0	0
SEC-101-2.2	Assertiveness Skill & Techniques	3	0	0
SEC-101-2.3	Assertive Copying Mechanism & Strategies	3	0	0
SEC-101-2.4	Time Management & Stream Management	3	0	0
UNIT III: Culture and Communication		**Lectures**	**Tutorial**	**Practical**
SEC-101-3.1	Communication Across Cultures	3	0	0
SEC-101-3.2	Customers from Overseas	3	0	0
SEC-101-3.3	Customers at Home	2	0	0
SEC-101-3.4	Nature of the Industry	3	0	0
UNIT IV: Selling Skills		**Lectures**	**Tutorial**	**Practical**
SEC-101-4.1	Developing Selling Skills & Initiating Sales Conversation	3	1	0
SEC-101-4.2	Questioning Techniques, Presenting the Products	3	0	0
SEC-101-4.3	Handling Objectives & Closing the Sales	3	0	0
SEC-101-4.4	Social Responsibility in Communication	3	0	0

Programme Outcome:

- Understand the fundamentals of communications.
- Understand the importance of personality development in professional setup.
- Have effective professional communication and the techniques of presentation skills.

Suggested Books:

1. Lesikar, R. V., Pettit, J. D., & Flatley, M. E. (2004). Lesikar's Basic Business Communication. McGraw-Hill Companies.
2. Burton, J., & Burton, L. (Latest edition). Interpersonal Skills for Travel and Tourism. Financial Times/Prentice Hall.

Multidiscipline Courses (MDC)

MDC-101: Tourism Resources of India

Course Outcome:

I. This coursed shall introduce the learners to the various fundamental concepts of travel products.
II. After doing this course, the students would be able to learn the various resources of tourism.
III. They would also be to establish the importance of linkages of various components in tourism industry.

UNIT I: Tourism Resources/Tourism Products- Introduction		**Lectures**	**Tutorial**	**Practical**
MDC-101-1.1	Definition of Tourism Product	2	0	0
MDC-101-1.2	Classification of Tourism Product	3	0	0
MDC-101-1.3	Characteristics of Tourism Product	3	0	0
MDC-101-1.4	Tourism Infrastructure	3	0	0
UNIT II: History and Evolution of Tourism		**Lectures**	**Tutorial**	**Practical**
MDC-101-2.1	pre-historic period	2	0	0
MDC-101-2.2	Evolution of Tourism	3	0	0
MDC-101-2.3	Grand Tour	2	0	0
MDC-101-2.4	Tourism in India- post independence	3	0	0

UNIT III: Classification of Tourism		Lectures	Tutorial	Practical
MDC-101-3.1	Domestic and International Tourism	3	0	0
MDC-101-3.2	Mass Tourism and Niche Tourism	3	0	0
MDC-101-3.3	Leisure and Business Tourism	3	0	0
MDC-101-3.4	Cultural, Pilgrimage, Historical and other alternative forms of Tourism	3	1	0
UNIT IV: Resources of India- Natural Resources, Man-made Resources		**Lectures**	**Tutorial**	**Practical**
MDC-101-4.1	Beaches & Hill Stations of India	3	0	0
MDC-101-4.2	Wild life Sanctuaries, National Parks & Islands of India	3	0	0
MDC-101-4.3	Cultural Tourism [Fairs and Festivals, Dance & Music, Cuisines of India, Handicrafts of India], Heritage Tourism [Indian Architecture, World Heritage Sites of India]	3	1	0
MDC-101-4.4	Religious Tourism [Hindu Pilgrimage sites, Buddhist Sites, Others Pilgrimage Destinations]	3	0	0

Programme Outcome:

- Understand and appreciate the significance of India's bio-physical attributes in shaping its tourism potential.
- Gain insights into the historical evolution of India.
- Explore and appreciate the rich cultural heritage of India.
- Develop a strong foundation in product knowledge by examining the political, social, and cultural history of India.

Suggested Books:

1. Swain, S. K., & Mishra, J. M. (2011). Tourism Principles and Practices, Oxford Higher Education.
2. Medlik, S. (Latest edition). Understanding Tourism, Butterworth Hinemann, Oxford.
3. A. K. Bhatia. Tourism Development Principles & Practices, Sterling Publisher P Ltd.

Murshidabad University

2nd Semester Syllabus (NEP-2020)

Department of Tourism & Travel Management

Course Structure

Nature of the Course	Course Code	Course Title	Credit	Full Marks
Major	M-201	Travel Agency & Tour Operation Business	4	80 [Theoretical (60) +Internal (20)]
Minor	Mi-201	Fundamentals of Tourism	4	80 [Theoretical (60) +Internal (20)]
Skill Enhancement Course (SEC)	SEC-201	Event Management	3	60 [Theoretical (45) +Internal (15)]
Multi-Disciplinary Course (MDC)	MDC-201	Tourism Resources of India	3	60 [Theoretical (45) +Internal (15)]
Value Added Course (VAC)	VAC-201	As per syllabus provided by M.U.	2	40 [Theoretical (10) +Internal (30)]
Ability Enhancement Course (AEC)	AEC-201	As per syllabus provided by M.U.	4	80 [Theoretical (60) +Internal (20)]
Total			**20**	**400**

MAJOR COURSE

Course Code- M-201: Travel Agency & Tour Operation Business

Course Outcome:

I. This course will help the students to understand the industry norms & how it works.
II. After this course student will understand the differences & importance of a travel agency and a tour operator.
III. This course will give the knowledge how to make a tour package & process of it.

UNIT I: Introduction		**Lectures**	**Tutorial**	**Practical**
M-201-1.1	Historical Background of Travel Trade	4	0	0
M-201-1.2	Significance of Travel Agency Business	4	0	0
M-201-1.3	Meaning of Travel Agency- Types of Travel Agent	3	0	0
M-201-1.4	Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized.	4	1	0
UNIT II: Functions of Travel Agency & Tour Operation		**Lectures**	**Tutorial**	**Practical**
M-201-2.1	Functions of a travel agency	3	0	0
M-201-2.2	Characteristics of a Professional Travel Agent	4	0	0
M-201-2.3	Role and Responsibilities of Travel Trade Associations	3	0	0
M-201-2.4	Roles and functions of UFTAA, ASTA, TAAI, IATO, ATAOI, ADTOI, IAAI, FIYTO, TAFI	4	0	0
UNIT III: Setting up Travel Agency & Tour Operation Unit		**Lectures**	**Tutorial**	**Practical**
M-201-3.1	Essential Requirements for Starting Travel Agency & Tour Operation Business	4	0	0
M-201-3.2	Cost Management, Sources of Revenue and Threats in Travel Agency in Business	4	0	0
M-201-3.3	Procedures for Obtaining Recognition	4	0	0
M-201-3.4	Travel Agency Organization Structure	3	1	0

UNIT IV: Package Tour		Lectures	Tutorial	Practical
M-201-4.1	Concept of Tour Wholesalers and Retailers	4	0	0
M-201-4.2	Concept, Components and Types of a Package tour	4	0	0
M-201-4.3	Advantages & Disadvantages of a tour package	4	0	0
M-201-4.4	Costing of Tour Packages	4	1	0

Programme Outcome:

- Gain a comprehensive understanding of the principles and practices in the travel agency and tour operation business.
- Develop the knowledge and skills required to pursue a successful career in the modern travel trade.
- Acquire practical insights into the contemporary travel industry to make informed career choices and contribute effectively to the field.

SUGGESTED BOOKS:

1. Dileep, M. R. Tourism: Concepts, Theory and Practice. IK International Pvt Ltd.
2. Morrison, A. M. Hospitality and travel marketing. Taylor & Francis.
3. Holloway, J.C. The Business of Tourism, Prentice Hall, London,
4. Roday S, Biwal A & Joshi. Tourism Operations and Management, Oxford University Press, New Delhi.
5. Goeldner, R & Ritchie. B. Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

MINOR COURSE

Course Code- Mi-201: Fundamentals of Tourism

Course Outcome:

I. This coursed shall introduce the learners to the various fundamental concepts of travel trade.
II. After doing this course, the students would be able to appreciate the significance of tourism industry in the economy.
III. They would also be to establish the importance of linkages of various components in tourism industry.

UNIT I: Introduction		Lectures	Tutorial	Practical
Mi-201-1.1	Basic Concept of Tourism	4	0	0
Mi-201-1.2	Tourism System	3	0	0
Mi-201-1.3	5 A's of Tourism	3	0	0
Mi-201-1.4	Tourism Infrastructure	4	1	0
UNIT II: History and Evolution of Tourism		**Lectures**	**Tutorial**	**Practical**
Mi-201-2.1	pre-historic period	3	0	0
Mi-201-2.2	Evolution of Tourism	4	0	0
Mi-201-2.3	Grand Tour	3	0	0
Mi-201-2.4	Tourism in India- post independence	3	0	0
UNIT III: Tourism Organisations		**Lectures**	**Tutorial**	**Practical**
Mi-201-3.1	Global Tourism Organisations- UNWTO, WTTC, UFTAA, PATA, ASTA	4	0	0
Mi-201-3.2	International Specific Organisations- IATA, ICAO	4	0	0
Mi-201-3.3	Other Partial Organisations- WHO, UNESCO	3	0	0
Mi-201-3.4	National Organisations- Ministry of Tourism, ITDC, AAI, ASI, IRCTC, TAAI, TFCI, IATO, TAFI, FHRAI, WBTDC	6	0	0
UNIT IV: Classification of Tourism		**Lectures**	**Tutorial**	**Practical**
Mi-201-4.1	Domestic and International Tourism	4	0	0
Mi-201-4.2	Mass Tourism and Niche Tourism	4	0	0
Mi-201-4.3	Leisure and Business Tourism	4	0	0
Mi-201-4.4	Cultural, Pilgrimage, Historical and other alternative forms of Tourism	4	1	0

Programme Outcome:

- Gain a comprehensive understanding of tourism and its core components.
- Identify and describe the key elements of the tourism industry.
- Recognize the interplay between tourism and its related activities.

Suggested Books:

1. Swain, S. K., & Mishra, J. M. (2011). Tourism Principles and Practices, Oxford Higher Education.
2. Medlik, S. (Latest edition). Understanding Tourism, Butterworth Hinemann, Oxford.
3. Hayward, P. (2000). Leisure and Tourism, Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers
4. A. K. Bhatia. Tourism Development Principles & Practices, Sterling Publisher P Ltd.

Skill Enhancement Course (SEC)

SEC-201: Event Management

Course Outcome:

I. This course will help the students to understand of the role and purposes of special events within the context of the tourism and hospitality industry.
II. It will give the knowledge and competencies required to effectively promote, implement, and manage special events.
III. This course will help to develop the ability to assess the quality and success of special events through evaluation and analysis.

Unit I: Conceptual foundations of events		**Lectures**	**Tutorial**	**Practical**
SEC-201-1.1	Major characteristics	3	0	0
SEC-201-1.2	Five Cs of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out	2	0	0
SEC-201-1.3	Advantages of events	3	0	0
SEC-201-1.4	Broad classification of Events	3	1	0
Unit II: Introduction to MICE		**Lectures**	**Tutorial**	**Practical**
SEC-201-2.1	Evolution of MICE industry	2	0	0
SEC-201-2.2	Components of MICE, Economic and social significance of MICE	3	0	0

SEC-201-2.3	Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions	3	0	0
SEC-201-2.4	Incentive tours: Characteristics, its organizing and special requirements.	3	0	0
Unit III: Events venues		**Lectures**	**Tutorial**	**Practical**
SEC-201-3.1	Concept and types of Events	3	0	0
SEC-201-3.2	Conference venues- facilities, check-in and check-out procedures, requirements.	3	0	0
SEC-201-3.3	Conference room lay-outs	2	0	0
SEC-201-3.4	Role and functions of ICPB and ICCA.	3	0	0
UNIT IV: Event Management & Planning		**Lectures**	**Tutorial**	**Practical**
SEC-201-4.1	Concept of Event Management	3	1	0
SEC-201-4.2	Importance of Event Management	3	0	0
SEC-201-4.3	Event Planning Process	3	0	0
SEC-201-4.4	Event Marketing- Concept & Process	3	0	0

Programme Outcome:

- Develop an understanding of the techniques and strategies necessary for effective event planning.
- Recognize the importance of event planning in the successful execution of various types of events.
- Acquire basic knowledge about the diverse responsibilities and roles of an event manager.

Suggested Books:

1. Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd.
2. Wagen, L.V.D. and Carlos, B.R. (2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd.

Multidiscipline Courses (MDC)

MDC-201: Tourism Resources of India

Course Outcome:

I. This coursed shall introduce the learners to the various fundamental concepts of travel products.
II. After doing this course, the students would be able to learn the various resources of tourism.
III. They would also be to establish the importance of linkages of various components in tourism industry.

UNIT I: Tourism Resources/Tourism Products- Introduction		**Lectures**	**Tutorial**	**Practical**
MDC-201-1.1	Definition of Tourism Product	2	0	0
MDC-201-1.2	Classification of Tourism Product	3	0	0
MDC-201-1.3	Characteristics of Tourism Product	3	0	0
MDC-201-1.4	Tourism Infrastructure	3	0	0
UNIT II: History and Evolution of Tourism		**Lectures**	**Tutorial**	**Practical**
MDC-201-2.1	pre-historic period	2	0	0
MDC-201-2.2	Evolution of Tourism	3	0	0
MDC-201-2.3	Grand Tour	2	0	0
MDC-201-2.4	Tourism in India- post independence	3	0	0
UNIT III: Classification of Tourism		**Lectures**	**Tutorial**	**Practical**
MDC-201-3.1	Domestic and International Tourism	3	0	0
MDC-201-3.2	Mass Tourism and Niche Tourism	3	0	0
MDC-201-3.3	Leisure and Business Tourism	3	0	0
MDC-201-3.4	Cultural, Pilgrimage, Historical and other alternative forms of Tourism	3	1	0
UNIT IV: Resources of India- Natural Resources, Man-made Resources		**Lectures**	**Tutorial**	**Practical**
MDC-201-4.1	Beaches & Hill Stations of India	3	0	0

MDC-201-4.2	Wild life Sanctuaries, National Parks & Islands of India	3	0	0
MDC-201-4.3	Cultural Tourism [Fairs and Festivals, Dance & Music, Cuisines of India, Handicrafts of India], Heritage Tourism [Indian Architecture, World Heritage Sites of India]	3	1	0
MDC-201-4.4	Religious Tourism [Hindu Pilgrimage sites, Buddhist Sites, Others Pilgrimage Destinations]	3	0	0

Programme Outcome:

- Understand and appreciate the significance of India's bio-physical attributes in shaping its tourism potential.
- Gain insights into the historical evolution of India.
- Explore and appreciate the rich cultural heritage of India.
- Develop a strong foundation in product knowledge by examining the political, social, and cultural history of India.

Suggested Books:

1. Swain, S. K., & Mishra, J. M. (2011). Tourism Principles and Practices, Oxford Higher Education.
2. Medlik, S. (Latest edition). Understanding Tourism, Butterworth Hinemann, Oxford.
3. A. K. Bhatia. Tourism Development Principles & Practices, Sterling Publisher P Ltd.

Murshidabad University

3rd Semester Syllabus (NEP-2020)

Department of Tourism & Travel Management

Course Structure

Nature of the Course	Course Code	Course Title	Credit	Full Marks
Major	M-301	Tourism Resources of West Bengal	4	80 [Theoretical (60) +Internal (20)]
	M-302	Introduction to Hospitality Management	4	80 [Theoretical (60) +Internal (20)]
Minor	Mi-301	Tourism Products of India	4	80 [Theoretical (60) +Internal (20)]
Skill Enhancement Course (SEC)	SEC-301	Special Interest Tourism	3	60 [Theoretical (45) +Internal (15)]
Multi-Disciplinary Course (MDC)	MDC-301	Tourism Resources of India	3	60 [Theoretical (45) +Internal (15)]
Value Added Course (VAC)	VAC-301	As per syllabus provided by M.U.	2	40 [Theoretical (10) +Internal (30)]
Total			**20**	**400**

MAJOR COURSE

Course Code- M-301: Tourism Resources of West Bengal

Course Outcome:

I. This coursed shall introduce the learners to the various fundamental concepts of travel products of West Bengal.
II. After doing this course, the students would be able to learn the various resources of West Bengal Tourism.
III. They would also be to establish the importance of linkages of various components in tourism industry.

UNIT I: Man-made Tourism Resources of West Bengal		**Lectures**	**Tutorial**	**Practical**
M-301-1.1	Monuments, Museums, Historical Sites, Art & Architecture	4	0	0
M-301-1.2	World Heritage Sites of West Bengal	4	0	0
M-301-1.3	Folk Art of Bengal	3	0	0
M-301-1.4	Adventure Tourism of West Bengal	4	1	0
UNIT II: Natural Tourism Resources of West Bengal		**Lectures**	**Tutorial**	**Practical**
M-301-2.1	Mountains & hill stations of Bengal	3	0	0
M-301-2.2	Flora & Fauna, Mangrove Forests, Wild Life Sanctuaries & National Parks	4	0	0
M-301-2.3	Beaches of Bengal	3	0	0
M-301-2.4	Eco Tourism & Tea Garden Tourism	4	0	0
UNIT III: Accommodation & Transport Sectors of West Bengal		**Lectures**	**Tutorial**	**Practical**
M-301-3.1	Importance & Role of Accommodation in West Bengal Tourism	4	0	0
M-301-3.2	Different types of Accommodation Available in West Bengal	4	0	0

M-301-3.3	Transport Sector in WB & its importance in Tourism	4	0	0
M-301-3.4	Homestays & Eco Tourism in West Bengal	3	1	0
UNIT IV: Tourism Policies & Important Circuits of West Bengal		**Lectures**	**Tutorial**	**Practical**
M-301-4.1	Tourism Policies of West Bengal	4	0	0
M-301-4.2	WBTDC Ltd & its Role in Tourism Development	4	0	0
M-301-4.3	Nature Based Tourist Circuits	4	0	0
M-301-4.4	Pilgrimage Tourist Circuits	4	1	0

Programme Outcome:

- Understand and appreciate the significance of India's bio-physical attributes in shaping its tourism potential of West Bengal.
- Gain insights into the historical evolution of West Bengal.
- Explore and appreciate the rich cultural heritage of West Bengal.
- Develop a strong foundation in product knowledge by examining the political, social, and cultural history of West Bengal.

Suggested Books:

1. Sumon Mukherjee 2018. Journeys into the Past: Historical and Heritage Tourism in Bengal, New Academic Publishers
2. Manoj Dixit. Tourism products. New Royal Book Co., Lucknow.
3. Stephen Ball. Encyclopaedia of Tourism Resources in India. Butterworth – Heinemann, London
4. Negi, Sharad Singh. Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India. Indus Publishing Co. New Delhi.

MAJOR COURSE

Course Code- M-302: Introduction to Hospitality Management

Course Outcome:

I. Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality.

II. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

III. This course will give knowledge regarding hotel operations system.

UNIT I: Introduction		**Lectures**	**Tutorial**	**Practical**
M-302-1.1	Development of Hotel Industry in India – Origin and Development over the ages, Concept & Changing trends.	4	0	0
M-302-1.2	Role of Hospitality in the development of tourism industry	4	0	0
M-302-1.3	Types of accommodation, Classification of hotels & Star Rating System.	4	0	0
M-302-1.4	Types of Room Plans	4	1	0
UNIT II: Various Departments in hotels and their functions		**Lectures**	**Tutorial**	**Practical**
M-302-2.1	Accommodation Management	4	0	0
M-302-2.2	Different Departments of a Hotel	4	0	0
M-302-2.3	Role of a Hotel Manager	4	0	0
M-302-2.4	FHRAI & its Role	4	0	0
UNIT III: Different types of rooms-available in India and various tariffs and facilities offered		**Lectures**	**Tutorial**	**Practical**
M-302-3.1	Types of room – single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent	4	0	0
M-302-3.2	Hotel industry future in India, Changing trends	4	0	0
M-302-3.3	Relation of Tourism with hospitality industry	4	0	0
M-302-3.4	Homestay & its Evaluation	3	0	0
UNIT IV: Different Rules & Regulations		**Lectures**	**Tutorial**	**Practical**
M-302-4.1	Rules and Regulation applicable to a hotel guest	4	0	0
M-302-4.2	Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise	4	0	0

M-302-4.3	Licenses & permits necessary for opening & operating a hotel	4	0	0
M-302-4.4	Compulsory Industry Visit- Practical Exposure to Various Hotels, Resorts etc. & Report Submission	1	0	6

Programme Outcome:

- Understand the importance of hospitality sector in tourism industry.
- Develop a basic foundation about hotel operation system.
- Gain knowledge about various type of hotels & type of rooms available.

Suggested Books:

1. Andrews S. (Latest edition), Hotel Front Office Training Manual, Tata Mc Graw Hill Publication, New Delhi.
2. Andrews S. (Latest edition), Introduction to Tourism and Hospitality Industry, Tata Mc Graw Hill Publication, New Delhi.

MINOR COURSE

Course Code- Mi-301: Tourism Products of India

Course Outcome:

I. This coursed shall introduce the learners to the various fundamental concepts of travel products.
II. After doing this course, the students would be able to learn the various resources of tourism.
III. They would also be to establish the importance of linkages of various components in tourism industry.

UNIT I: Introduction		**Lectures**	**Tutorial**	**Practical**
Mi-301-1.1	Definition and Concept	4	0	0
Mi-301-1.2	Features of Tourism Product	3	0	0
Mi-301-1.3	Elements of Tourism Product	3	0	0
Mi-301-1.4	Classification of Tourism Products	4	1	0
UNIT II: Natural Tourism Products		**Lectures**	**Tutorial**	**Practical**

Mi-301-2.1	Beaches of India	3	0	0
Mi-301-2.2	Hill stations of India	4	0	0
Mi-301-2.3	Wild life Sanctuaries & National Parks	3	0	0
Mi-301-2.4	Islands of India	3	0	0
UNIT III: Man-made Tourism Products		**Lectures**	**Tutorial**	**Practical**
Mi-301-3.1	Cultural Tourism [Fairs and Festivals, Dance & Music, Cuisines of India, Handicrafts of India]	4	0	0
Mi-301-3.2	Heritage Tourism [Indian Architecture, World Heritage Sites of India]	4	0	0
Mi-301-3.3	Religious Tourism [Hindu Pilgrimage sites, Buddhist Sites, Others Pilgrimage Destinations]	3	0	0
Mi-301-3.4	Business Tourism: MICE	6	0	0
UNIT IV: Alternative Forms of Tourism		**Lectures**	**Tutorial**	**Practical**
Mi-301-4.1	Adventure Tourism [Water activities, Land-based adventures, Arial Adventures]	4	0	0
Mi-301-4.2	Health & Medical Tourism	4	0	0
Mi-301-4.3	Culinary & Wine Tourism	4	0	0
Mi-301-4.4	Sustainable & Eco Tourism	4	1	0

Programme Outcome:

- Understand and appreciate the significance of India's bio-physical attributes in shaping its tourism potential.
- Gain insights into the historical evolution of India.
- Explore and appreciate the rich cultural heritage of India.
- Develop a strong foundation in product knowledge by examining the political, social, and cultural history of India.

Suggested Books:

1. Dixit, M and Yadav, C S (2006): Tourism in India: New Royal Publisher, Lucknow
2. Gupta, S. P., Lal, K., Bhattacharya, M. (2010): Cultural Tourism in India, DK Print, New Delhi.
3. Husain, M (2020) - Geography of India, Tata McGraw Hill, New Delhi

Skill Enhancement Course (SEC)

SEC-301: Special Interest Tourism

Course Outcome:

I. This course will help to analyse and comprehend the push and pull factors that motivate medical tourists and India as a medical tourism destination.
II. After this course students will acquire the skills and knowledge needed to plan adventure tours while considering factors such as legal requirements, equipment, food, documentation, and safety measures.
III. Students will be able to understand the importance of Yoga and wellness and its relevance in tourism industry.
IV. Students will become aware about need of sustainable tourism development through comprehensive understanding of different aspects related with sustainable tourism development.

UNIT I: Concept of Special Interest Tourism		**Lectures**	**Tutorial**	**Practical**
SEC-301-1.1	Definition & Concept of Special Interest Tourism	3	0	0
SEC-301-1.2	Significance & Need of Special Interest Tours	2	0	0
SEC-301-1.3	Growth of Special Interest Tourism in India	3	0	0
SEC-301-1.4	Future of Special Interest Tourism	3	1	0
UNIT II: Medical tourism		**Lectures**	**Tutorial**	**Practical**
SEC-301-2.1	Concept, Typology Genesis and growth of Medical Tourism	2	0	0
SEC-301-2.2	Benefits of Medical Tourism, Health and Medical Tourism Markets at Global Level	3	0	0
SEC-301-2.3	Factors and Steps for designing tour package, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management	3	0	0
SEC-301-2.4	Health Insurance	3	0	0
Unit III: Adventure & Yoga Tourism		**Lectures**	**Tutorial**	**Practical**
SEC-301-3.1	Water activities, Land-based adventures, Arial Adventures	3	0	0

SEC-301-3.2	Important Places for Adventure activities in India	3	0	0
SEC-301-3.3	Concept & Significance of Yoga & Wellness Tourism	2	0	0
SEC-301-3.4	Yoga & Wellness Tourism in India	3	0	0
UNIT IV: Nature Based Tourism		**Lectures**	**Tutorial**	**Practical**
SEC-301-4.1	Sustainable Tourism Concept & Definition	3	1	0
SEC-301-4.2	Sustainable Tourism Development	3	0	0
SEC-301-4.3	Components of Sustainable Tourism	3	0	0
SEC-301-4.4	Concepts of Eco & Responsible Tourism	3	0	0

Programme Outcome:

- Develop an understanding of the increasing significance of medical tourism in the modern world.
- Gain knowledge about various types of adventure and sports activities and their significance within the tourism industry.
- Develop an appreciation for the diverse range of adventure and sports experiences available to tourists, allowing for informed decision-making and entrepreneurship in the field.
- Implement sustainable practices within the industry, contributing to its long-term survival while addressing issues such as development disparities and climate change.

Suggested Books:

1. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann
2. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
3. Raj Pruthi (2006), Medical Tourism in India, New Delhi: Arise Pub.
4. Malik, S.S., 1997, Adventure Tourism, New Delhi: Rahul Publishing.
5. Fennell, D. A., & Cooper, C. (2020). Sustainable tourism: Principles, contexts and practices (Vol. 6). Channel View Publications.

Multidiscipline Courses (MDC)

MDC-301: Basic Concept of Tourism and Tourism Resources of India

Course Outcome:

I. This coursed shall introduce the learners to the various fundamental concepts of travel products.
II. After doing this course, the students would be able to learn the various resources of tourism.
III. They would also be to establish the importance of linkages of various components in tourism industry.

UNIT I: Tourism Resources/Tourism Products- Introduction		**Lectures**	**Tutorial**	**Practical**
MDC-301-1.1	Definition of Tourism Product	2	0	0
MDC-301-1.2	Classification of Tourism Product	3	0	0
MDC-301-1.3	Characteristics of Tourism Product	3	0	0
MDC-301-1.4	Tourism Infrastructure	3	0	0
UNIT II: History and Evolution of Tourism		**Lectures**	**Tutorial**	**Practical**
MDC-301-2.1	pre-historic period	2	0	0
MDC-301-2.2	Evolution of Tourism	3	0	0
MDC-301-2.3	Grand Tour	2	0	0
MDC-301-2.4	Tourism in India- post independence	3	0	0
UNIT III: Classification of Tourism		**Lectures**	**Tutorial**	**Practical**
MDC-301-3.1	Domestic and International Tourism	3	0	0
MDC-301-3.2	Mass Tourism and Niche Tourism	3	0	0
MDC-301-3.3	Leisure and Business Tourism	3	0	0
MDC-301-3.4	Cultural, Pilgrimage, Historical and other alternative forms of Tourism	3	1	0
UNIT IV: Resources of India- Natural Resources, Man-made Resources		**Lectures**	**Tutorial**	**Practical**
MDC-301-4.1	Beaches & Hill Stations of India	3	0	0

MDC-301-4.2	Wild life Sanctuaries, National Parks & Islands of India	3	0	0
MDC-301-4.3	Cultural Tourism [Fairs and Festivals, Dance & Music, Cuisines of India, Handicrafts of India], Heritage Tourism [Indian Architecture, World Heritage Sites of India]	3	1	0
MDC-301-4.4	Religious Tourism [Hindu Pilgrimage sites, Buddhist Sites, Others Pilgrimage Destinations]	3	0	0

Programme Outcome:

- Understand and appreciate the significance of India's bio-physical attributes in shaping its tourism potential.
- Gain insights into the historical evolution of India.
- Explore and appreciate the rich cultural heritage of India.
- Develop a strong foundation in product knowledge by examining the political, social, and cultural history of India.

Suggested Books:

4. Swain, S. K., & Mishra, J. M. (2011). Tourism Principles and Practices, Oxford Higher Education.
5. Medlik, S. (Latest edition). Understanding Tourism, Butterworth Hinemann, Oxford.
6. A. K. Bhatia. Tourism Development Principles & Practices, Sterling Publisher P Ltd.

Murshidabad University

4th Semester Syllabus (NEP-2020)

Department of Tourism & Travel Management

Course Structure

Nature of the Course	Course Code	Course Title	Credit	Full Marks
Major	M-401	Cultural & Heritage Resources of India	4	80 [Theoretical (60) +Internal (20)]
	M-402	International Tourism and Geography	4	80 [Theoretical (60) +Internal (20)]
	M-403	Information Technology for Tourism	4	80 [Theoretical (60) +Internal (20)]
	M-404	Human Resource Management in Tourism	4	80 [Theoretical (60) +Internal (20)]
Minor	Mi-401	Tourism Products of India	4	80 [Theoretical (60) +Internal (20)]
Total			**20**	**400**

MAJOR COURSE

Course Code- M-401: Cultural & Heritage Resources of India

Course Outcome:

I. After completing this course, the student should be able to understand the values of Indian Culture.
II. This course will help the students to understand the need to preserve it and importance of Indian Art and its contribution to the world.
III. This course gives the knowledge about various cultural & heritage resources of India.

UNIT I: Cultural and Architectural Heritage		**Lectures**	**Tutorial**	**Practical**
M-401-1.1	Significance, Problems and Prospects of Cultural Tourism in India	4	0	0
M-401-1.2	World Heritage Sites in India & ASI & its Role.	4	0	0
M-401-1.3	Architectural Styles- Indus Valley, Vedic, Buddhist, Jain, Mauryan Architecture, Nagara, Vesara/Sankara, Dravidian, Mharu Gurjara (Gujarat & Rajasthan, Step wells), Himalayan style, Ratna Style (West Bengal), Indo Islamic, Indo-European	5	1	0
M-401-1.4	Post Independence architecture of India.	2	0	0
UNIT II: Religious & Pilgrimage Places of India		**Lectures**	**Tutorial**	**Practical**
M-401-2.1	Significance of Pilgrimage Tourism in India	3	0	0
M-401-2.2	Hindu Pilgrimage Important Sites of India	4	0	0
M-401-2.3	Buddhist Circuits & others Places	4	0	0
M-401-2.4	Jain, Sikh, Muslim & Christian Pilgrimage Centres in India	3	0	0

UNIT III: Non-Material Cultural Heritage		Lectures	Tutorial	Practical
M-401-3.1	Significance and Places of Importance of Ayurveda, Yoga and Meditation	4	0	0
M-401-3.2	Performing Arts, Dance Forms, Music – Vocal & Instruments	4	0	0
M-401-3.3	Folk Arts - Indian Paintings and Sculpture- Fair and Festivals	4	0	0
M-401-3.4	Indian Cuisine, Traditional Arts and Crafts	3	1	0
UNIT IV: Museums and Art Galleries		**Lectures**	**Tutorial**	**Practical**
M-401-4.1	Significance and Importance of Museums and Art Galleries	4	0	0
M-401-4.2	Types of Museums and Art Galleries	4	0	0
M-401-4.3	Indian Museum- Kolkata, National Museum- New Delhi, Salar Jung Museum- Hyderabad, City Mahal Museum- Jaipur	4	0	0
M-401-4.4	Unique Museums of India	4	0	0

Programme Outcome:

- Gain a deep understanding of India's core cultural tourism competencies.
- Become familiar with key cultural tourism destinations and attractions in India.
- Recognize and appreciate the significance of India's cultural tourism resources.

Suggested Books:

1. Gupta, S.P. Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.
2. Hussain.A. K. The National Culture of India. National Book Trust, New Delhi.
3. Jacob, R. Indian Tourism Products. Abhijeet publications.
4. Sahai, S. Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
5. Basham.A.L. The Wonder That Was India. Rupa and Co., New Delhi
6. Sen, Sailendranath. Textbook of Indian History and Culture. Macmillan, New Delhi.

MAJOR COURSE

Course Code- M-402: International Tourism and Geography

Course Outcome:

I. This course will help to develop a comprehensive understanding of global geography as it relates to the tourism industry.
II. After this course students will be able to navigate the global tourism landscape effectively.
III. This course will give a comprehensive overview of current global tourism trends and their impact on the industry.
IV. After this course students will understand major tourist destinations across different continents.

UNIT I: Introduction to Geography		**Lectures**	**Tutorial**	**Practical**
M-402-1.1	Elements of Geography	4	0	0
M-402-1.2	Branches of Geography	4	0	0
M-402-1.3	Importance of Geography in Tourism	4	1	0
M-402-1.4	World's Climatic Zones, Latitude & Longitude	3	0	0
UNIT II: IATA Areas, Code and GMT Time		**Lectures**	**Tutorial**	**Practical**
M-402-2.1	Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA)	3	0	0
M-402-2.2	IATA Three Letter City Code, Two Letter Airlines and Airport Code	4	0	0
M-402-2.3	International Date Line, Time Zones, Greenwich Mean Time	4	0	0
M-402-2.4	Calculation of Local Time, Flying Time, Grounding Time	3	0	0
UNIT III: Europe, North & South America		**Lectures**	**Tutorial**	**Practical**
M-402-3.1	Major Tourism Places of Interest in UK	4	0	0
M-402-3.2	Major Tourism Places of Interest in European countries	4	0	0
M-402-3.3	Major Tourism Places of Interest in USA & Canada	4	0	0
M-402-3.4	Major Tourism Places of Interest in South America	3	1	0

UNIT IV: Africa, Asia, Australasia & New Zealand		Lectures	Tutorial	Practical
M-402-4.1	Major Tourism Places of Interest in Africa	4	0	0
M-402-4.2	Major Tourism Places of Interest in Asia	4	0	0
M-402-4.3	Major Tourism Places of Interest in Australia	4	0	0
M-402-4.4	Major Tourism Places of Interest in New Zealand	4	0	0

Programme Outcome:

- Familiarize oneself with key geographical features, destinations, and regions worldwide.
- Equip budding tourism professionals with the knowledge and skills to navigate the global tourism landscape.
- Develop a global perspective on the tourism sector and its diverse attractions.

Suggested Books:

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

MAJOR COURSE

Course Code- M-403: Information Technology for Tourism

Course Outcome:

I. This course aims to equip tourism students with essential knowledge in computer science and the internet
II. After this course students will gain knowledge about contemporary technology trends relevant to the tourism industry.

III. This course emphasizes the "what" of technology, focusing on core concepts and their applications in the field of tourism.

UNIT I: Basic Computer Concepts		**Lectures**	**Tutorial**	**Practical**
M-403-1.1	Introduction, Evolution, Different generations of computer hardware	4	0	0
M-403-1.2	Hardware (Input and Output devices; Memory (or storage) devices	4	0	0
M-403-1.3	Central Processing and software (System and application), Programming languages	4	1	0
M-403-1.4	General idea of information and communication technologies.	3	0	0
UNIT II: Cybersecurity and types of cybercrime		**Lectures**	**Tutorial**	**Practical**
M-403-2.1	Concept & Types of Cybercrime	3	0	0
M-403-2.2	Importance of cybersecurity	4	0	0
M-403-2.3	Strategies for preventing cybercrimes in business	4	0	0
M-403-2.4	Best practices for securing tourism websites and online booking systems, Use of Antivirus software, Ethical Issues & Cyber Law	3	0	0
UNIT III: IT in Tourism		**Lectures**	**Tutorial**	**Practical**
M-403-3.1	Significance of Information Technology in Tourism	4	0	0
M-403-3.2	IT application in transport and hospitality sector	4	0	0
M-403-3.3	Information System in travel intermediaries	4	0	0
M-403-3.4	e-Tourism & Cyber Tourism	3	1	0
UNIT IV: Emerging Technologies and Their application in Tourism		**Lectures**	**Tutorial**	**Practical**
M-403-4.1	Global Distribution System	4	0	0
M-403-4.2	e- Marketing in Tourism	4	0	0
M-403-4.3	Mobile applications & its Importance in Tourism	4	1	0
M-403-4.4	Electronic payment system, Biometrics, Voice Technology	4	0	0

Programme Outcome:

- Develop an understanding of digital marketing strategies and their application within the context of the tourism industry.
- Acquire the knowledge and skills necessary to effectively use GDS for promoting and expanding tourism businesses.
- Gain practical insights into Cybersecurity to minimize the cybercrimes in the tourism industry.

Suggested Books:

1. Arora, A. (2015). Computer Fundamentals and Applications, New Delhi: Published by Excel Books
2. Rajaraman, V. (2020). Groundbreaking inventions in information and communication technology. PHI Learning Pvt. Ltd.
3. Benckendorff, P., Xiang, Z., Sheldon, P. J. (2019). Tourism Information Technology. United Kingdom: CABI.

MAJOR COURSE

Course Code- M-404: Human Resource Management in Tourism

Course Outcome:

I. The objective of this course is to acquaint the participants with concepts and techniques used in HRM.
II. It is therefore important for a manager to understand the concepts of human resource management and refer to same in managing, planning and controlling human resource.
III. This course also helps to understand the individual & group behaviour of an organisation.

UNIT I: Concepts of Human Resource Management		**Lectures**	**Tutorial**	**Practical**
M-404-1.1	Concept of HRM	4	0	0
M-404-1.2	Organization and Functions of HR, Role of HR Manager	4	0	0
M-404-1.3	Climate and Culture of HRD – Evolution of HR Practices in Indian Context	4	1	0
M-404-1.4	Global Trends in HR Practices	3	0	0

UNIT II: Functions of HRM		Lectures	Tutorial	Practical
M-404-2.1	Manpower Planning – Recruitment - Selection and Induction	3	0	0
M-404-2.2	Practices of Hiring in Tourism Industry – Training and Development	4	0	0
M-404-2.3	Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers	4	0	0
M-404-2.4	Personnel Empowerment - Competency Standards in Tourism	3	0	0
UNIT III: Organisational Behaviour		**Lectures**	**Tutorial**	**Practical**
M-404-3.1	Individual Behaviour and Differences	4	0	0
M-404-3.2	Personality –Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis	4	0	0
M-404-3.3	JOEHARRY Window Model	4	0	0
M-404-3.4	Management of Stress	3	1	0
UNIT IV: Group Dynamics		**Lectures**	**Tutorial**	**Practical**
M-404-4.1	Group Behaviour – Group Formation	4	0	0
M-404-4.2	Understanding Work Teams – Conflict, Negotiation, and Intergroup Behaviour	4	0	0
M-404-4.3	Change Management – Resistance to Change	4	1	0
M-404-4.4	Organizational Development	4	0	0

Programme Outcome:

- Develop a comprehensive understanding of fundamental concepts related to human resource management.
- Acquire knowledge and skills in managing organizational behaviour effectively.
- Apply management principles to optimize human resources for organizational success.

Suggested Books:

1. Verma, P. Personnel Management in Indian Organisations, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam, C.S. & Srivatsava, B.K. Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
3. Mirza, S. Human Resource Management. TATA McGraw -Hill, New Delhi.
4. Heery, E. A Dictionary of Human Resource Management. Oxford University Press.
5. Ivancevich, John. Organisational Behaviour & Management. Tata McGraw-Hill Publishing Company. New Delhi.

MINOR COURSE

Course Code- Mi-401: Tourism Products of India

Course Outcome:

I. This coursed shall introduce the learners to the various fundamental concepts of travel products.
II. After doing this course, the students would be able to learn the various resources of tourism.
III. They would also be to establish the importance of linkages of various components in tourism industry.

UNIT I: Introduction		**Lectures**	**Tutorial**	**Practical**
Mi-401-1.1	Definition and Concept	4	0	0
Mi-401-1.2	Features of Tourism Product	3	0	0
Mi-401-1.3	Elements of Tourism Product	3	0	0
Mi-401-1.4	Classification of Tourism Products	4	1	0
UNIT II: Natural Tourism Products		**Lectures**	**Tutorial**	**Practical**
Mi-401-2.1	Beaches of India	3	0	0
Mi-401-2.2	Hill stations of India	4	0	0
Mi-401-2.3	Wild life Sanctuaries & National Parks	3	0	0
Mi-401-2.4	Islands of India	3	0	0

UNIT III: Man-made Tourism Products		Lectures	Tutorial	Practical
Mi-401-3.1	Cultural Tourism [Fairs and Festivals, Dance & Music, Cuisines of India, Handicrafts of India]	4	0	0
Mi-401-3.2	Heritage Tourism [Indian Architecture, World Heritage Sites of India]	4	0	0
Mi-401-3.3	Religious Tourism [Hindu Pilgrimage sites, Buddhist Sites, Others Pilgrimage Destinations]	3	0	0
Mi-401-3.4	Business Tourism: MICE	6	0	0
UNIT IV: Alternative Forms of Tourism		**Lectures**	**Tutorial**	**Practical**
Mi-401-4.1	Adventure Tourism [Water activities, Land-based adventures, Arial Adventures]	4	0	0
Mi-401-4.2	Health & Medical Tourism	4	0	0
Mi-401-4.3	Culinary & Wine Tourism	4	0	0
Mi-401-4.4	Sustainable & Eco Tourism	4	1	0

Programme Outcome:

- Understand and appreciate the significance of India's bio-physical attributes in shaping its tourism potential.
- Gain insights into the historical evolution of India.
- Explore and appreciate the rich cultural heritage of India.
- Develop a strong foundation in product knowledge by examining the political, social, and cultural history of India.

Suggested Books:

1. Dixit, M and Yadav, C S (2006): Tourism in India: New Royal Publisher, Lucknow
2. Gupta, S. P., Lal, K., Bhattacharya, M. (2010): Cultural Tourism in India, DK Print, New Delhi.
3. Husain, M (2020) - Geography of India, Tata McGraw Hill, New Delhi