

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajinagar.



NAAC- 'A' Grade

CIRCULAR /SU/CM/Deptment/Revised Syllabus/NEP/82/2026

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management, ***the Academic Council at its meeting held on 02 Jun, 2026 has been accepted the "Tourism and Travel Management" Revised Curriculum at PG Level as per National Education Policy-2020*** for the implementation of concernerd Department under the Faculty of Commerce & Management.

This is effective from the Academic Year 2026-27 and Onwards as per appended herewith.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Chhatrapati Sambhajinagar
-431 004.

REF.NO. SU/COM/2026-27-53-55
Date:- 05/ 06 /2026.

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Deputy Registrar,
Syllabus Section.

Copy forwarded and Information to necessary action:-

- 1] **The Head, concerned Department,**
 - 2] **The Director, Board of Examination & Evaluation,**
 - 3] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**
- Dr.Babasaheb Ambedkar Marathwada University Chhatrapati Sambhajinagar.**

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY

NAAC recredited A +

DEPARTMENT OF TOURISM ADMINISTRATION

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Ref No BAMUTA / 2025-2026/

Date: 30.05.2026

To
The Deputy Registrar Syllabus Section
Dr Babasaheb Ambedkar Marathwada University
Chhatrapati Sambhaji Nagar

Subject: Revised Syllabus of MTTM Course of Tourism Department

Sir,

I am submitting herewith the complete Revised Syllabus of Master of Tourism and Travel Management (MTTM) Course of Tourism Department for implementing from the Academic Year 2026-2027

Thanking You,

Yours Sincerely

Director

Department of Tourism Administration
Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajnagar (M.S.) - 431 004

Encl; Syllabus



**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**

NEP SYLLABUS

MASTER OF TOURISM AND TRAVEL MANAGEMENT

(EFFECTIVE FROM 2026 - 2027)

(Revised May 2026)

Director

**Department of Tourism Administration
Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajnagar (M.S.) - 431 004**



**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**

NEP SYLLABUS

MASTER OF TOURISM AND TRAVEL MANAGEMENT

(EFFECTIVE FROM 2026 - 2027)

(Revised May 2026)

Department of Tourism Administration

Mission of the Department:

- The Department is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience.
- As the goal of the university is excellence and social commitment, the department aims for global recognition with Community based development
- To work in coordination with the government tourism departments, corporations and the industry and is well known in the country for the quality of Research;
- To establish international collaboration and exchange with the foreign universities *(Already faculty from Chile, Brazil, Portugal, China, Japan, France, Turkey, Malaysia, and Thailand. Students and researchers from developed countries like United Kingdom, Japan and Korea are pursuing their research in the department.)*

Vision of the Department:

- The department is committed to develop the required skilled manpower and special efforts are taken to train the students from the tourist destinations specially focused on preparing the manpower for Teaching and Research. *(Alumni of the department are working as tourism academicians in various universities and Institutes in India, right from Kashmir to Andaman Islands and in foreign countries like Bhutan, Kenya, and Dubai.)*
- The Department is committed to achieve the United Nations Millennium Development Goals which are incorporated in the course Contents and Research areas. *(Tourism has a significant role in the achievement of United Nations Millennium Development Goals MDGs 1 - eradication of poverty, MDG 3 - gender equality, MDG 7- environmental sustainability and MDG 8 - global partnerships for development.)*
- In the coming 10 years, the department has strategically planned to develop and provide the trained manpower, in tune with the objectives of National Skill Development Council and Digital India Campaign, the upcoming mega projects in the region- Delhi Mumbai Industrial Corridor (DMIC), Smart city at Shendra Bidkin, Smart city of Aurangabad, Aurangabad Industrial City (AURIC) and the future projections of the United Nations World Tourism Organisation.

Masters of Tourism and Travel Management

1. PROGRAM OUTCOMES

The objectives of the Masters of Tourism and Travel Management program are to produce Post Graduates who:

1. Have strong foundation in Tourism Management, Tour Operations, Aviation and Hotel Industry with an ability to solve important problems in modern technological society as valuable stakeholders like Government Officers, Managers of Travel Agencies, Tour operation, Hospitality & Aviation Companies
2. Have broad based background to practice Tourism in the areas of Tourism Administration, Tourism Planning, Sustainable Tourism in Industry and Government settings meeting the growing expectations of Stakeholders
3. Have an ability to peruse higher studies an succeed in academic and research and consultancy careers in Tourism Global
4. Have the ability to function and communicate effectively, both individually and within tourism stakeholders using modern tools.
5. Recognize need for and possess the ability to the ability to engage in life-long learning in upcoming Niche markets of Tourism Globally
6. Will be sensitive to the consequences of their work, both ethically and professionally, for productive professional careers. Focusing on the positive sustainable development i.e. socio-economic, environmental and cultural impact of the locals in and around the Tourism destinations where they work.

2. PROGRAM SPECIFIC OUTCOMES

At the end of the programme, the students are expected to have.

1. An ability to apply tourism product knowledge destination & sites for Sustainable Tourism Administration & Management in the Government & Private Sectors.
2. An ability to identity, formulate research literature and analyse complex, Tourism problems reaching substituted conclusions using first principles of Tourism Administration and Management
3. Conduct Investigation of Complex Problems : An ability , to use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide Tourism Solutions
4. An ability, to select & use the techniques, skills and modern tools necessary for Tourism practice
5. Broad understanding of ethical and professional practices of Tourism in the context of global, economic, environmental and socio cultural realities as well as other contemporary issues.
6. Environment and sustainability : Broad understanding of the impacts of Tourism in a global, economic, environmental and social context for Sustainable Tourism Development
7. Ability to develop, practical solutions for Tourism related problems under professional and ethical constraints.
8. An ability to functions effectively within multidisciplinary teams
9. A fundamental capability in oral and written communication for Tourism.
10. An ability is recognize the need for and have the ability to engage in, perpetual learning in Niche Tourism.

MTTM – FIRST YEAR

SEMESTER – I

Module Code		Subject Title of Core Module	No. of Credits
	Major 1	Tourism Principles Policies and Practices	4
	Major 2	Tourist Products of India	4
	Major 3	Hospitality Management	4
	Activity 1	Visits/Activities in Geography & Travel Documentation	2
	Research	Research Methodology in Tourism	4
		Subject Title of Electives (Any One)	
	Elective 1	Tourism in Maharashtra	4
	Elective 2	Special Interest Tourism	4
	Elective 3	Tourist Transport Systems	
	Elective 4	Basket from other Faculty / Subject	4
Total Credit Semester I			22

SEMESTER - II

Module Code		Subject Title of Core Module	No. of Credits
	Major 4	Human Resource Management in Tourism	4
	Major 5	Travel Agency & Tour Operations	4
	Major 6	Planning & Management of International Tourism	4
	Activity 2	Visits/ Activities (Corporate Communication)	2
	OJT	Internship & Field Project	4
		Subject Title of Electives (Any One)	
	Elective 1	Tour Guiding & Facilitation Management	4
	Elective 2	Indian Knowledge System in Tourism	4
	Elective 3	M.I.C.E.	4
	Elective 4	Basket from other Faculty / Subject	4
Total Credit Semester II			22

SEMESTER- III

Module Code		Subject Title of Core Module	No. of Credits
	Major 7	Aviation Management	4
	Major 8	Entrepreneurship in Tourism	4
	Major 9	Tourism Marketing	4
	Activity 2	Visits (Tourism Skill & Personality Development)	2
	Research	Research Project 1	4
		Subject Title of Electives (Any One)	
	Elective 1	Study Tour	4
	Elective 2	Eco Tourism	4
	Elective 3	Content Creation in Tourism	4
	Elective 4	Basket from faculty / subject	4
Total Credit Semester II			22

SEMESTER - IV

Module Code		Subject Title of Core Module	No. of Credits
	Major 10	Tourism Economics & Finance	4
	Major 11	Digital Tourism: Concepts & Practices	4
	Major 12	Tourism Destination Planning and Development	4
	Research	Research Project / Field Visit	6
		Subject Title of Electives (Any One)	
	Elective 1	Tourism Impact Analysis	4
	Elective 2	Disaster & Crisis Management in Tourism	4
	Elective 3	Contemporary Tourism	4
	Elective 4	Basket from faculty / subject	4
Total Credit Semester II			22

MASTER OF TOURISM AND TRAVEL MANAGEMENT

SEMESTER - I

Major 1 : TOURISM PRINCIPLES POLICIES AND PRACTICES

No. of Credits : 04

Contact Hours/ Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Pre Requisite:

Regular attendance and Active Participation during the course of the semester, Book and Literature surveys, Long Essays, Seminar Presentations, Group discussions, site visit etc.

Students are advised to refer to the Reference Books/ Research reports / article / Study material and online links given below.

Course outcome

At the end of the course, the students should be able to:

1. Familiarize to the discipline of Tourism and its concepts
2. Realize the potential of Tourism Industry in India
3. Analyze the Tourism demand and supply
4. Analyze the social, cultural, environmental, and economic impacts of Tourism
5. Explain the role of International Tourism Organizations in promoting Tourism
6. Differentiate between inbound and outbound Tourism

THEMES AND TOPICS

Unit I:

Tourism: Concepts: Definitions and Historical development of tourism. Distinction between Tourist-Traveler-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics.

Unit II:

Domestic and International tourism: Domestic tourism: features, pattern of growth, profile. International tourism: Generating and Destination regions. Pattern of growth and Profile.

Unit III:

Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

Unit IV:

Tourism Impacts: Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political

Unit V:

Status of Tourism in India: The Tourism Industry: Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, consequences of Industry status.

Unit VI:

International Tourism Institutions and organizations, and their role in promoting international movement-UNWTO , WTTC, TAAI, IATO, IATA, ITC.

Reference Books/ Research reports / article / Study material :

1. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
2. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
3. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
4. Rowe, Smith, Borein, Career Award in Travel and Tourism: Standard Level (2002), Cambridge.
5. Swain and Mishra, Tourism Principles and practices. Oxford Publication.
6. Prannath Seth, Successful Tourism Management
7. R Ragde , What tourism is all about
8. M. Sawant, Socio economic impacts of tourism development in Aurangabad District.
9. India Tourism Handbooks and Brochures
10. UNWTO, Handbooks relevant to the syllabus (e.g. handbook on Food tourism, City tourism etc.)

Online Reference Links :

1. <http://www2.unwto.org/en>
2. www.wtcc.org
3. www.travelagentsofindia.com
4. www.iato.in
5. www.iata.org
6. <http://indiantourismcongress.org/>

Major 2 : TOURISM PRODUCTS OF INDIA

No. of Credits : 04

Contact Hours/ Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course, the students should be able to:

1. Explain the tangible and intangible tourist products of India
2. Analyze the tourism potential of India
- 3.

THEMES AND TOPICS

Unit I:

Tourism Products: Definition, Concept and classification. Cultural Heritage of India - Stages of evolution, continuity. Heritage – Meaning, types, of Heritage Tourism, Heritage Management Organizations- UNESCO, Archaeological Survey of India.

Unit II:

Architectural Heritage of India: glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Buddhist and Islamic. Selected case studies of World Heritage Sites in India

Unit III :

Pilgrimage Destinations: **Hindu-** Char Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar. **Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. **Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana **Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars. **Sikh:** Patna, Nanded, Guru-ka-Tal (Agra), Amritsar. **Christian-** Important churches in Goa

Unit IV:

Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana) **Hill Stations:** Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. **Beaches and Islands:** Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadvip islands.

Unit V:

Important Museum, Art Galleries and Libraries. **Performing art of India:** Classical dances, folk dances.

Fairs and Festivals : Social, religious and commercial fairs of touristic significance.

Unit VI:

Handicrafts and textiles: Important handicrafts of India, craft melas, **Indian cuisine** (gastronomy), shopping areas of tourist significance.

Reference Books/ Research reports / article / Study material :

1. Basham A. L. : The Wonder that Was India.
2. Percy Brown : Indian Architecture
3. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
4. R Ragde, Dr Babasaheb Ambedkar: Culture, Heritage and Tourism
5. R Ragde, Potential of Fort tourism in Maharashtra: A comparison with Rajasthan
6. Sawant M., Organization and Management of Ecotourism and Cultural Monuments in Maharashtra
7. India Tourism Handbooks and Brochures

Online Reference Link:

1. www.tourism.gov.in
2. <http://asi.nic.in/>
3. <http://incredibleindia.org/>
4. <http://whc.unesco.org/en/list/>
5. <http://www.icomos.org/en/>
6. Official websites of State DMOs

Major 3 : HOSPITALITY MANAGEMENT

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course the students should be able to

1. Understand the concept of Accommodation & Hotel Services.
2. Evaluate various departments & activities in Hospitality Industry.
3. Analyze future trends in Hospitality Management.

THEMES AND TOPICS

Unit I :

Evolution and Growth of Hospitality Sector: Inns, Taverns, Sarais, Viharas, concept of Hotels, Modern Era, Evolution of Hospitality in Indian Scenario. Types of Hotels (Hotel, Motel, Budget Hotel, Resort, Ecotel, etc.) and their classification. Distinctive characteristics of Hospitality industry, Supplementary accommodation: Homestay's, Dormitory's, B&B, Tent House, Youth Hostels, Service Apartments, Villa's, etc. Hotel terminology.

Unit II :

Front office Department and Housekeeping Department: Introduction, Organisation, Duties and responsibilities of Front office staff, Reservation & Registration process, Guest Cycle, Meal Plan. Functions of Housekeeping Management: Introduction, Organisation, Duties and responsibilities of housekeeping staff. Interdepartmental coordination.

Unit III :

Food Production Department and Food & Beverage Department: Introduction, Organisation, Duties and responsibilities, Types of Beverages, Types of Table Services in F&B, Hygiene Management, Banquet Management.

Unit IV :

Other Hotel Departments: Engineering and Maintenance, Sales and Marketing, Accounts, Human Resources, Security, etc. Managerial issues, Use of ICT in Hotel Industry.

Unit V :

Restaurant Management, eating by drinking places, Hotel operations - Food services for the transportation market-Aviation (In-Flight Catering Services), Indian Railway Catering & Tourism Corporation. Food services for the leisure market - retail food services - Business/ Industrial food services: Food outlets, Domino's, McDonald's, KFC, etc. Health care food services - club food services.

Unit VI :

Trends and issues in Hospitality Industry, Role of Associations in hospitality management- Functions and operations, Case studies- 5 Star Hotel, 3 Star Hotel, Budget Hotel- ITC Rama, Ginger, Airbnb Pragpur, etc., Overview of Job Opportunities in Hospitality Industry.

Reference Books/ Research reports / article / Study material :

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata McGraw Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S. Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager (London communica, Barril, Jenkins)
6. Anand M.M. – Tourism and Hotel Industry in India,
7. U.K. Singh, J.M. Dewan – Hotel Management Global Management Series
8. Jones – Introduction to Hospitality operations,
9. Jones & Lockwood – The Management of Hotel Operations
10. Sudhir Andrews – Front Office Training Manual and Housekeeping Training Manual.

Online Reference Link:

Activity 1 : Visits / Activities on Corporate Communication

No. of Credits: 02

Assignments: 50 Marks

Contact Hours / Week: 04

Course Outcomes

- Create corporate communication strategies
- Evaluate strengths and weaknesses in corporate communication
- Understand and implementing the grooming standards required for corporate communicative

Activities

1. **Activities related to Communication**, Meta-Communication, Essential Communication Skills, Effectiveness of Communication,
2. **Activities related to enhance Interpersonal and intercultural communication Skills**
3. Activities related to Written Business Communication which are managerially Appropriate. Business Correspondence, Reports and summaries, Making Professional Presentations
4. Formal Dressing and Grooming, Telephone Etiquette with customers and tourism suppliers.
5. **Activities related to Oral Communication to enhance** Glossophobia and Lack of Confidence. Activities related to enhancing self-concept.
6. **Activities related to** Understand what contributes to a company's brand reputation and why reputation is important. Understand how technology has introduced new channels for corporations, Government relations and the effect it has on business and dealing with the community
7. **Activities related to how companies are managing DEI** (Diversity, Equity & Inclusion) not only in their hiring and HR practices and its role in integrated communications plans.

References

1. Joep Cornelissen Corporate Communications, Theory and Practice, Sage Publications 2004.
2. Cees B.M. van Rieland Charles J. Fombrun, Essentials of Corporate Communication, Implementing practices for effective reputation management, 2007, Routledge Publications.
3. Corporate Communication by Argenti, Paul A, MC GRAW HILL

Research 1 : RESEARCH METHODOLOGY IN TOURISM

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 40 Mark
Semester Exam: 60 Marks

Course Outcomes

At the end of the course, the students should be able to:

1. Explain the major areas of research in tourism.
2. Explain the qualitative and quantitative research methods, focusing on hypothesis and or a research question, and the criteria for evaluating both methods.
3. Students will be able to design and conduct an in-depth interview study, a focus group study, a qualitative content analysis study, a qualitative case study, and a mixed-method study.
4. Students will be able to code and interpret qualitative and quantitative data. (This may include the use software.)
5. Explain the various research outcomes by doing report writing or presentations.

THEMES AND TOPICS

Unit I :

Introduction: Meaning, objectives and significance of research, types of research, research process. **Social science Research:** Meaning, scope and objectivity of social science Research, Ethics in social science research. **Tourism research:** Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

Unit II :

Research Design: Meaning, need and important features, & steps. Types of research design, selection and formulation of research problem. **Hypothesis:** Nature & role in social sciences. **Measurement and scaling techniques:** Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.

Unit III :

Sampling design: Census is sample survey, sampling Techniques or methods, sample design and choice of sampling techniques, sample size, , sampling & non-sampling errors., **Data collection:** Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey, projective techniques simulation Vs. experimentation.

Unit IV :

Data processing: Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. **Data analysis:** Statistical analysis, hypothesis testing Chi-square(X²) Test, analysis of variance (ANOVA).

Unit V :

Report writing and presentation: substance of reports, formats of reports, presentation of reports.

Unit VI :

Computer Applications in Research SPSS, EXCEL etc.

Reference Books/ Research reports / article / Study material :

1. Saunders M, Lewis P, Thornhill A., Research Methods for Business Students
2. M Clark, Riley M, Wilkie E and Wood R, Researching and writing Dissertation in Hospitality and tourism
3. C. R. Kothari, Research Methodology, Wishwa Prakashan, New Delhi (2003)
4. Stephen L and J Smith, Practical Tourism Research
5. Salkind and Green, Using SPSS for Windows and Macintosh
6. R Ragde, Introduction to Research in Tourism
7. Brotherton, Researching Hospitality and Tourism

Online Reference Link:

1. www.surveymonkey.com
2. <http://www.nss.gov.au/nss/home.nsf/pages/Sample+size+calculator>
3. relevant videos on Youtube.com

Elective 01 : TOURISM PRODUCTS OF MAHARASHTRA

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course the students should be able to

1. Create Various Tour Packages for Maharashtra
2. Evaluate the Trends and statistics of tourism policy of Maharashtra

THEMES AND TOPICS

Unit I :

History of Maharashtra. Tourism related Government Organizations. Tourism trends and statistics. Tourism Policy of Maharashtra 2024

UNIT II:

Historical sites and monuments: World heritage sites, Caves, Forts and Palaces. Important Circuits of Maharashtra- Cave circuit, temple circuit, Fort Circuit, Beach Circuits, Sufi Circuit, saint Circuit, Ambedkar Circuit

UNIT III:

Cultural heritage of Maharashtra: Art crafts and Textiles, Performing arts: Folk and tribal music and dance, Fairs and festivals (Pandharpur Wari, Kumbh Mela), Museums, art galleries, Libraries.

UNIT IV:

Pilgrimage destinations: Hindu (Ashtavinayak, Jyotirlingas, Shaktipeethas etc.), Buddhist, Sikhism, Jain, Muslim and Sufi, Christian. Spiritual centres (Vipashyana centre, etc.)

UNIT V:

Natural tourism resources: Hill stations, National Parks – Tiger Eco tourism places, Wildlife and bird sanctuaries, Lakes and Dams, Beach and Coastal tourism, Lonar Crater.

UNIT VI:

Niche / Special interest tourism: Adventure, Rural and Agri- tourism, culinary tourism, Film, MICE, Medical and Wellness, Personality, Theme parks, City Tourism, Eco tourism, Battle Field and dark tourism.

Reference Books/ Research reports / article / Study material:

1. Ghulam Yazdani : The Art and Architecture of Deccan
2. M Gunaji, Offbeat Tracks in Maharashtra
3. Dulari Qureshi : Daulatabad Fort
4. Maharashtra Gazetteers of all districts : 1977
5. R Ragde, Dr Babasaheb Ambedkar : Culture, Heritage and Tourism
6. R Ragde, Potential of Fort tourism in Maharashtra: A comparison with Rajasthan
7. Sawant M., Organization and Management of Ecotourism and Cultural Monuments in Maharashtra
8. M Sawant and R Ragde, Contemporary Tourism Planning: Introspecting Problems and Prospects
9. Tourism Policy of Maharashtra, 2024
10. Maharashtra Tourism Development Corporation, All Tourism Brochures, Magazines and publications

Elective 2 : SPECIAL INTEREST TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Pre Requisite: As per Module -TOU401

Course outcome

At the end of the course the students should be able to

1. Outcome:
2. Explain-
3. Evaluate-
4. Calculate-
5. Analyze-

Unit I

Introduction to SIT, Definition, scope, characteristics, general and SIT difference, Understanding Market, Factors helpful for growth of SIT

Unit II

Classification of SIT (Tangible & Intangible) - Based on Culture, Nature, Hobbies, Personality

Unit III

Developing SIT, Market Potential, Market Segmentation - Travel Motivation, Product Differentiation, Marketing Mix in SIT

Unit IV

HR in SIT, Developing SIT Products, Packages - Photography, Tribal, Angling & Fishing, Butterfly, Flowers, Spice, Tea Testing, Village, Wine, Snake, Music cities, Northern Lights, Dixieland @ Rhythms, Royal Edinburgh, Tailor, Battlefield, Garden, Underwater archaeological experiences, Personality based tours e.g. Ambedkar house in London, Sabarmati Ashram, Universities, Art Galleries, Farm, Textile, Painting, Meditation, Culinary etc.

Facilitators in SIT - Types & Skills Required

Unit V

Contemporary trends and issues in SIT, case studies.

Elective 3 : TOURIST TRANSPORT

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course the students should be able to

1. Developing a Plan for Tourist Transportation Requirement

THEMES AND TOPICS

Unit I :

Evolution of tourist transport system - importance of transport in tourism. Marketing of passenger transportation. Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Transport mode selection methods, Principles of Transports Operations Management

Unit II :

Principles of Transports Operations Management Legal environment for air taxi operations, air charters in India. Sky Chefs, Flight food service. Forces likely to affect the future of air transport industry.

Unit III:

Surface Transport System: Introduction to Road Transportation Networks in India and Service Requirements. Approved tourist transport operators, car hire companies including Renta-car - Ola, uber, Zoom cars and Rapido and tour coach companies, Contract carriage, state carriage, all India permit. Regional Transport Authority.

Road transport Network (North & south America, Europe, Africa, Asia and middle east, Australia, New Zealand - documentation and insurance.

Unit IV:

Rail transport system: Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rail. Introduction to Indian Railways: Past, present, future. Types of rail tours available in India, Indrail pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains). GSA's abroad, facilities offered like rail yatri nivas, tourist police and railway tourist guides (Kiosks and ORIS), IRCTC. Mountain Railways of India in the UNESCO world heritage list.

Unit V:

Water Transport System – An overview. Cruise ships, ferries, hovercraft, , Submarines and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2. Major water-based leisure practices and their future in India.

Unit VI:

Transportation related laws and regulations, Case Study - Eco Friendly Transportation, Luxury Tourist Vehicles, E- Cabs, Caravans.

MASTER OF TOURISM AND TRAVEL MANAGEMENT
SEMESTER - II

Major 4 : HUMAN RESOURCE MANAGEMENT IN TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course Outcomes

At the end of the course the students should be able to-

1. Explain entire process of recruitment training development and performance.
2. Explain concept of, various payments to employees and different monetary and non-monetary benefits.
3. Explain employment growth, conflict & stress Management. HRM in tourism sector and future perspectives.

THEMES AND TOPICS

Unit I:

Human Resource Management (HRM) in Perspective: HRM: The Field and its Environment. Basic Philosophy, Approaches and Functions. Tourism Education in India.

Unit 2

Meeting Human Resource Requirements: Human Resource Planning (HRP). Job/Role Analysis. Recruitment, Selection, Orientation & Placement.

Unit 3:

Developing Effectiveness in Human Resources: Training & Development (T&D). Performance Appraisal. Career/ Succession Planning.

Unit 4 :

Wage and Salary Administration: Wages, Salary, Its components, Monetary and non-monetary benefits, fringe benefits etc.

Unit 5

Managing Employee Growth: Conflict and Stress management. Importance of Discipline and Counseling in Tourism.

Unit 6

Human Resource Management in Tourism: HRM in the Tourism Industry. Emerging trends, Perspectives and case studies

Reference Books/ Research reports / article / Study material :

1. Human Resource Management: Gaining A Competitive Advantage by Raymond A. Noe, John R. Hollenbeck, Publisher: Irwin/McGraw-Hill
2. Robert L. Mathis, John H. Jackson and Sean R. Valentine, Human Resource Management
3. Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective, Macmillan
4. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata Mcgraw Hill
5. Planning commission report of the national committee Tourism, New Delhi – 1988
6. Agarwal D.V. Man power planning, selection, training development, universal publisher, New Delhi 1996.
7. Shanker S.R. Management OF Human Resources in Public Enterprises, New Delhi 1986.
8. Briggs. B. Human Resource Development Quarterly Journal of Administration (ILE-ILE) Vol.II 267-82. July 1973.
9. Dwivedi R.S. : Management Of Human Resource. I.B.H. New Delhi
10. R Ragde, Human Resource Development for Tourism in Maharashtra: Problems and Prospects

Online Reference Link:

1. www.tourism.gov.in
2. www.fhrai.com
3. ih-ra.com
4. <https://www.ircct.co.in>

Major 5 : TRAVEL AGENCY AND TOUR OPERATIONS

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course, the students should be able to:

1. To create various inbound and outbound tour packages
2. To evaluate the Costing and Distribution System
3. To analyse the Trends and Market Demand

Unit I:

Definition of Travel Agency and Tour Operations, Origin and growth of travel agencies. An overview of the travel agents and Tour Operator in India. Types of tour operators. Process in setting Up Travel Agency. International Travel Organisations: PATA, UFTAA, IATA, IATO, TAAI

Unit II:

Management of In-house and Field Operations: Product knowledge, linkages, itinerary preparation, Components of Costing: FIT and GIT tariffs, confidential tariffs, voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements. Briefing, planning and scheduling, pick up and transfers and feedback assessment. Developing linkages with principal suppliers and Public Relations. Managing recruitment and trained manpower.

Unit III:

Inbound Operations: Management, Process and Documentation

- Delhi-Agra-Jaipur,
- Delhi-Varanasi-Sarnath-Bodh Gaya –Rajgir-Kushinagar-Lumbini- Delhi,
- Bangalore-Mysore-Ooty-Kodaikanal-Madurai-Rameshwaram-Chennai,
- Bhubaneswar-Puri-Konark-Bhubaneswar,
- Hampi- Badami-Aihole-Pattadakal- Hampi
- Coastal Circuit of Maharashtra
- Chhatrapati Sambhaji Nagar – Ellora- Ajanta- Shirdi – Chhatrapati Sambhajanagar

Unit IV:

Outbound Operations: Management, Process and Documentation –

- Packages for Asia & Oceania -Japan – Osaka, Kyoto – Nara, Thailand– Bangkok, Pattaya, Malaysia – Kuala Lumpur, Lankavi, Indonesia – Bali Australia – Sydney, Melbourne, Gold Coast, Cairns.
- Packages for America North and South: Travel Formalities: U.S.A. – Washington, New York, Los Angeles, Las Vegas, San Francisco Canada –Vancouver South America - Machu Picchu in Peru, Rio de Janeiro in Brazil São Paulo.
- Packages for Europe: Travel Formalities: Germany, Paris, Monte Carlo, U.K.–London Scotland, Switzerland, Italy – Rome, Greece.
- Packages for Africa and Middle East: Travel Formalities: South Africa – Cape town, Johannesburg; Mauritius, Wildlife Safari-Kenya Egypt – Cairo. United Arab Emirates – Dubai, Abu Dhabi, Sharjah.

Unit V:

Managing Distribution: Role of distribution in Exchange process, selling in tourism through distribution chains. Logistics in tour operations. Managing distribution system in Tour Operations

Unit VI:

Trends and Case Studies

Major 6 : PLANNING AND MANAGEMENT OF INTERNATIONAL TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course, the students should be able to:

1. To explain the factors affecting International Tourism
2. Explain the broad understanding of ethical and professional factors by various tourism destinations in the world
3. Explain the role of various components in tourism industry
4. Analyze tourism arrivals and future prospects of world tourism
5. Explain sustainable world tourism measures

THEMES AND TOPICS

UNIT I

International Tourism Growth, Characteristics

UNIT II

Processes and factors affecting International Tourism

UNIT III

International Tourism, Institutions and organizations, and their role in promoting international movement, UNWTO, PATA, WTTC, UFTAA, IUOTO, WATA, TAAI, IATO, ASTA and other important organizations

UNIT IV

Multinationals: their role and inputs in different sectors/components of Tourism, Hotels, Tours and Travel Management, Publicity Management and Promotion.

UNIT V

Growth of World Tourism: - Trends in World Tourist Arrivals, World Tourism Earnings, and Future Prospects of World Tourism.

UNIT VI

International tourism collaborations for sustainable world tourism

Reference Books/ Research reports / article / Study material :

1. Young G. Tourism: Blessing or Blight Penguin Book 1973.
2. T Powell, International tourism: Planning and management
3. K Kamra, Tourism Planning, Marketing And Management
4. E Inskeep, Tourism Planning: An Integrated and Sustainable Development Approach
5. Colley G. International Tourism Today (London: Lloyds)
6. Davis H.D. Potentials for Tourism of Developing countries (London: Finance and Development 1968)
7. Gray H. Peter International Travel International Trade (Lexington – Heath Lexington Books 1970)
8. Hiller Herbert L. The Development of Tourism in the Caribbean Region' Air Travel and Tourism (August 1972)
9. Lickorish I.J.: Tourism and International Balance of Payments (Geneva: International Institute of Scientific Travel Research 1954)
10. R Ragde, Planning and Management of International Tourism

Online Reference Link:

1. <http://www2.unwto.org/en>
2. <https://www.pata.org>
3. www.wtcc.org
4. www.uftaa.org
5. www.travelagentsofindia.com
6. www.iato.in
7. www.iata.org
8. <https://www.asta.org>
9. <http://www.wata.net/>

VISITS AND ACTIVITY ON GEOGRAPHY AND TRAVEL DOCUMENTATION

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course the students should be able to

- Map Reading
- International Date Line
- Traffic Conference Areas
- Time Zone
- Elapsed Time & Flying Time
- IATA codes
- Airports
- Surface Transport: Railways, Water, Cruise
- Currency
- Elements of Weather
- Vegetation, Flora-Fauna
- Distribution Of Natural Resources – Water Bodies, Mountains, Deserts, etc.
- Natural, cultural and political divisions of India and World
- Tourist Circuits : Temple, Religious, Music, Food, Pestal factor

Case studies will be conducted on Top Tourism Generating Destinations

Case studies Based on Tourism Geographical aspects which are related to Overall Tour Operations

ON JOB TRAINING / INTERNSHIP

No. of Credits: 04

Contact Hours / Week: 04

100 Marks

The Internship / On Job Training is a compulsory part of the MTTM Course Curriculum for 03 to 04 months for gaining the practical experience of the organization & management and develop the required skills which will be completed during the months from April to August at the following tourism related organizations:

- Airlines: Air India, Indigo
- Airport Authority of India
- Travel Agencies: Thomas Cook, Cox & Kings
- Tour Operations:
- Star Hotels: Lemon Tree, Taj group, ITC group,
- Government Tourism Organizations
- Research Institutes,
-

Note: Students going for Internship have to make their own arrangements

Elective 1 : TOUR GUIDING AND FACILITATION MANAGEMENT

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course the students should be able to

1.

THEMES AND TOPICS

Unit I:

Introduction, Definition, Different types of guiding Heritage, Natural, Heritage Museum, religious places. Difference Between guides & escorts. Tour Guide as Ambassador. how to set up tour Guidelines. How to set up tour guiding.

Unit II :

Preparing to be a Tourist Guide; Tourist guide Training. / Certification /MoT- IITM- BAMU-DTA. Job Profile, Qualifications required, Language requirement, knowledge of foreign languages. Soft Skills & Grooming, Inter-Cultural Communication.

UNIT III :

Mechanics of tour guiding, Product knowledge, Understanding Tourist Behavior, Use of Technology, malpractice, distortion of history, and ethics, Code of conduct Commissions,

Unit IV

Guiding & facilitating a Tour at the destination. Itinerary planning. organising, briefing, practice and Safety Measures. handling emergencies, practicing Sustainable tourism.

Unit V :

New Trends in Tourist guiding and facilitation, Case Studies of Ajanta Ellora region, Agra, Jaipur,

Unit VI :

Activity for Guiding Tourist for:

- The city tour / Heritage Walk/ Food tour of Chhatrapati Sambhaji Nagar (old Aurangabad)
- Bibi ka Maqbara / Panchakki / Rajadaka Caves.
- Lonar Crater

Reference Books/ Research reports / article / Study material:

1. Tour Guiding Nimit Chaudhary

Online Reference Link:

1. www.tourism.gov.in
2. www.mhrd.gov.in
3. www.maharashtra.gov.in
4. www.ilo.org

Elective 2 : INDIAN KNOWLEDGE SYSTEM IN TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course the students should be able to

1. Apply Indian Knowledge system while developing tour packages
2. Creative new and innovative tourism Products while planning tourism destinations.
3. Understand the Ancient knowledge (science , technology in the monuments)

THEMES AND TOPICS

Unit I:

Indian Knowledge System: Nature Scope Definition, Importance and Application.

UNIT II

Ancient Kno

Ancient Knowledge Wisdom-, An Introduction to Vedas, Four Vedas and its Vedang in brief, Vedic Life, distinctive features, Vedic School Philosophy, Development of Jain School of Philosophy, Buddha School of Philosophy and Charvaka thoughts. An Introduction to Panchatantra, Puranas and its types, It has as Ramayan and Mahabharat. Nitishastra and Subhashita.

UNIT III

Science and Technology

Sanskrit as a language, its nature, components and grammar. Number System in India, Tarka shastra (Logic) Knowledge that is Valid Unique aspects of ancient mathematics, Astronomy and instruments in Ancient India .Engineering and Technology in ancient India Metal and Metallurgy Irrigation and Water storage devices in ancient times, Architecture of Temple and Town Planning

UNIT IV

Humanities and Social Sciences

Ayurved -Definition of Health, Disease Management, Yoga; a way of life Governance and Public Administration- Janapada, Food and Nutrition in ancient times

UNIT V

Indian Knowledge System in Marathwada

Ajanta and Ellora Caves, Ancient Temples and its architecture Ancient Water Management system at Various places in Marathwada region, Health, Wellness, Academic Centers in Marathwada, Ancients tools and artefacts in Marathwada, Agriculture and forest in Marathwada

Additional points

Bharata's Natyashastra (Science of Drama, Dance and Music)

Science of Consciousness in Ancient India (Cognitive Science)

Anviksiki (Logic and Disputation)

Reference Books/ Research reports / article / Study material :

2.

Online Reference Link:

5. www.tourism.gov.in
6. www.mhrd.gov.in
7. www.maharashtra.gov.in
8. www.ilo.org

Elective 3 : M.I.C.E

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course the students should be able to

THEMES AND TOPICS

Unit I :

Conceptual foundations of events; 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.

Unit II :

Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and attributes/Skills of staff in MICE operations and participant decision-making process, corporate & independent meeting planners; TA's and TO's as meeting planner; **Convention visitor Bureaus** – functions, structure and funding sources.

Unit III :

Events Venues: concept and types; Conference venues- facilities, check-in and check-out procedures and Post Event clearance (Waste Management, Housekeeping services and Settlement of the bills), requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ITPO, ICPB and ICCA.

Unit IV :

Trade shows and Trade Fairs: World Travel Mart, ITB, TTW, PTM, exhibitions/expositions: types of shows, benefits of exhibitions, Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

Unit V :

Incentive Tour- characteristics, its organizing and special requirements. Latest meeting technologies Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Human resource requirements.

Unit VI :

Case studies: Bharat Mandapam New Delhi, International Convention Hall AURIC City Shendra.

Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festival, Elephanta Festival.

Trends: Destination wedding,

Activity : Students will participate in organising and executing the Events in the Department.

As and when required students will volunteer in the management of the Ajanta – Ellora Festival.

Reference Books/ Research reports / article / Study material :

Online Reference Link:

MASTER OF TOURISM AND TRAVEL MANAGEMENT
SEMESTER - III

Major 7 : AVIATION MANAGEMENT

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course, the students should be able to:

1. Remember the overall management and operations of Airlines
2. Create and plan International and Domestic tour itinerary by air
3. Understand the documentation and other requirement for international air travel

THEMES AND TOPICS

Unit I :

History, growth and development of aviation industry. Aviation in India, present status of airline companies, airports, etc.

Unit II :

Role of IATA and its function, ICAO its role and function, DGCA, Airport Authority of India, Open sky policy, International conventions; Warsaw convention, Chicago convention 1944.

Unit III :

Management of Airlines – Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower, Airport facilities and special passengers, airport access, check in facilities, landing facilities for departing passengers, in-flight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment, classes of service with more comfort. Distribution of sales of airlines tickets. Documentation: Passport, VISA, Currency Regulations, Custom Regulations, Health Regulations, Immigration Formalities at Airport and TIMATIC. Airport security

Unit IV :

Familiarization with OAG : three letter city and airport code, airline designated code, minimum connecting time, global indicator, familiarization with Air tariff : currency regulation, NUC conversion factors, general rules, planning itinerary by air, Introduction to fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge.

Unit V :

One Way and Return Trip, Circle trip journey, open jaw, add-on, mixed class journey, HIP check, Back Haul Minimum Check (BHC), CTM check Indirect Travel Limitation, Around the world fare, special fares.

Unit VI :

Introduction to the Amadeus GDS and its features, Issue of manual ticket, reservation procedure. MPD, MCO, PTA and their purposes, universal air travel plan: types of air travel card. Bank Settlement Plan (BSP). Case studies of Selected Airlines-American Airlines Group, Delta Air Lines, Lufthansa, Air France-KLM, Indigo, Air India, Qatar, Emirates.

Reference Books/ Research reports / article / Study Material :

1. Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi, 2005
2. Swain and Mishra, Tourism Principles and practices. Oxford Publication.
3. World Map Atlas, Oxford/London School Atlas yearly published by IATA
4. Stephen Shaw, 'Airlines in Shifts & Mgt', Ashgate Pub, USA, 2004
5. IATA Handbook, Geneva
6. R. Doganis, 'Airport Business'
7. K. Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002

Online Reference Link:

1. www.tourism.gov.in
2. www.icao.int
3. www.iata.org
4. www.dgca.nic.in/

Elective 1: ENTREPRENEURSHIP IN TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course the students should be able to-

1. Explain entrepreneur & entrepreneurship and their relevance in Tourism Industry.
2. Differentiate between various entrepreneurial competencies.
3. Analyse entrepreneur policy & entrepreneurship process.
4. Explain management issues of Tourism & Hospitality entrepreneurship.

THEMES AND TOPICS

Unit I :

Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade. Innovation and Risk

Unit II :

Entrepreneurial Competencies, MSME at a glance 2016, Small Scale Enterprises, Characteristics & Relevance of Small-Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development.

Unit III :

Institutional Interface and Set up; Government Initiatives and Policy: Entrepreneur Policy 2015, National scheme on Entrepreneurship development; tourism enterprises/units eligible for assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization. Business Model

Unit IV :

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.

Unit V :

Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises

Unit VI :

Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Tour Operators i.e Cox & Kings, Raj Travels, SOTC, etc. and Hotels i.e Taj, Radisson, Welcome, etc.

Activity: Students will form their own start-up and register under Udyog Aadhar.

They will organise and execute at least one Tour during the semester.

Reference Books/ Research reports / article / Study material :

1. Jovo Ateljevic and S Page, Tourism and Entrepreneurship: International Perspective
2. A Morrison, M Rimmington, C Williams, Entrepreneurship in the Hospitality, tourism and Leisure industry
3. Peter Drucker, Innovation & Entrepreneurship
4. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India
5. R Ragde, Entrepreneurship in Tourism
6. V.Rao, Tourism Entrepreneurship,
7. Latest Entrepreneurship schemes of the Government of India

Online Reference Link:

1. www.tourism.gov.in
2. www.msde.gov.in
3. www.skilldevelopment.gov.in
4. www.msme.gov.in
5. <http://thsc.in/>
6. www.nsdindia.org
7. <http://digitalindia.gov.in/>
8. <http://www.makeinindia.com/home>
www.entrepreneurscouncil.in

Major 9 : TOURISM MARKETING

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course, the students should be able to:

1. Explain the concept of Market segmentation, Target market and Positioning
2. Analyse the P's of Marketing like Product, Price and People, Promotion, Process and physical Evidence.
3. Analyse the Present and Future Trends in Tourism Marketing.

THEMES AND TOPICS

Unit I :

Introduction to tourism marketing- Definition, nature, process, types, Tourism Markets: World tourism markets, inbound and outbound markets for India & Domestic markets : Tourist behaviour. Travel purchase and tourist buying process. Tourist decision making models , Marketing ethics and consumerism

Unit: II

Demand forecasting, Introduction, skills needed, structure of demand in marketing management, Contemporary models in tourism marketing , marketing intelligences , information support system, Market Research: Definition, research and survey methodologies, application, technology and trends, Gap services model

Unit III :

Market segmentation- Types of tourism segments and process Target market Types and process and positioning, Product positioning – Types and process Branding- Destination/ Product(tangible and intangible) Types and process – perspectives and challenges

Unit IV:

Marketing mix : P's of marketing. (Part 1)

1. Product – characteristics of tourism products, its issues and challenges Product management, development, product lifecycle and branding
2. Pricing – Factors influencing pricing, methods of price fixation and strategies, Tourism sales management channels and sale territories
3. People – encounters, managing tourism experience through people and important practices to manage people

Unit V :

P's of marketing. (Part 2)

1. Promotion – Promotion mix (Advertising, personal selling, sales promotions, direct marketing, and public relations) Introduction to Digital marketing
2. Process – Elements, managing process, developments in service processes in tourism,
3. Physical evidence – Concept, types and process.
4. Packaging : Product development

Unit VI :

Trends in tourism marketing (case studies : Maharashtra and contemporary hotels, resorts, airlines , events , museum, and travel company) creative tourism industry , role of government bodies, national, state tourism offices, local bodies, private organizations.

Reference Books/ Research reports / article / Study material :

1. P. Kotler, K.L. Keller, A. Koshy, M. Jha, Marketing Management 14e
2. P. Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
3. M. Chaudhary, Tourism Marketing 2010, Oxford University Press, New Delhi,
4. Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
5. Morrison A., Marketing and Management of Tourism destination

Online Reference Link:

1. www.tourism.gov.in
2. www.incredibleindia.com
3. All websites of State DMOs

ACTIVITY 3 : VISIT AND OTHER ACTIVITIES ON SKILL AND PERSONALITY DEVELOPMENT

No. of Credits: 04

100 Marks

Contact Hours / Week: 04

RESEARCH PROJECT 1

No. of Credits: 04

100 Marks

Contact Hours / Week: 04

Course Objective:

The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 100 marks, which would be assessed by the Internal Guide (50 marks) and External Expert (50 marks).

Course outcome

At the end of the course, the students should be able to:

1. Explain the research design process
2. Explain the qualitative and quantitative use of their project
3. Develop research problems
4. Calculate data using quantitative analysis using with help of software.
5. Explain the various types related to human resource, marketing, economics, sustainable tourism and ethics in tourism.

No. of Credits: 08**100 Marks****Contact Hours / Week: 04****Course Objective:**

The students opting for the Research Tour will go to the tour individually on their own or in a group to the tourist centres for at least one week and conduct the field survey and submit a comprehensive research Tour and Survey Report to the Department and appear for the Viva - Voce. The report would consist of 50 marks which would be assigned by the Internal Expert and Viva – Voce will be of 50 marks which would be assigned by the Internal Expert (25 marks) and External Expert (25 marks).

Course outcome

At the end of the course, the students should be able to:

1. Explain the problem of tourism planning at the tourist destinations they have visited for their research tour
2. Prepare a research report on the problems identified at the destination visited
3. Explain the monuments in detail
4. Explain the planning itinerary for the tour and its management
5. Differentiate between the management and planning of destinations

Elective 2 : ECO TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course, the students should be able to:

1. Explain the effects of tourism on air, water and noise pollution focusing on sustainable tourism
2. Explain the various resources of ecotourism in India
3. Evaluate the environmental impact analysis
4. Explain the role of various national and international bodies working on ecotourism
5. Explain and implement the sustainable ecotourism planning and development strategies

THEMES AND TOPICS

Unit I :

Environmental Studies : Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles,

Unit II :

Environmental Pollution – Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

Unit III :

Concept and Origin : Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

Unit IV :

Eco-tourism Resources in India – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.

Unit V :

Eco-tourism Planning and development strategies – Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product development, Marketing and Promotion, Infrastructure development, Industry involvement training programme both at operational and promotional level.

Unit V :

Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI. Case studies of Ajanta – Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh.

Reference Books/ Research reports / article / Study material :

1. Ralf Buckley , Ecotourism: Principles and Practices
2. David fennell, Ecotourism (4th edition)
3. Ralfh Buckley, Ecotourism: Principles and Practices (CABI Publication)
4. Singh Ratandeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.
5. Mridula & N. Dutt (1991) Ecology and Tourism (New Delhi, Universal Publishers)
6. Ministry of Tourism, Ecotourism and Environment Handbook
7. Kandari O. P., Chandra Ashish : Tourism Biodiversity & Sustainable Development, Isha Books, Delhi.
8. Sawant M., Organization and Management of Ecotourism and Cultural Monuments in Maharashtra
9. R Ragde, The Management Study of Ajanta Ellora Development Project.
10. R Ragde, The Lonar Crater

Online Reference Link:

1. www.tourism.gov.in
2. www.moef.gov.in
3. www.envfor.nic.in
4. www.in.undp.org
5. www.unep.org

Major 9 : CONTENT CREATION IN TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite : As per Module -TOU401

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the course, the students should be able to:

1. Explain
2. .

THEMES AND TOPICS

Unit I :

Introduction to content writing: types & process. Pieces on Heritage (tangible & intangible), Travel story, Newsletters, Blogs, Guide Books and product information.

Content writing: Reviews, Article, Long form-short form, Script Writing for Advertisements.

Unit - II:

Research: Source of information & Resources, Conduct of Research & evaluation

Originality Readability, strategy, align the content with goals

Unit -III:

Content writing for Tourism Marketing: social media, Website -: Retention, Campaign Material,

Formats: - Intro- body- conclusion

Sentence Structure, placement of Adjectives : active and passive.

Unit-IV:

Content Illustrations phographics, video

Branding - Post, Logo & designs, placement of destination and Tourism products.

Repositing of destination products in context of Tourism.

Unit V:

Nature of Media -telecast, webcast, vlogging and platform

ASSIGNMENT AND PRACTICALS Trends and Case studies

MASTER OF TOURISM AND TRAVEL MANAGEMENT
SEMESTER - IV

Major 10 : TOURISM ECONOMICS & FINANCE

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 40 Marks
Semester Exam: 60 Marks

Course outcome

At the end of the course, the students should be able to:

1. Explain the application of ecotourism in tourism sector
2. Explain the concept of privatization, globalization and liberalization related to tourism
3. Explain the annual five year plan for tourism focusing on foreign exchange earnings and contribution to GDP
4. Compare the economic and revitalization of import tourist places in India as sample case study.

THEMES AND TOPICS

Unit I :

Nature, scope and application of economics in tourism sector

Unit II :

Nature of tourism demand analysis and its forecasting; Determinants of tourism supply

Unit III :

Liberalization, privatization, globalization and tourism

Unit IV :

Tourism development and economic planning, review of the economic planning of tourism through the annual and five year plans, foreign exchange earnings and contribution to GDP through tourism.

Unit V :

Tourism and regional revitalization, Policy initiatives of central and state government

Unit VI :

Case studies : Khajuraho , Aurangabad, Sindhudurga, Tirupati, Goa, Rajasthan, Shimla -Kullu- Manali

Reference Books/ Research reports / article / Study material :

1. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
2. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Busi. Press.
3. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge
4. Sipra Mukhopadhyay, 2008, Tourism Economics, New Delhi, Ane Books India.
5. Guido Cardelle and Paolo Figini, Economics of Tourism destination
6. Stabler, Papaptheodorou and Sinclaiz, The Economics of Tourism
7. M Sawant, Socio –economic impacts of Tourism development at Aurangabad district
8. R Ragde, Promotion and Development of Aurangabad as an Tourist Dollar Earning District
9. Data based reports: Yearly Publications of Department of Tourism, Govt. of India.
10. Reports and publications of IATA and PATA.

Online Reference Link:

1. www.tourism.gov.in
2. <http://www2.unwto.org/en>
3. www.wttc.org
4. <https://www.rbi.org.in/>
5. <http://finmin.nic.in/>
6. <http://planningcommission.nic.in/>
7. <http://niti.gov.in/>

Major 11 : DIGITAL TOURISM: CONCEPT AND PRACTICES

No. of Credits: 04

Contact Hours / Week: 04

Course outcome

Assignments: 40 Marks

Semester Exam: 60 Marks

At the end of the course, the students should be able to:

1.

THEMES AND TOPICS

Unit I :

Introduction to Digital tool /platforms. Concept & Advantages - Overview of Digital Tourism in India, Initiatives of Ministry of the Tourism Government of India / Viksit Bharat

Unit-II

Digitalization in Marketing in Travel companies, Aviation and Hospitality
Search engine Optimization, SMM, E-mail marketing,
Cloud working space, Domain & Hosting - Website,
E-CRM, E-marketing Activities & process, online gaming.

Unit III :

Digitalization in Hospitality and Aviation,
AR-VR technology, live streaming,
Robotics and Automation,
Web check-in procedure in Airport Operations,
Data security & Data protection management,
Booking systems.

Unit IV:

Technological advancement in Museum and Heritage sites, virtual tour, 3-D Views, Immersive experience
Audio guide, QR for information, data driven destination management.
Digitalization in HR: HR Technology & Cloud based Solutions, Recruitment model- CRM

UNIT V :

Artificial Intelligence. Immersive technology, Meta verse. UGC CRM recommended system -Data-driven customer service, Super Apps,

UNIT VI

Trends, Case studies and future Digitalization in tourism

Major 12 : TOURISM DESTINATION PLANNING AND DEVELOPMENT

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 20 Marks

Semester Exam: 80 Marks

Course outcome

At the end of the course, the students should be able to:

1. Explain the concept destination development, concerns in destination planning and preparing sustainable domestic and international tourism packages covering
2. Designing cultural tourism product as a destination and package.
3. Designing Medical and health tourism product as a destination and package.
4. Designing special interest tourism product as a destination and package.
5. Designing Ecology and wildlife tourism product as a destination and package in a sustainable way.
6. Designing cruise and Resort as a destination and package.

THEMES AND TOPICS

Unit I :

Tourism product development: conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability of tourism product- interpretation.

Unit II :

Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.

Unit III :

Cultural tourism product: designing, development, issues and considerations. **Religious tourism product:** designing, development, issues and considerations. **Heritage tourism product:** designing, development, issues and considerations.

Unit IV :

Medical and health tourism product: designing, development, issues and considerations. **Special interest tourism product:** designing, development, issues and considerations **Cruises as tourism product:** designing, development, issues and considerations.

Unit V :

Ecology and wildlife tourism product: designing, development, issues and considerations. **Adventure tourism product:** designing, development, issues and considerations. **Beaches and islands as tourism product:** designing, development, issues and considerations.

Unit VI :

Resorts, types of resorts. **Resort as a tourism product:** designing, development, management, issues and considerations.

Reference Books/ Research reports / article / Study material :

1. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
2. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
3. Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
4. Shalini (EDT) Singh, Dallen J.Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003
5. Bosselman Fred P.1979In the wake of Tourism special places in Eight countries. The Conservation Foundation, Washington D.C.
6. Bouyden Jahn N. 1978Tourism & Development Cambridge University Press, London.
7. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing,2003
8. M Sawant, Organisation and Management of ecotourism and Cultural Products of Maharashtra
9. R Ragde, Destination Management : A case study of Ajanta Ellora

10. R Ragde, Tourism Infrastructure Management for Sustainable Eco-Tourism Development: A Case Study of Lonar Crater.

Online Reference Links:

1. <http://www2.unwto.org/en>
2. www.wttc.org
3. www.tourism.gov.in

RESEARCH PROJECT 2

No. of Credits: 08

100 Marks

Contact Hours / Week: 04

Course Objective :

The students will be assigned a selected theme for writing a Research Project. The Report will be an outcome of field enquiry and data analysis as well as review of the existing literature in the particular area of study. The Dissertation will be of 100 marks which would be assessed by the Internal Guide (50 marks).

The Viva – Voce will be of 50 marks which would be assigned by the Internal Expert (25 marks) and External Expert (25 marks).

Course outcome

At the end of the course, the students should be able to:

1. Explain the research design process
2. Explain the various data collection methods
3. Analyze the research problems related to their topic
4. Calculate the data using quantitative analysis with the help of software

ELECTIVE 1 : TOURISM IMPACT ANALYSIS

No. of Credits: 04
Contact Hours / Week: 04

Assignments: 40 Marks
Semester Exam: 60 Marks

Course outcome

At the end of the Programme the students should be able to

1. Evaluate the
2. Explain social, economic, cultural and environmental impacts and process of its study.
Explain political impacts and steps of study

THEMES AND TOPICS

Unit I :

Economic impacts: Regional, National and local economic impact, steps for conducting a tourism economic impact study. Facilitating employment in tourism and obstacles to economic development through tourism.

Unit II :

Social impacts: Theories of guest – host interaction, changes in society, attitudes, language photography and staged shows, gambling, drugs, sex tourism

Unit III :

Cultural impacts: Unification of culture, natural and contrived, commercialization and trends.

Unit IV :

Environmental impacts: Caves, lakes, wildlife, Islands & beaches, hills & mountains, bird sanctuaries.
Visual Pollution,

Unit V :

Geo-Political impacts: International, National and regional. War, sanctions, Cross Border Movements, Air Space, Fuel, Stock Market

Unit VI :

Impact Analysis and Control Measures

Carrying capacities: General approaches to assessing carrying capacities, control measures and strategic planning. Community based approach to tourism development.

Reference Books/ Research reports / article / Study material:

1. Mathieson and Wall, Tourism: Economic, Physical and Social impacts
2. Satish C. Nigam, 2006, Eco Tourism & Sustainable Development.
3. K Glenn, the Impacts of Tourism
4. Martin Mowforth and Ian Munt, Tourism and Sustainability
5. M. Sarngadharan, G.Raju, Tourism and Sustainable Economic Development-Indian and Global Perspectives
6. David Leslie, Tourism Enterprise and Sustainable Development –International Perspectives on Responses to the Sustainability Agenda
7. Faulkner and Tideswell, A framework for monitoring community impacts of tourism (Journal of Sustainable tourism)
8. M Sawant, Study of Socio –economic impacts of Tourism development at Aurangabad district
9. M Sawant, An Analytical Study of Implementation of Tourism Development Schemes by the various Govt. organization in Aurangabad District
10. R Ragde, Impact Assessment of Rural Tourism Development Project at Shulibhanjan - Khultabad, Dist - Aurangabad (Sufi tradition and Culture).

Online Reference Link:

1. www.tourism.gov.in
2. <http://www2.unwto.org/en>
www.wttc.org

ELECTIVE 2 : DISASTER AND CRISIS MANAGEMENT IN TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Assignments: 40 Marks

Semester Exam: 60 Marks

Course outcome

At the end of the Programme the students should be able to

1. Evaluate the
2. Explain
Explain

THEMES AND TOPICS

Unit I :

Natural Disasters: Earthquake, Land Slide, Drought, Flood, Storm, Cyclone, Hurricane, Wild Fire, Volcanic Eruption

Unit II :

Man Made Disasters: Geo Political Conflicts, War, Industrial Accidents, Transport Accidents, Structural Failures, Stampedes,

Unit III:

Endemic, Epidemics and Pandemics: Covid 19, Plague, Global Polio, Yellow Fever, Global Dengue, Global Measles, Oropouche, Swine Flu, Bird Flu, Monkey Pox, Chicken Pox,

Unit IV :

Natural Disasters: Earthquake, Land Slide, Drought, Flood, Storm, Cyclone, Hurricane, Wild Fire, Volcanic Eruption

Unit V :

Natural Disasters: Earthquake, Land Slide, Drought, Flood, Storm, Cyclone, Hurricane, Wild Fire, Volcanic Eruption

Unit VI :

Natural Disasters: Earthquake, Land Slide, Drought, Flood, Storm, Cyclone, Hurricane, Wild Fire, Volcanic Eruption



ELECTIVE 3 : CONTEMPORARY TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module -TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

Course outcome

At the end of the course the students should be able to