

## **MASTER IN TOURISM MANAGEMENT (From the Academic year 2025-2026)**



**Department of Continuing Education and Extension,  
Faculty of Social Science, University of Delhi, Delhi-  
110007**

## Structure 1 (Level 6.5): PG Curricular Structure with **only** coursework

Semester	DSC	DSE	2 Credit course	Dissertation/Academic Project/Entrepreneurship	Total Credits
Semester- III	<b>DSC- 7:</b> Smart Tourism & Destination Intelligence  <b>DSC -8:</b> Indian Culture & Heritage  <b>(8 credits)</b>	<b>DSE- 5:</b> Human Resource Management in Tourism & Hospitality <b>DSE – 6:</b> Urban Tourism Planning and Governance <b>DSE – 7:</b> E-Tourism & Digital Transformation  OR  <b>DSE-3:</b> Talent Development & Service Leadership <b>DSE-4:</b> Tourism Law, Ethics & Governance in a Global Context <b>GE-3:</b> Comparative Tourism Policies & Standards: India vs. International Practices <b>(12 credits)</b>	<b>Skill-Based:</b> Navigation System for Tourism <b>(2 credits)</b>	Nil	22
Semester- IV	<b>DSC – 9:</b> Aviation and Cruise in Tourism Technologies  <b>DSC -10:</b> Transport and Tourism Development	<b>DSE- 7:</b> Employability Skills & Emerging trends in Tourism and Hospitality <b>DSE – 8:</b> Tourism and Disaster Risk <b>DSE – 9:</b> Global Tourism Studies  OR	<b>Skill Based:</b> Blockchain & Emerging Technologies in Tourism <b>(2 credits)</b>	Nil	22

	<b>(8 credits)</b>	<b>DSE-5:</b> Organisation Behaviour in Service Organisations <b>DSE – 6:</b> Tourism in the Himalayas <b>GE-4:</b> Tourism Resource Mapping <b>(12 credits)</b>			
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## Paper: DSC 7: Smart Tourism & Destination Intelligence

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
Smart Tourism & Destination Intelligence DSC 7	4	3	1	0	Graduation in any discipline	

**Course Description:** This course provides an in-depth understanding of the emerging concept of Smart Tourism, emphasising the integration of digital technologies, innovation, and intelligent systems in tourism destination management. It focuses on how data-driven decision-making and smart infrastructure enhance destination competitiveness, governance, and sustainability. The paper also explores Destination Intelligence (DI) as a framework for intelligent planning, monitoring, and policy development.

### Course Objectives:

- To introduce the concept, framework, and evolution of Smart Tourism and Destination Intelligence.
- To familiarise students with the use of ICT, IoT, AI, and data analytics for destination development and management.
- To promote understanding of sustainability, ethics, and policy integration in smart tourism governance.

### Course Outcomes:

By the end of this course, students will be able to:

- Explain the foundations and components of Smart Tourism and its application in global and Indian contexts.
- Apply destination intelligence tools for data-based tourism planning, marketing, and sustainability.
- Evaluate policy and ethical frameworks guiding smart tourism initiatives.

### Unit 1: (12 Hours)

1. Origin, evolution, and theoretical framework of Smart Tourism.
2. Elements of smart destinations: technology, innovation, accessibility, and governance.
3. Global and Indian smart destination models (Barcelona, Singapore, Seoul, Jaipur Smart City).

### Unit 2: (11 Hours)

1. Role of ICT, IoT, Big Data, Artificial Intelligence, and Cloud Computing in tourism systems.
2. Smart infrastructure: sensors, digital connectivity, and real-time information sharing.
3. Applications like smart mobility, virtual assistants, and automated tourism services.

### Unit 3: (11 Hours)

1. Concept of Destination Intelligence (DI) and its analytical framework.
2. Data visualisation, GIS mapping, and analytics for decision-making and marketing.
3. Ethics, transparency, and data privacy in destination intelligence systems.

**Unit 4:** (11 Hours)

1. Integration of sustainability in smart tourism: environmental, socio-economic, and cultural aspects.
2. Global and national policies supporting Smart Tourism development.
3. Governance, inclusivity, and community participation in smart destinations.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List

#### Essential Readings:

- Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2015* (pp. 377–389). Springer.
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2015* (pp. 179–191). Springer.
- Ministry of Tourism, Government of India. (2023). *Smart tourism vision for India*. Government of India.
- Sharma, R. K. (2021). *Digital tourism and smart destinations*. Kanishka Publishers.
- World Tourism Organization. (2023). *Smart destinations and sustainable tourism framework*. UNWTO.

#### Suggested Readings:

- Bhatia, A. K. (2018). *Tourism development: Principles and practices*. Sterling Publishers.
- Gupta, S. P. (2019). *Paryatan mein soochna takneek aur navachar* (पर्यटन में सूचना तकनीक और नवाचार). Aryan Books International.
- Jovicic, D. Z. (2019). From traditional to smart tourism destinations. *Current Issues in Tourism*, 22(3), 276–282.
- Neuhofer, B. (2020). *Technology-enhanced tourism experiences*. Channel View Publications.
- UNESCO & World Tourism Organization. (2021). *Smart and sustainable tourism: Policy and implementation guide*. UNESCO Publishing & UNWTO.

## Paper: DSC -8: Paper: Indian Culture and Heritage

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Indian Culture and Heritage	4	3	1	0	Graduation in any discipline	Nil
<b>DSC 8</b>						

**Course Description:** This course introduces students to the richness and diversity of Indian culture and heritage, covering tangible, intangible, natural, and ethnic traditions. It emphasises conservation challenges, management practices, and policy frameworks with special reference to India, while linking heritage to tourism.

#### Course Objectives:

- To provide an understanding of the concept, evolution, and diversity of Indian culture and heritage.
- To familiarise students with different components of heritage and their significance in tourism.
- To develop critical awareness of conservation issues, policies, and management frameworks in India.

**Course Outcome:** By the end of this course, students will be able to:

- Identify and analyse tangible, intangible, natural, and ethnic heritage resources of India.
- Know the challenges and practices in conserving and managing cultural and natural heritage.
- Apply knowledge of heritage policies and case studies to promote heritage development.

#### Unit 1:

**(12 Hours)**

1. Evolution of Indian civilisation and cultural patterns.
2. Concept, Components, and Types of Culture and Heritage;
3. Unity in Diversity of Indian Culture: traditions, customs, festivals, and social systems

#### Unit 2:

**(11 Hours)**

1. Tangible heritage: monuments, temples, forts, palaces, and archaeological sites.
2. Intangible heritage: festivals, performing arts, crafts, traditions, and culinary heritage.
3. Natural & Ethnic heritage: Sacred landscapes, rivers, forests, wildlife, and indigenous cultures

#### Unit 3:

**(11 Hours)**

1. Issues and challenges in heritage conservation.
2. Heritage development: community participation and local livelihoods
3. Managing and interpreting diverse heritages of India.

#### Unit 4:

**(11 Hours)**

1. Conservation and management of cultural, natural, and indigenous heritage.
2. Government policies, programs, and institutions (ASI, UNESCO World Heritage, National Heritage Acts).
3. Case studies of heritage management in India.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Bhandari, N. K. (2007). *Cultural heritage of India*. Pointer Publishers.
- Bandarin, F., & Oers, R. v. (2012). *The historic urban landscape : Managing heritage in an urban century*. Chichester, West Sussex, UK ; Ames, Iowa : Wiley-Blackwell.
- Das, M. K. (2017). *Indian cultural heritage*. Lulu Publishers.
- Gupta, S. P., Lal, K., & Bhattacharyya, M. (2002). *Cultural tourism in India: Museums, Monuments & Arts : Theory and Practice*.
- Kumar Ashutosh (2016). *Rajasthan Tourism: Past and Present*, AK Publisher, New Delhi
- Library Book House Author's Division. (2016). *Cultural heritage of India*. Library Book House.
- Mathur, A., Mathur, A. P., Roy Sahara, S., & Srivatsava, O. P. (2017). *Indian culture and heritage*. CreateSpace Independent Publishing Platform.
- Rao, P. R. (1989). *Indian heritage and culture*. Sterling Publishers.
- Singh, S. (2017). *The educational heritage of ancient India: How an ecosystem of learning was laid to waste*. Notion Press.
- Soni, S. (2018). *Sources of our cultural heritage*. Prabhat Prakashan.
- Vatsyayan, K. (2006). *The cultural heritage of India* (Vols. I–VII). Vedanta Press.

### Suggested Readings:

- Ali, D. (2014). *Hands-on history! Ancient India: Discover the rich heritage of the Indus Valley and the Mughal Empire*. Armadillo.
- Archaeological Survey of India (ASI). (2020). Conservation Manual and Annual Reports. ASI Publications.
- Atmashraddhananda, S. (2014). *Living imprints of Indian culture: Some glimpses of the Indian cultural practices*. Advaita Ashrama.
- Kumar Ram Krishna, (2024). *Maharaja, Merchants, and the Mart: The Emergence of Jaipur*, Published by Rajasthani Granthagar, Jodhpur.
- Ranganathananda, S. (1965). *The essence of Indian culture*. Advaita Ashrama.
- Set, H. B. (2006). *The cultural heritage of India: The philosophies* (Vols. 1–8). The Ramakrishna Mission Institute of Culture.
- Singh, Rana P. B. (Ed.). (2012). *Heritage Tourism and Development: Case Studies from India*. Pilgrims Publishing.
- UNESCO World Heritage Centre. (2025). *Operational Guidelines for the Implementation of the World Heritage Convention*. UNESCO.

## Paper DSE 5: Human Resource Management in Tourism & Hospitality

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Human Resource Management in Tourism &amp; Hospitality</b> <b>DSE 5</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course provides an overview of the concepts, functions, and significance of Human Resource Management with a focus on developing practical people-management skills. It covers key HR processes, including human resource planning, recruitment, selection, training, performance appraisal, job evaluation, and compensation.

**Course Objectives:** By the end of this course, the student will be able to:

- To apply a data-driven approach to managing people at work
- To make decisions about people based on deep analysis of data rather than the traditional methods of personal relationships, decision-making based on experience, and risk avoidance.
- To understand the different analytical approaches used by HR Professionals to solve real business problems

**Course Outcomes:** After the completion of the course, the student will be able to

- Explain the various objectives, scope, and functions of HRM and understand its relevance in tourism & hospitality
- Develop the necessary skill set for the application of various HR functions and strategies.
- Assess the strategies required to select and develop manpower resources with special reference to the tourism & hospitality industry

#### Unit I

**(12 Hours)**

1. Introduction, Concept and Functions, Scope and Significance of Human Resource Management,
2. Role and Responsibilities of the Human Resource Manager Role of HR Manager, Essentials of Sound HR Policies
3. Workforce diversity, Work-life balance, Contemporary issues in HRIS, Introduction to Multigenerational Workforce

#### Unit II

**(11 Hours)**

1. Objectives, Policies, and Process of Human Resource Planning, Job Analysis, Recruitment, factors affecting recruitment, sources of recruitment
2. Selection Process, selection test, interview, orientation, placement
3. Training and Development: training objectives and importance of training, Training Methods- Job training and off-the-job training, Evaluation of training effectiveness

#### Unit III

**(11 Hours)**

1. Compensation and welfare, Job Evaluation
2. Performance Appraisal: Concept, Techniques, Methods (Traditional and Modern)
3. Job Enlargement and Enrichment, Quality of Work Life, Worker's participation in Management

#### Unit IV

**(11 Hours)**

1. Flexible Workforce, Role of HRM in Tourism Management

2. Role Plays
3. Case Studies, Webinars, Group Discussions

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Reading:

- Baum, T., & Kokkranikal, J. (2005). Human resource management in tourism. In L. Pender & R. Sharpley (Eds.), *The management of tourism* (pp. 86–101). SAGE Publications.
- Bindawas, A. M. (2024). Promoting sustainable tourism through employee skills: Contextualizing quality education and the human resource management perspective (SDG-4). *Sustainability*, 16(2), 748.
- Boella, M. J., & Goss-Turner, S. (2019). Performance management. In *Human resource management in the hospitality industry* (11th ed., pp. 165–198). Routledge.
- Mandhe, A., Patil, V., Patil, K. S., Sinha, P. K., & Kumbhar, S. (2024). *मानव संसाधन विश्लेषण: एक पाठ्यपुस्तक* [HR analytics: A textbook]. Himalaya Publishing House.
- Tasleem, N. (2025). HR technology transformation and the impact of people analytics on workforce management. *International Journal of Human Resource Studies*, 15(1), 55–65.
- Yoon, S. W., Han, S. H., & Chae, C. (2024). People analytics and human resource development: Research landscape and future needs based on bibliometrics and scoping review. *Human Resource Development Review*, 23(1), 30–57.

### Suggested Readings:

- Baum, T. (2012). Human resource management in tourism: A small island perspective. *International Journal of Culture, Tourism and Hospitality Research*, 6(2), 124–132.
- Bauer, T. N., Erdogan, B., Caughlin, D. E., & Truxillo, D. M. (2023). *Human resource management: People, data, and analytics* (2nd ed.). SAGE Publications.
- Suri, N., & Lakhanpal, P. (2024). People Analytics Enabling HR Strategic Partnership: A Review. *South Asian Journal of Human Resources Management*, 11(1), 130–164.

## Paper: DSE 6: Urban Tourism Planning and Governance

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Urban Tourism Planning and Governance</b>	4	3	0	1	Graduation in any discipline	Nil
<b>DSE 6</b>						

**Course Description:** This course explores the interlinkages between sustainability, smart city initiatives, and urban tourism. It examines the impacts of tourism in urban contexts, the integration of sustainable practices, and the application of innovative technologies to create resilient, inclusive, and competitive urban destinations.

#### Objective:

- To develop an understanding of the concepts, evolution, and typologies of urban tourism.
- To analyse the environmental, socio-cultural, and economic impacts of urban tourism.
- To evaluate the role of smart technologies, governance, and policies in shaping sustainable urban tourism.

#### Course Outcome: By the end of this course, students will be able to:

- Differentiate between types of urban tourism and critically assess their scope and significance.
- Apply principles of sustainability and smart solutions to address urban tourism challenges.
- Interpret global and Indian case studies to recommend effective policies and planning strategies for smart urban tourism.

#### Unit 1: (12 Hours)

1. Definition and Classification of Urban Centres; Concept and Scope of Urban Tourism
2. Evolution of Urban Tourism in Global and Indian Context; Features of Urban Tourism
3. Types of Urban Tourism; Emerging Urban Tourism Trends

#### Unit II: (11 Hours)

1. Sustainability and the Sustainable Development Goals for Urban Areas
2. Impacts of Urban Tourism: Environmental, Socio-Cultural, and Economic
3. Sustainable Urban Mobility for Tourism

#### Unit III: (11 Hours)

1. Concept and Scope of Smart Cities and Smart Tourism;
2. Smart Infrastructure; Smart Tourism Experiences; Visitor Management Systems
3. ICT Applications in Tourism; Urban Tourism Management

#### Unit IV: (11 Hours)

1. Role of Urban Local bodies and Tourism boards in Tourism Planning
2. Policies for Sustainable and Smart Urban Tourism
3. Case Studies for Smart Urban Tourism Planning in the World and India

### **List of Practical Activities :**

- Smart Tourism & ICT-Based Urban Mapping Exercise
- Case Study Analysis & Urban Tourism Planning Proposal

### **List of Readings**

#### **Essential Readings:**

- Bellini, N., & Pasquinelli, C. (2016). Tourism in the city. In *Springer eBooks*. <https://doi.org/10.1007/978-3-319-26877-4>
- Christopher M. Law(2002), Urban Tourism: The Visitor Economy and the Growth of Large Cities, University of Michigan
- Handbook on Sustainable Urban Tourism. (2024). In *Edward Elgar Publishing eBooks*. <https://doi.org/10.4337/9781803926742>
- Morrison, A. M., & Maxim, C. (2021). *World Tourism Cities: A Systematic Approach to Urban Tourism*. <https://gala.gre.ac.uk/id/eprint/33801/>
- R. Ramachandran(1990), Urbanization and Urban Systems in India, Oxford University Press
- Sustainable development goals. (2018). In Edward Elgar Publishing eBooks. <https://doi.org/10.4337/9781786438768>
- Urban tourism in the Global South. (2021). In *the Geojournal library*. <https://doi.org/10.1007/978-3-030-71547-2>

#### **Suggested Readings:**

- Kontogianni, A., Alepis, E., Virvou, M., & Patsakis, C. (2024). Smart Tourism—The Impact of Artificial Intelligence and Blockchain. In Intelligent systems reference library. <https://doi.org/10.1007/978-3-031-50883-7>
- Lesteven, G. (2023). Urban mobility systems in the world. Wiley <https://doi.org/10.1002/9781394256204>
- Pagoni, I., & Papatheodorou, A. (2024). Innovative urban mobility solutions in tourist destinations. In Edward Elgar Publishing eBooks (pp. 191–205). <https://doi.org/10.4337/9781803926742.00022>
- Pasquinelli, C., & Trunfio, M. (2023). Sustainability-oriented innovation in smart tourism. In *Tourism on the verge*. <https://doi.org/10.1007/978-3-031-33677-5>
- UNDP(2021): Handbook on Smart Urban Innovations <https://www.undp.org/publications/handbook-smart-urban-innovations>
- United for Smart Sustainable Cities(2022)- Smart tourism: A path to more secure and resilient destinations [https://www.itu.int/dms\\_pub/itu-t/opb/tut/T-TUT-SMARTCITY-2022-07-PDF-E.pdf](https://www.itu.int/dms_pub/itu-t/opb/tut/T-TUT-SMARTCITY-2022-07-PDF-E.pdf)
- Wise, N. (2022). The power of new urban tourism: Spaces, representations and contestations, by Claudia Ba, Sybille Frank, Claus Müller, Anna Laura Raschke, Kristin Wellner and Annika Zecher (eds.). *Journal of Urban Affairs*, 44(9), 1372–1374. <https://doi.org/10.1080/07352166.2022.2068340>
- Zientara, P., Jaźdżewska-Gutta, M., Bąk, M., & Zamojska, A. (2024). What drives tourists' sustainable mobility at city destinations? Insights from ten European capital cities. *Journal of Destination Marketing & Management*, 33, 100931. <https://doi.org/10.1016/j.jdmm.2024.100931>

## Paper DSE 7: E-Tourism & Digital Transformation

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>E-Tourism &amp; Digital Transformation</b>	4	3	1	0	Graduation in any discipline	Nil
<b>DSE 7</b>						

**Course Description:** This course explores the digital transformation of the tourism industry through electronic platforms, automation, and online management systems. It introduces students to the evolving concept of E-Tourism—covering e-distribution, online marketing, digital booking systems, and emerging technologies such as Artificial Intelligence and Virtual Reality. The paper also focuses on the challenges and opportunities presented by digitisation in tourism governance, operations, and consumer engagement.

**Course Objectives:**

- To introduce the evolution and scope of e-tourism and its relevance in the digital economy.
- To develop an understanding of online systems, e-marketing, and digital transformation tools in tourism.
- To examine challenges, ethical considerations, and policies shaping digital innovation in tourism management.

**Course Outcomes:** By the end of this course, students will be able to:

- Explain the evolution, structure, and applications of e-tourism systems.
- Apply digital tools for tourism marketing, e-distribution, and service delivery.
- Analyse national and international frameworks guiding digital transformation in the tourism sector.

**Unit 1:** (12 Hours)

1. Evolution of e-tourism: from Computer Reservation Systems (CRS) to Online Travel Agencies (OTAs).
2. Structure and functioning of online travel platforms and global distribution systems (GDS).
3. Impact of digital transformation on travel intermediaries and consumer behaviour in India and abroad.

**Unit 2:** (11 Hours)

1. Digital marketing strategies: SEO, SEM, content marketing, and social media outreach.
2. Working of booking engines, meta-search platforms, and e-payment systems in tourism.
3. Destination management organisations (DMOs): Use e-marketing for branding and competitive positioning.

**Unit 3:** (11 Hours)

1. Role of Artificial Intelligence (AI), Internet of Things (IoT), Big Data, and Virtual Reality (VR) in tourism.
2. Mobile applications, chatbots, and cloud services for improving service delivery and visitor experience.
3. Digital transformation in tourism enterprises (Airbnb, IRCTC, and India Tourism Online Portals).

**Unit 4:** (11 Hours)

1. Ethical and policy dimensions of e-tourism, including privacy, cybersecurity, and digital inclusion.
2. India's Digital India Mission and Smart Tourism initiatives as policy frameworks.
3. Sustainable digital transformation and the future trends shaping global e-tourism ecosystems.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Buhalis, D. (2015). *eTourism: Information technology for strategic tourism management* (2nd ed.). Pearson.
- Goel, S. K. (2021). *E-tourism: Concepts, practices and perspectives*. Kanishka Publishers.
- Holloway, J. C., Humphreys, C., & Davidson, R. (2017). *The business of tourism* (10th ed.). Pearson Education.
- Ministry of Tourism, Government of India. (2023). *Digital India and smart tourism framework*. Government of India.
- Sigala, M., & Gretzel, U. (Eds.). (2018). *Social media in travel, tourism and hospitality: Theory, practice and cases*. Springer.

### Suggested Readings:

- Bhatia, A. K. (2022). *Tourism management and digital practices in India*. Sterling Publishers.
- Gupta, S. P. (2020). *Paryatan aur digital takneek* (पर्यटन और डिजिटल तकनीक). Aryan Books International.
- UNWTO. (2021). *E-tourism and digital economy report*. UNWTO.
- Werthner, H., & Klein, S. (2020). *Information technology and tourism: A dynamic relationship*. Springer.
- Xiang, Z., Tussyadiah, I., & Fuchs, M. (Eds.). (2021). *Tourism analytics and digital transformation*. Springer.

## Paper DSE 3: Talent Development & Service Leadership

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
Talent Development & Service Leadership <b>DSE 3</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course focuses on developing leadership competencies, service excellence, and human capital management within the tourism and hospitality sectors. It introduces learners to talent identification, motivation, and training strategies essential for creating high-performing teams. The paper also explores the philosophy of Service Leadership — emphasising emotional intelligence, ethical behaviour, and adaptive management for sustainable service organisations.

**Course Objectives:**

- To understand the principles of talent management and service leadership in tourism and hospitality organisations.
- To develop leadership qualities and interpersonal competencies required for managing service-oriented teams.
- To analyse best practices in training, performance management, and professional development within tourism enterprises.

**Course Outcomes:** By the end of this course, students will be able to

- Explain the significance of human resource development and leadership in tourism and hospitality contexts.
- Apply leadership and motivation techniques to enhance employee and service quality.
- Evaluate talent development policies and frameworks for effective organisational performance.

**Unit 1:** (12 Hours)

1. Importance and scope of talent management in service organisations.
2. Workforce diversity, recruitment, selection, and skill development in tourism enterprises.
3. Linkage between talent retention, employee satisfaction, and customer experience.

**Unit 2:** (11 Hours)

1. Service leadership and differentiate it from transactional and transformational leadership models.
2. Leadership qualities, emotional intelligence, and value-based management in hospitality services.
3. Role of leaders in promoting organisational culture, service ethics, and innovation.

**Unit 3:** (11 Hours)

1. Training needs assessment, skill enhancement, and career development practices in tourism.
2. Motivation theories and their application in service-oriented organisations.
3. Tools for performance appraisal, feedback, and recognition in the hospitality sector.

**Unit 4:** (11 Hours)

1. Principles of service quality, customer satisfaction, and service recovery.
2. Ethical and sustainable leadership practices for responsible tourism organisations.
3. Case studies of successful service leaders and institutions in India and abroad.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Bhatia, A. K. (2018). *Human resource management for tourism and hospitality*. Sterling Publishers.
- Gandhi, M. K. (2012). *Seva aur naitik netritya* (V. G. Desai, Trans.). Navjeevan Prakashan.
- Heskett, J. L., Sasser, W. E., & Schlesinger, L. A. (2015). *The service profit chain: How leading companies link profit and growth to loyalty, satisfaction, and value*. Free Press.
- Ministry of Tourism, Government of India. (2022). *Skill Development and Capacity Building Initiatives in Tourism*. Government of India.
- Northouse, P. G. (2021). *Leadership: Theory and practice* (9th ed.). Sage Publications.

### Suggested Readings:

- Burns, J. M. (2010). *Leadership*. HarperCollins.
- Chand, M. (2019). *Human resource development in hospitality industry*. Anmol Publications.
- Gronroos, C. (2015). *Service management and marketing: Managing the service profit logic*. Wiley.
- Singh, S. K. (2020). *Leadership and Organisational Behaviour in the Service Sector*. PHI Learning.
- Yukl, G. (2013). *Leadership in organizations* (8th ed.). Pearson Education.

## Paper: DSE 4: Tourism Law, Ethics & Governance in Global Context

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Tourism Law, Ethics &amp; Governance in a Global Context</b> <b>DSE 4</b>	4	3	1	0	Graduation in any discipline	<b>Nil</b>

**Course Description:** This course offers a comprehensive understanding of the legal, ethical, and governance frameworks that govern tourism at both national and international levels. It examines laws concerning consumer rights, contracts, environmental protection, and sustainable tourism governance. The paper highlights ethical issues in tourism operations and the role of global organisations in promoting responsible and transparent tourism management.

#### Objectives:

- To acquaint students with the key national and international legal frameworks governing tourism.
- To analyse ethical dilemmas and governance issues within the tourism and hospitality sectors.
- To develop critical awareness of sustainable, transparent, and community-based governance models in tourism.

**Course Outcomes:** By the end of this course, students will be able to

- Identify and interpret major tourism-related laws, conventions, and institutional mechanisms.
- Evaluate ethical and governance challenges in global and Indian tourism contexts.
- Apply legal and ethical principles to policy design and sustainable tourism practices.

#### Unit 1: (12 Hours)

1. Constitutional and administrative foundations of tourism law in India.
2. International conventions affecting tourism: Warsaw Convention, Montreal Convention, and UNWTO Code of Ethics.
3. Legal provisions concerning travel agencies, hotels, and transport services under the Indian Tourism Acts.

#### Unit 2: (11 Hours)

1. Ethical principles in tourism business, marketing, and heritage management.
2. Issues of gender, labour rights, and cultural sensitivity in tourism operations.
3. Corporate social responsibility (CSR) and sustainable business ethics in tourism enterprises.

#### Unit 3: (11 Hours)

1. Concepts of good governance, transparency, and accountability in tourism institutions.
2. Role of global organisations: UNWTO, UNESCO, OECD, WTTC in policy and regulation.
3. Public-private partnerships (PPPs) and community-based governance models in tourism development.

#### Unit 4: (11 Hours)

1. Consumer protection, liability, and data privacy issues in digital tourism.
2. Environmental and heritage protection laws: Wildlife Protection Act, Environment Protection Act, and Ancient Monuments Act.
3. Recent case laws and disputes in Indian and international tourism contexts.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List:

#### Essential Readings:

- Elliott, J. (2015). *Tourism: Politics and public sector management*. Routledge.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies*. Wiley.
- Ministry of Tourism, Government of India. (2023). *Tourism Policy and Regulatory Framework in India*. Government of India.
- Singh, R. K. (2018). *Tourism law and policy in India*. Kanishka Publishers.
- World Tourism Organisation. (2019). *Global Code of Ethics for Tourism and Implementation Guide*. UNWTO.

#### Suggested Readings:

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2019). *Tourism: Principles and Practice*. Pearson.
- Hall, C. M. (2020). *Public policy and tourism governance*. Routledge.
- Nandan, S. N. (2017). *Environmental Law and Sustainable Tourism in India*. Deep & Deep Publications.
- OECD. (2022). *Tourism policy responses and governance models post-COVID-19*. OECD Publishing.
- Sharma, P. K. (2016). *Paryatan ke naitik aur kanooni pahlu* (पर्यटन के नैतिक और कानूनी पहलू). Aryan Books International.

## Paper: GE-3 Comparative tourism policies & standards: India Vs International practices

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Comparative tourism policies &amp; standards: India vs. international practices</b> <b>GE-3</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course provides a comparative understanding of tourism policies, development frameworks, and quality standards across countries. It focuses on India's evolution of tourism policy and compares it with selected international models. The course analyses how different nations balance growth, sustainability, and community welfare through governance, planning, and global benchmarking in tourism standards.

**Objectives:**

- To study the structure and evolution of tourism policies in India and major international destinations.
- To compare international best practices in sustainable and inclusive tourism governance.
- To familiarise students with quality and certification standards applied in global tourism systems.

**Course Outcomes:** By the end of this course, students will be able to:

- Evaluate India's tourism policy in comparison with global frameworks and standards.
- Identify innovative and sustainable policy approaches used by different nations.
- Apply lessons from international models to strengthen India's tourism competitiveness.

**Unit 1:** (12 Hours)

1. Evolution of Indian tourism policies from 1945 to the National Tourism Policy 2022.
2. International tourism policy frameworks: UNWTO, EU Tourism Strategy, ASEAN Tourism Standards.
3. Policy objectives in developed vs developing nations—growth, employment, sustainability, cultural preservation

**Unit 2:** (11 Hours)

1. Institutional mechanisms for tourism governance in India and selected countries (UK, Japan, Thailand).
2. Public-Private Partnerships (PPP) and Destination Management Organizations (DMOs).
3. Models of community-based, pro-poor, and responsible tourism governance.

**Unit 3:** (11 Hours)

1. Global tourism standards: ISO, WTTC, UNWTO guidelines for quality, safety, and sustainability.
2. India's certification and quality systems — Incredible India 2.0, NIDHI, SAATHI, Swadesh Darshan.
3. Global benchmarking in ecotourism, hospitality, cultural heritage management, and service quality.

**Unit 4:** (11 Hours)

1. Comparative case studies: Japan's sustainable tourism model, Thailand's community tourism framework, UK's heritage management and visitor regulation
2. Emerging global trends influencing tourism policy: digital tourism, green tourism, resilience, and crisis management.
3. Lessons for India: policy reforms, destination competitiveness, and global alignment with SDGs.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List:

#### Essential Readings:

- Bhatia, A. K. (2018). *Tourism development: Principles and practices*. Sterling Publishers.
- Chand, M. (2020). *Comparative tourism policy and planning*. Kanishka Publishers.
- Hall, C. M. (2019). *Tourism planning: Policies, processes, and relationships* (3rd ed.). Routledge.
- Ministry of Tourism, Government of India. (2022). *National tourism policy of India*. Government of India.
- World Tourism Organisation. (2021). *Tourism Policy Framework and Global Guidelines for Sustainable Development*. UNWTO.

#### Suggested Readings:

- Elliott, J. (2023). *Tourism: Politics and public sector management*. Routledge.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies*. Wiley.
- OECD. (2022). *Tourism trends and policies*. OECD Publishing.
- Richards, G., & Hall, D. (2025). *Tourism and sustainable community development*. Routledge.
- Singh, S. P. (2019). *Paryatan neeti aur vikas ke antarashtriya pahlu* (पर्यटन नीति और विकास के अंतरराष्ट्रीय पहलू). Aryan Books International.

## Paper: Skill Based Course: Navigation Systems for Tourism

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Navigation Systems for Tourism SEC	2	1	0	1	Graduation in any discipline	Nil

**Course Description:** This skill development course introduces the fundamentals of navigation and explores the use of traditional and modern systems in tourism. It emphasises practical applications of Global Navigation Satellite Systems (GNSS) and mobile navigation tools for enhancing tourist route planning, itinerary design, and on-ground experiences.

#### Objective:

1. To understand the basics of maps, directions, coordinates, and navigation systems
2. To introduce GNSS and its applications in tourism planning and management.
3. To develop skills in using mobile navigation tools and geotagging for tourism purposes.

**Course Outcome:** By the end of this course, students will be able to:

- Demonstrate knowledge of traditional and modern navigation systems.
- Apply GNSS for route planning, itinerary mapping, and adventure tourism.
- Use mobile navigation applications and geotagging effectively in tourism contexts.

#### Unit 1: (7.5 Hours)

1. Concept and Relevance of the Navigation System in Tourism
2. Basics of Maps, Directions, Coordinates, and Symbols
3. Traditional vs. Modern Navigation Systems

#### Unit 2: (7.5 Hours)

1. Basics of Global Navigation Satellite Systems (GNSS)
2. Application of GNSS in tourism: Route Planning, Itinerary Mapping, Adventure Tourism
3. Use of Mobile Navigation Systems: Google Maps, Mappls; Geotagging

#### List of Practical Activities:

1. Exploring tourist locations through a digital map
2. Exploring the Navigation through Google Maps

#### Reading List

#### Essential Readings:

- Bekir, E. (2017). Introduction to modern navigation systems. World Scientific Publishing Co.
- Hardy, A., & Aryal, J. (2019). Using innovations to understand tourist mobility in national parks. *Journal of Sustainable Tourism*, 28(2), 263–283. <https://doi.org/10.1080/09669582.2019.1670186>
- Lewis, G. K., Hardy, A., Wells, M. P., & Kerslake, F. L. (2021). Using mobile technology to track wine tourists. *Annals of Tourism Research Empirical Insights*, 2(2), 100022. <https://doi.org/10.1016/j.annale.2021.100022>
- Oliveira, A. P., & Martínez-Pérez, C. (2025). Global navigation satellite systems (GNSS) for

sustainable tourism: A review of applications, benefits, and future directions. Intech Open eBooks. <https://doi.org/10.5772/intechopen.1011735>

- Teunissen, P. J., & Montenbruck, O. (2023). Springer handbook of global navigation satellite systems. Springer eBooks. <https://doi.org/10.1007/978-3-319-42928-1>

**Suggested Readings:**

- Kaplan, E., & Hegarty, C. (2017). Understanding GPS/GNSS: Principles and applications (3rd ed.). Artech House.
- Misra, R. P. (1989). Fundamentals of cartography. Concept Publishing House.
- Singh, B. (1965). An easy approach to map reading. Prakash Book Educational Publishers.

## SEMESTER-IV

### **Paper DSC 9: Aviation & Cruise in Tourism Technologies**

#### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Aviation &amp; Cruise in Tourism Technologies</b>	4	3	1	0	Graduation in any discipline	Nil
<b>DSC 9</b>						

**Course Description:** This course explores the dynamic sectors of aviation and cruise tourism, focusing on technological innovations, operational systems, and service management practices. It examines how digitalisation, safety standards, and global logistics shape these vital components of the tourism industry. The paper also introduces students to international regulations, sustainable technologies, and emerging trends in air and cruise transport for tourism development.

**Course Objectives:**

- To provide a conceptual and operational understanding of aviation and cruise tourism systems.
- To study the technological advancements influencing airline and cruise operations.
- To analyse the role of international standards, sustainability, and service innovations in transport-based tourism.

**Course Outcomes:** By the end of this course, students will be able to:

- Describe the structure and functioning of the aviation and cruise industries in the global tourism system.
- Apply technological knowledge to improve efficiency and service delivery in transport tourism.
- Evaluate sustainability and policy frameworks guiding aviation and cruise tourism in India and abroad.

**Unit 1:** (12 Hours)

1. Concept, growth, and global trends in aviation and cruise tourism.
2. Contribution of airlines and cruise lines to the global tourism economy.
3. Historical development of air and sea travel for leisure and tourism in India.

**Unit 2:** (11 hours)

1. The use of IT, AI, and automation in aviation and cruise operations.
2. Reservation systems, yield management, fleet planning, and route optimisation.
3. Smart technologies in navigation, safety, on-board services, and customer experience.

**Unit 3:** (11 hours)

1. Service quality standards, crew management, and customer relationship management.
2. Logistics, port and airport management, and the role of tour operators in package design.
3. Case examples of major airlines and cruise companies (Air India, Indigo, Vistara, Royal Caribbean, Costa Cruises).

**Unit 4:** (11 hours)

1. International aviation and maritime regulations — ICAO, IATA, IMO frameworks.
2. Environmental and sustainability challenges: carbon emissions, waste management, and green operations.
3. Emerging trends — low-cost carriers, luxury cruises, air-sea connectivity, and space tourism prospects.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List:

#### Essential Readings:

- Bhatia, A. K. (2018). *Transport in tourism*. Sterling Publishers.
- Doganis, R. (2019). *Flying off course: Airline economics and marketing* (6th ed.). Routledge.
- Holloway, J. C., & Humphreys, C. (2021). *The business of tourism* (10th ed.). Pearson Education.
- Ministry of Civil Aviation, Government of India. (2023). *National Aviation Policy and Cruise Tourism Framework*. Government of India.
- Prideaux, B., & Cooper, C. (2021). *River tourism and cruise operations*. CABI Publishing.

#### Suggested Readings:

- Chand, M. (2020). *Tourism, transport, and travel management*. Kanishka Publishers.
- Gupta, S. P. (2018). *Paryatan viman evam jahaj paryatan takneek* (पर्यटन विमान एवं जहाज पर्यटन तकनीक). Aryan Books International.
- International Civil Aviation Organisation. (2021). *Aviation benefits report*. ICAO.
- Seward, A., & George, R. (2025). *Cruise operations management*. Routledge.
- Singh, S. K. (2019). *Aviation management: Principles and practices*. PHI Learning.

## Paper: DSC 10: Transport and Tourism Development

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Transport and Tourism Development</b>	4	3	1	0	Graduation in any discipline	Nil
<b>DSC 10</b>						

**Course Description:** This course provides an understanding of the structure, functioning, and significance of transport services within the tourism system. It examines key modes of transportation for tourists, accessibility issues, service quality parameters, environmental implications, and policy frameworks that influence tourism mobility.

#### Course Objective:

- Develop an understanding of the role and types of transport services for tourism development.
- Analyse the functioning of different transport modes and their relevance to tourist mobility.
- Examine accessibility dimensions, quality management practices, environmental impacts, and policy frameworks governing transport in tourism.

**Course Outcome:** By the end of this course, students will be able to:

- Explain the nature, classification, and significance of transport services in tourism.
- Evaluate different transport modes and their contribution to mobility and connectivity.
- Assess accessibility barriers, service quality indicators, environmental impacts, and policy frameworks relevant to tourism transportation.

#### Unit 1: (12 Hours)

1. Nature, scope, and significance of transport services in tourism
2. Interrelationship between transport, mobility, and tourism development
3. Types of Transport Services and Classification of Transportation Systems

#### Unit 2: (11 Hours)

1. Road Transportation: tourism buses, taxis, car rentals, ride-sharing, tourist-specific services
2. Rail Transportation: luxury trains, heritage railways, metro services, rail-based tourism circuits
3. Air & Water Transportation: scheduled airlines, low-cost carriers, air charter services, Regulations for airlines, ferries, cruise tourism, houseboats

#### Unit 3: (11 Hours)

1. Accessibility in tourism: physical, economic, socio-spatial dimensions;
2. Transport service quality management: KPIs, benchmarking, satisfaction metrics
3. Environmental impacts of transport services (emissions, noise, congestion); Smart Mobility

#### Unit 4: (11 Hours)

1. Transport and tourism planning at national and local levels
2. Transport sector policies relevant to tourism: National Tourism Policy; PM Gati Shakti, Bharatmala, Sagarmala; Urban Mobility
3. Regulatory frameworks for tourist transport services

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings

- Burkart, A. J., & Medlik, S. (1981). *Tourism: Past, present and future* (2nd ed.). Heinemann.
- Gross, S., & Klemmer, L. (2014). *Introduction to tourism transport*. CABI.
- Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space* (4th ed.). Routledge.
- Lumsdon, L. (1997). *Tourism and transport: Issues and agenda for the 21st century*. Thomson Learning.
- Page, S. J. (2019). *Transport and tourism: Global perspectives* (3rd ed.). Pearson.
- Rodrigue, J.-P., Comtois, C., & Slack, B. (2020). *The geography of transport systems* (5th ed.). Routledge.

### Suggested Readings:

- Government of India, Ministry of Commerce & Industry. (2021). *PM Gati Shakti: National master plan for multimodal connectivity*. Government of India.
- Government of India, Ministry of Tourism. (2022). *National tourism policy*. Government of India.
- International Civil Aviation Organization. (2018). *Annual report of the Council*. ICAO.
- International Maritime Organization. (2017). *International maritime tourism guidelines*. IMO.
- World Tourism Organization. (2016). *Tourism and transport: Issues and policy challenges*. UNWTO.
- World Tourism Organization. (2020). *Accessible tourism for all: Principles, tools and best practices*. UNWTO.

## **Paper DSE 7: Employability Skills & Emerging Trends in Tourism Hospitality**

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Employability Skills &amp; Emerging Trends in Tourism Hospitality</b> <b>DSE 7</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course equips students with essential employability skills required in the fast-evolving tourism and hospitality industry. It focuses on communication, teamwork, leadership, digital literacy, problem-solving, and cultural awareness to prepare learners for professional roles. Students are introduced to key soft skills, basic computer applications, and internet-based research, as well as contemporary trends such as green skills and cultural sensitivity.

**Course Objectives:**

- To understand professional communication and interpersonal skills
- To demonstrate problem-solving and critical thinking
- To adapt to changing circumstances and environments within the dynamic tourism industry.

**Course Outcomes:** By the end of this course, the student will be able:

- Apply practical oral and written communication skills to interact clearly and confidently
- Identify, analyze, and solve practical problems in a fast-paced environment
- Utilize basic computer applications and the internet to benefit from IT developments in the industry

**Unit I** **(12 Hours)**

1. Introduction to employability, stress management, and self-awareness
2. Motivation: concepts and theories; development of social skills
3. Green skills, cultural awareness and sensitivity; teamwork, problem-solving, and leadership

**Unit II** **(11 Hours)**

1. Digital literacy for the tourism and hospitality sector
2. Basic computer operations and workplace applications
3. Using the Internet for research, communication, and information management

**Unit III** **(11 Hours)**

1. Intrapersonal and interpersonal communication
2. Group communication: group dynamics, formal and informal groups
3. Mass communication: media platforms and communication in tourism promotion

<b>Unit IV</b>	<b>(11 Hours)</b>
1. Digital transformation, smart tourism, sustainable practices	
2. Industry readiness: workplace ethics, professional behaviour, and service quality standards	
3. Community engagement in tourism: stakeholder relations, local participation, and inclusive development	

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List

#### Essential Readings:

- Firth, M. (2020). Employability and skills handbook for tourism, hospitality and events students. Routledge.
- Jagadeesh, A. S., & Suvethashri, R. P. (2025). Sustainable horizons: Advancing employability and entrepreneurship through technology in hospitality and tourism. *व ताकेमा यमसेरा नमाण*, 54.
- Kakarougkas, C., & Stavrinoudis, T. (2025). Past, present, and future skills in tourism: A bibliometric analysis. *Worldwide Hospitality and Tourism Themes*, 1–13.
- Mehta, M. (2025). Role of tourism in the Indian economy. *Multidisciplinary Research Area in Arts, Science & Commerce*, 2, 42.
- Tavitiyaman, P., Tsui, B., & Ng, P. M. L. (2025). Effect of hospitality and tourism students' perceived skills on career adaptability and perceived employability. *Journal of Hospitality & Tourism Education*, 37(1), 43–54.

#### Suggested Readings:

- Buhalis, D. (2019). Technology-enabled tourism experiences. *Tourism Management Perspectives*, 32, 100–113.
- Nam, T., & Pardo, T. A. (2011). Conceptualizing smart cities. *Proceedings of the 12th Annual International Digital Government Research Conference*, 282–291.

## Paper: DSE 8: Tourism and Disaster Risk

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
Tourism Disaster Resilience	4	3	1	0	Graduation in any discipline	Nil
<b>DSE 8</b>						

**Course Description:** This course introduces students to the fundamentals of disasters in the context of tourism. It explores the fundamentals of disaster management, preparedness strategies, and the management of specific disasters that affect tourism destinations. The course also examines international and national frameworks, policies, and case studies to strengthen resilience in the tourism sector.

#### Course Objective:

- To provide students with a foundational understanding of disasters and their impact on tourism destinations.
- To familiarise students with disaster management cycles, preparedness measures, and planning tools for tourism areas.
- To develop knowledge of policies, frameworks, and case studies that guide disaster management in tourism at global, national, and regional levels.

**Course Outcome:** By the end of this course, students will be able to:

4. Explain the nature of disasters, their types, and the vulnerability of tourism destinations.
5. Apply disaster management cycles, preparedness measures, and response strategies to tourism contexts.
6. Evaluate policies, frameworks, and case studies for disaster management practices for tourism destinations.

#### Unit 1: Fundamentals of Disasters in Tourism (12 Hours)

1. Basic Concept and scope of disasters;
2. Difference between hazards, risks, and disasters.
3. Types of disasters: natural, man-made, and health-related.

#### Unit 2: Disaster Management Cycle (11 Hours)

1. Disaster management stage: mitigation, preparedness, response, recovery.
2. Risk assessment and vulnerability analysis
3. Disaster risk reduction in tourism.

#### Unit 3: Disaster Preparedness and Planning (11 Hours)

1. Early warning systems, training, and capacity building
2. Emergency response planning, post-disaster recovery
3. Management of Disasters: earthquakes, floods, landslides, cyclones.

#### Unit 4: Frameworks and Policies (11 Hours)

1. International Guidelines for Disaster Management,
2. National Disaster Management Policies
3. Disaster & Risk Management in Tourist Areas (Case Studies)

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

1. Faulkner, B. (2021). Towards a framework for tourism disaster management. *Tourism Management*, 22(2), 135–147. [https://doi.org/10.1016/s0261-5177\(00\)00048-0](https://doi.org/10.1016/s0261-5177(00)00048-0)
2. Government of India. (2025). *Disaster Management Act, 2005*. Government of India.
3. Ha, K. (2023). Improving disaster management in international tourism. *Management Review Quarterly*, 74(3), 1423–1437. <https://doi.org/10.1007/s11301-023-00338-4>
4. Henderson, J. C., & Ng, A. (Eds.). (2024). *Tourism Crisis and Disaster Management in the Asia-Pacific*. CABI.
5. Ministry of Home Affairs, Government of India. (2011). *Disaster management in India*. Government of India.
6. National Centre for Disaster Management. (2021). *National disaster response plan*. Government of India.
7. National Disaster Management Authority. (2016). *National disaster management plan: A comprehensive step towards reducing disaster risk*. Government of India.
8. National Disaster Management Authority. (2020). *AAPDA MITRA: A prime example of community-based disaster management*. Government of India.
9. Parkash, S., Sharma, K., & Badola, S. (2024). *Handbook for preparing disaster management plan for organisation under the Ministry of Labour & Employment* (75 pages). National Institute of Disaster Management.
10. Piekarz, M., Jenkins, I., & Mills, P. (2015). *Risk and safety management in the leisure, events, tourism and sports industries*. CABI.
11. Prideaux, B., & Beirman, D. (2024). *Handbook on crisis and disaster management in tourism*. Elgar Publishing.
12. Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Channel View Publications.

### Suggested Readings:

- Alexander, D. (2018). *Natural disasters*. Routledge.
- Henderson, J. C. (2017). *Managing tourism crises*. Routledge.
- Liu, L., Pahrudin, P., Tsai, C., & Hao, L. (2024). Disaster, risk and crises in the tourism and hospitality field: A pathway toward a tourism and hospitality management framework for resilience and recovery process. *Natural Hazards Research*. <https://doi.org/10.1016/j.nhres.2024.06.001>
- Pforr, C., & Hosie, P. J. (2008). Crisis Management in Tourism: Preparing for Recovery. *Journal of Travel & Tourism Marketing*, 23(2–4), 249–264. [https://doi.org/10.1300/J073v23n02\\_20](https://doi.org/10.1300/J073v23n02_20)

## Paper DSE 9: Global Tourism Studies

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Global Tourism Studies	4	3	1	0	Graduation in any discipline	Nil
<b>DSE 9</b>						

**Course Description:** This course provides an advanced understanding of the global tourism system, its conceptual foundations, patterns, and contemporary dynamics. It explores the evolution of international tourism, global tourism regions, cultural and heritage tourism, and the economic significance of tourism worldwide.

**Objective:**

- To introduce the fundamental concepts, patterns, and regional dimensions of global tourism.
- To examine key environmental, socio-economic, and political challenges shaping global tourism.
- To understand global tourism governance, policies, and frameworks guiding sustainable international tourism.

**Course Outcome:** By the end of this course, students will be able to:

- Explain core concepts and global patterns of international tourism.
- Critically analyse major global tourism issues and challenges
- Interpret and apply global tourism policies, frameworks, and best practices.

**Unit 1:** **(12 Hours)**

1. Concepts, Components, and Scope of Global Tourism
2. Historical Evolution of International Tourism
3. Patterns and Recent Trends of Global Tourism

**Unit II:** **(11 Hours)**

1. World Tourism regions: Europe, Americas, Asia-Pacific, Africa, Middle East
2. Cultural Tourism and Global Heritage
3. Global Tourism Economy: Trends and Patterns

**Unit III:** **(11 Hours)**

1. Environmental & Ecological Issues in Global Tourism
2. Socio-Economic and Political Challenges in Global Tourism
3. Sustainable and responsible tourism; Smart Global Tourism

**Unit IV:** **(11 Hours)**

1. International Tourism Governance: UNWTO, WTTC, ICAO, IATA, PATA
2. Global Policies and Frameworks for International Tourism
3. International Agreements, Codes & Best Practices

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## List of Readings

### Essential Readings:

- Boniface, B., & Cooper, C. (2016). *Worldwide destinations: The geography of travel and tourism*. Routledge.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2021). *Tourism: Principles and Practice*. Pearson.
- Gössling, S., Scott, D., & Hall, C. M. (2021). *Tourism and climate change*. Routledge.
- Holloway, J. C., Humphreys, C., & Davidson, R. (2022). *The business of tourism*. Pearson.
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Tourism Futures*, 4(1), 55–70.
- Timothy, D. J. (2011). *Cultural heritage and tourism: An introduction*. Channel View Publications.
- UNESCO World Heritage Centre. (2021). *Operational guidelines for the implementation of the World Heritage Convention*. UNESCO.
- World Tourism Organization. (2001). *Global code of ethics for tourism*. UNWTO.
- World Tourism Organization. (Various years). *International tourism policy frameworks and tourism governance reports*. UNWTO.

### Suggested Readings:

- Bhatia, A. K. (2013). *International tourism management*. Sterling Publishers.
- Ministry of Tourism, Government of India. (Various years). *Annual reports*. Government of India.
- NITI Aayog. (2021). *Sustainable tourism development framework*. Government of India.
- United Nations Environment Programme. (Various years). *Tourism and sustainability reports*. UNEP.

## Paper DSE 5: Organisation Behaviour in Service Organisations

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Transport Services and Tourism Development</b>	4	3	1	0	Graduation in any discipline	Nil
<b>DSE 5</b>						

**Course Introduction:** This course provides an understanding of human behaviour in service-oriented organisations by examining individual, group, and organisational-level dynamics. It covers key concepts such as personality, perception, learning, motivation, attitudes, emotional intelligence, and leadership, with a strong focus on their practical applications in workplace settings. The course also explores contemporary behavioural challenges in the service sector, including customer responsiveness and teamwork.

#### Objectives:

- To understand the nature and importance of behaviour at three levels: individual, group, and organisational.
- To identify and distinguish between different types of learning, personality and motivational theories
- To develop theoretical and practical insights and problem-solving capabilities for effectively managing organisational change

#### Course Outcomes

- Develop a theoretical grasp of issues and problems and an understanding of the practical implications of various theories of human behaviour at work.
- Build essential managerial skills, including effective communication, conflict resolution, team building, decision-making, and leadership, within a service-oriented context.
- Develop the ability to analyse and interpret individual and group behaviour within the service setting and understand how these behaviours impact overall service quality and organisational effectiveness.

#### Unit I: (12 Hours)

1. The concept, Nature and Significance of Human Behaviour,
2. Factors affecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB.
3. Emerging challenges and opportunities in the service industry, such as the need for customer responsiveness.

#### Unit II (11 Hours)

1. Individual Differences; Personality and Theories of Personality;
2. Perception- concept, process, factors influencing perception, errors in perception
3. Learning and Behaviour, reinforcement, learning theories, values.

#### Unit III (11 Hours)

1. Concept, Significance, and Theories of Motivation, Motivation and Behaviour, Motivation at Work
2. Attitudes, Meaning and nature, Formation and change of attitudes, job-related attitudes.
3. Transactional Analysis Implications of TA,
4. Emotional Intelligence- Meaning, importance, and application in an organisation,

#### Unit IV (11 Hours)

1. Determinants of Group Behaviour, Inter-Group
2. Problems, Leadership: Nature and Significance of Leadership, Leadership Styles
3. Role Plays, Case Studies, Webinars, Group Discussions

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List:

#### Essential Readings

- Argyris, C. (1960). *Understanding organisational behaviour*. Dorsey Press.
- Aswathappa, K., & Reddy, G. S. (2009). *Organisational behaviour* (Vol. 20). Himalaya Publishing House.
- Lai, E. R. (2011). *Motivation: A literature review*. Pearson Research Report, 6, 40–41.
- Luthans, F. (2005). *Organisational behaviour*. McGraw-Hill.
- Pareek, U. (2004). *Understanding organisational behaviour* (2nd ed.). Oxford University Press.

#### Suggested Readings:

- Posner, B. Z., & Munson, J. M. (1979). The importance of values in understanding organisational behaviour. *Human Resource Management*, 18(3), 9–13.
- Schermerhorn, J. R., Jr., Osborn, R. N., Uhl-Bien, M., & Hunt, J. G. (2011). *Organisational behaviour*. John Wiley & Sons.

## Paper DSE 6: Tourism in the Himalayas

CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Tourism in the Himalayas</b> <b>DSE 6</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course offers an in-depth exploration of the Himalayan region as a distinctive tourism destination, highlighting its unique geography, rich ecology, and diverse cultural heritage. It examines the significant types of tourism in the Himalayas, the environmental and socio-economic challenges they face, and sustainable management practices to preserve this fragile mountain ecosystem.

**Course Objective:**

- To introduce the geographical, ecological, and cultural context of the Himalayas.
- To study the forms, circuits, and attractions of Himalayan tourism.
- To analyse challenges and promote sustainable management practices for Himalayan tourism development.

**Course Outcome:** By the end of this course, students will be able to:

- Identify and classify the significant natural, cultural, and ethnic resources of Himalayan tourism
- Evaluate the environmental, socio-economic, and disaster-related challenges of tourism in the Himalayas.
- Apply sustainable tourism approaches, policies, and case studies to manage and conserve Himalayan heritage.

**Unit 1:** (12 Hours)

1. Geographical Setting of the Himalayas: Location, Physiography, and Climate
2. Ecological Significance: Natural Vegetation, Biodiversity, and Fragile Ecosystems
3. Tourism Resources and Potential of the Himalayas

**Unit 2:** (11 Hours)

1. Tourism in the Himalayas: From Traditional Travel to Modern Tourism
2. Types of Tourism: spiritual, nature-based, adventure, cultural, and indigenous.
3. Popular tourism circuits and destinations in the Himalayas

**Unit 3:** (11 Hours)

1. Environmental Challenges: deforestation, waste, climate change, glacier retreat.
2. Socio-cultural and economic challenges: migration, over-tourism, and commercialisation.
3. Disaster risk and tourism vulnerability: landslides, floods, and earthquakes.

**Unit 4:** (11 Hours)

1. Himalayan Fragility: Integrated Resource Management
2. Promoting local livelihood and conservation of the Himalaya
3. Policies and community movements for tourism

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Ahmad, E. (1992). Geography of the Himalaya. Kalyani Publications.
- Bose, S. C. (1976). Geography of the Himalaya. National Book Trust.
- Burrard, S. G., Hubert, S., & Hayden, H. (1908). A sketch of the geography and geology of the Himalaya Mountains and Tibet: The high peaks of Asia. Superintendent Government Printing.
- Gupta, K. M. (Ed.). (1990). Himalaya: Man, and nature. Lancer Books.
- Ives, J. D., & Messerli, B. (1989). The Himalayan dilemma: Reconciling development and conservation. Routledge.
- Kaur, J. (1985). Himalayan pilgrimage and the new tourism. Author.
- Lall, J. S. (Ed.). (1981). The Himalaya: Aspects of change. Oxford University Press.
- Pandey, B. W. (2002). Geo-environmental hazards in Himalaya: Assessment and mapping. Mittal Publications.
- Pandey, B. W., Negi, V. S., & Kumria, P. (2018). Environmental concerns and sustainable development in Himalaya. Research India Press.
- Sah, N. K., Bhatt, S. D., & Pande, R. K. (Eds.). (1990). Himalaya: Environment, resources and development. Shree Almora Book Depot.
- Sati, V. P. (2020). Sustainable tourism development in the Himalaya: Constraints and prospects (pp. 17–51, 67–94, 133–139). Springer.

### Suggested Readings:

- Crozier, M. J. (1986). Landslides: Causes, consequences and environment. Croom Helm.
- Kapur, A. (1995). Paradise in peril: An ecological profile of the Kashmir Valley. Allied Publishers.
- Mohammad, N., & Rai, S. C. (2014). Agricultural diversity and food security in the mountain ecosystem. Concept Publishing Company.
- Sen Roy, S., & Singh, R. B. (2002). Climate variability, extreme events and agricultural productivity in mountain regions. Oxford & IBH Publishing.
- Singh, R. B. (1998). Sustainable development of mountain environment of India and Canada. Oxford & IBH Publishing.
- Singh, R. B., Schickhoff, U., & Mal, S. (Eds.). (2016). Climate change, glacier response and vegetation dynamics in the Himalaya. Springer.

## Paper: GE 4: Tourism Resource Mapping

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
<b>Tourism Resource Mapping</b> <b>GE 4</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course introduces students to the principles, techniques, and tools used for identifying, mapping, and assessing tourism resources. It emphasises the role of spatial analysis, GIS, field surveys, and participatory methods in tourism planning.

**Course Objective:**

- To develop an understanding of concepts, approaches, and techniques used in tourism resource identification and mapping.
- To train students in using GIS and field-mapping techniques for identifying and documenting tourism resources.
- To familiarise students with survey and field observation methods to support tourism resource inventories

**Course Outcome:** By the end of this course, students will be able to:

- Identify, classify, and map tourism resources using scientific and participatory methods.
- Use GIS and mapping techniques to prepare and interpret tourism resource maps.
- Conduct basic field data collection using simple surveys and observation tools.

**Unit 1:** (12 Hours)

1. Tourism Resources: Definitions, Types, Classification
2. Importance of Resource Inventory and Tourism Resource Appraisal
3. Approaches to Tourism Mapping: Spatial, Ecological, Cultural & Economic Approaches

**Unit II:** (11 Hours)

1. Geographic Information Systems for Tourism Studies: Spatial Data, Layers, Attributes
2. Mapping Natural and Cultural Tourism Resources
3. Resource Inventory Methods: Field Observation, Transect Walks, Checklists, GPS Mapping

**Unit III:** (11 Hours)

1. Role of Field Data in Tourism Resource Mapping
2. Survey Methods: Short Questionnaires, Visitor Observation, Interview Notes
3. Integrating Survey Data with Spatial Mapping

**Unit IV:** (11 Hours)

1. Thematic Mapping: Natural Resources, Cultural Sites, Tourism Infrastructure
2. Tourism Resource Evaluation and Suitability Mapping
3. Applications in Destination Planning, Community Tourism, and Impact Assessment

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List

#### Essential Readings:

- Bailey, K. (1994). *Methods of social research*. Free Press.

- Burkart, A. J., & Medlik, S. (1981). *Tourism: Past, present and future*. Heinemann.
- Burrough, P. A., & McDonnell, R. A. (1998). *Principles of geographical information systems*. Oxford University Press.
- Chang, K. (2019). *Introduction to geographic information systems*. McGraw-Hill.
- Esri. (n.d.). *Fundamentals of GIS, spatial analysis, and field data collection tutorials*. Esri.
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases*. Routledge.
- Inskeep, E. (1991). *Tourism planning: An integrated and sustainable development approach*. Wiley.
- Leiper, N. (2004). *Tourism management*. Pearson.
- Longley, P. A., Goodchild, M. F., Maguire, D. J., & Rhind, D. W. (2015). *Geographic information systems and science*. Wiley.
- Wall, G., & Mathieson, A. (2006). *Tourism: Change, impacts and opportunities*. Pearson.

### Suggested Readings

- Dent, B. D. (2009). *Cartography: Thematic map design*. McGraw-Hill.
- McIntyre, G. (1993). *Sustainable tourism development: A guide for local planners*. World Tourism Organization.
- Ministry of Tourism, Government of India. (Various years). *Tourism statistics and Incredible India manuals*.
- World Tourism Organization. *UNWTO Tourism Data Dashboard*.

## Paper: Skill-Based Course: Blockchain & Emerging Technologies in Tourism

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Blockchain & Emerging Technologies in Tourism SEC	2	1	0	1	Graduation in any discipline	Nil

**Course Description:** This course introduces students to the fundamentals of blockchain and other emerging digital technologies that are shaping the tourism industry. It focuses on simple concepts, practical applications, and easy-to-understand examples that show how technology enhances transparency, safety, and the visitor experience in tourism services and destinations.

**Objective:**

- To provide a basic understanding of blockchain and major emerging technologies in tourism.
- To explain how digital innovations support better tourism services and customer experience.
- To develop awareness of technology-driven changes in travel, hospitality, and destination management.

**Course Outcome:** By the end of this course, students will be able to:

- Understand the meaning and uses of blockchain and digital technologies.
- Identify practical applications of new technologies in tourism.
- Become familiar with future digital trends relevant to the tourism sector.

**Unit 1:** (7.5 Hours)

1. Introduction to blockchain and its features.
2. Uses of blockchain in tourism: secure payments, digital tickets, verified reviews.
3. Introduction to emerging technologies: AI, IoT, digital wallets, QR codes

**Unit II:** (7.5 Hours)

1. Smart tourism: smart destinations, contactless services, digital information systems.
2. Virtual & Augmented Reality for tourism experiences, marketing, and virtual site visits.
3. Case examples: AI chatbots, VR heritage tours, contactless hotel check-ins.

**List of Practical Activities**

1. Explore tourism-related digital tools, such as:
  - a QR-based digital guide
  - a simple chatbot on a tourism website
2. VR/AR virtual tour of a museum or heritage site

## Reading List

### Essential Readings:

- Barnes, S. (2020). *Understanding smart tourism*. Emerald Publishing.
- Buhalis, D. (2019). Technology-enabled tourism experiences. *Tourism Management Perspectives*, 32, 100–113.
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2015* (pp. 179–191). Springer.
- Saberi, S. (2018). *Blockchain technology and applications*. Wiley.
- Xiang, Z., & Fesenmaier, D. R. (2017). *Analytics in smart tourism design*. Springer.

### Suggested Readings:

- Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2015* (pp. 377–389). Springer.
- Nam, T., & Pardo, T. A. (2011). Conceptualising smart cities. *Proceedings of the 12th Annual International Digital Government Research Conference*, 282–291.

**Structure 2 (Level 6.5): PG Curricular Structure with Course work + Research**

Semester	DSC	DSE	2 Credit course	Dissertation/ Academic Project/ Entrepreneurship	Total Credits
<b>Semester- III</b>	<b>DSC- 7:</b> Smart Tourism & Destination Intelligence  <b>DSC -8:</b> Indian Culture & Heritage  <b>(8 credits)</b>	<b>DSE- 5:</b> Human Resource Management in Tourism and Hospitality <b>DSE – 6:</b> Urban Tourism Planning and Governance  <b>OR</b>  <b>DSE-3:</b> Talent Development & Service Leadership <b>GE-3:</b> Comparative Tourism Policies & Standards: India vs. International Practices <b>(8 credits)</b>	Nil	See detailed outcomes below.  <b>(6 credits)</b>	<b>22</b>
<b>Semester- IV</b>	<b>DSC – 9:</b> Aviation and Cruise in Tourism Technologies  <b>DSC -10:</b> Transport and Tourism Development	<b>DSE- 7:</b> Employability Skills & Emerging Trends in Tourism Hospitality <b>DSE – 8:</b> Tourism and Disaster Risk  <b>OR</b>	Nil	See detailed outcomes below.  <b>(6 credits)</b>	<b>22</b>

	<b>(8 credits)</b>  <b>DSE-4:</b> Tourism Law, Ethics & Governance in a Global Context  <b>GE-4:</b> Tourism Resource Mapping <b>(8 credits)</b>			
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## Paper: DSC 7: Smart Tourism & Destination Intelligence

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
Smart Tourism & Destination Intelligence <b>DSC 7</b>	4	3	1	0	Graduation in any discipline	

**Course Description:** This course provides an in-depth understanding of the emerging concept of Smart Tourism, emphasizing the integration of digital technologies, innovation, and intelligent systems in tourism destination management. It focuses on how data-driven decision-making and smart infrastructure enhance destination competitiveness, governance, and sustainability. The paper also explores Destination Intelligence (DI) as a framework for intelligent planning, monitoring, and policy development.

### Course Objectives:

- To introduce the concept, framework, and evolution of Smart Tourism and Destination Intelligence.
- To familiarise students with the use of ICT, IoT, AI, and data analytics for destination development and management.
- To promote understanding of sustainability, ethics, and policy integration in smart tourism governance.

**Course Outcomes:** By the end of this course, students will be able to:

- Explain the foundations and components of Smart Tourism and its application in global and Indian contexts.
- Apply destination intelligence tools for data-based tourism planning, marketing, and sustainability.
- Evaluate policy and ethical frameworks guiding smart tourism initiatives.

### Unit 1: (12 Hours)

1. Origin, evolution, and theoretical framework of Smart Tourism.
2. Elements of smart destinations: technology, innovation, accessibility, and governance.
3. Global and Indian smart destination models (Barcelona, Singapore, Seoul, Jaipur Smart City).

### Unit 2: (11 Hours)

1. Role of ICT, IoT, Big Data, Artificial Intelligence, and Cloud Computing in tourism systems.
2. Smart infrastructure: sensors, digital connectivity, and real-time information sharing.
3. Applications like smart mobility, virtual assistants, and automated tourism services.

### Unit 3: (11 Hours)

1. Concept of Destination Intelligence (DI) and its analytical framework.
2. Data visualization, GIS mapping, and analytics for decision-making and marketing.
3. Ethics, transparency, and data privacy in destination intelligence systems.

### Unit 4: (11 Hours)

1. Integration of sustainability in smart tourism: environmental, socio-economic, and cultural aspects.
2. Global and national policies supporting Smart Tourism development.
3. Governance, inclusivity, and community participation in smart destinations.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2015* (pp. 377–389). Springer.
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2015* (pp. 179–191). Springer.
- Ministry of Tourism, Government of India. (2023). *Smart tourism vision for India*. Government of India.
- Sharma, R. K. (2021). *Digital tourism and smart destinations*. Kanishka Publishers.
- World Tourism Organization. (2023). *Smart destinations and sustainable tourism framework*. UNWTO.

### Suggested Readings:

- Bhatia, A. K. (2018). *Tourism development: Principles and practices*. Sterling Publishers.
- Gupta, S. P. (2019). *Paryatan mein soochna takneek aur navachar* (पर्यटन में सूचना तकनीक और नवाचार). Aryan Books International.
- Jovicic, D. Z. (2019). From traditional to smart tourism destinations. *Current Issues in Tourism*, 22(3), 276–282.
- Neuhof, B. (2020). *Technology-enhanced tourism experiences*. Channel View Publications.
- UNESCO & World Tourism Organization. (2021). *Smart and sustainable tourism: Policy and implementation guide*. UNESCO Publishing & UNWTO.

## Paper: DSC -8: Paper: Indian Culture and Heritage

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
Indian Culture and Heritage	4	3	1	0	Graduation in any discipline	Nil
<b>DSC 8</b>						

**Course Description:** This course introduces students to the richness and diversity of Indian culture and heritage, covering tangible, intangible, natural, and ethnic traditions. It emphasizes conservation challenges, management practices, and policy frameworks with special reference to India, while linking heritage to tourism.

#### Course Objectives:

- To provide an understanding of the concept, evolution, and diversity of Indian culture and heritage.
- To familiarise students with different components of heritage and their significance in tourism.
- To develop critical awareness of conservation issues, policies, and management frameworks in India.

**Course Outcome:** By the end of this course, students will be able to:

- Identify and analyse tangible, intangible, natural, and ethnic heritage resources of India.
- Know the challenges and practices in conserving and managing cultural and natural heritage.
- Apply knowledge of heritage policies and case studies to promote heritage development.

#### Unit 1:

**(12 Hours)**

1. Evolution of Indian civilisation and cultural patterns.
2. Concept, Components, and Types of Culture and Heritage;
3. Unity in Diversity of Indian Culture: traditions, customs, festivals, and social systems

#### Unit 2:

**(11 Hours)**

1. Tangible heritage: monuments, temples, forts, palaces, and archaeological sites.
2. Intangible heritage: festivals, performing arts, crafts, traditions, and culinary heritage.
3. Natural & Ethnic heritage: Sacred landscapes, rivers, forests, wildlife, and indigenous cultures

#### Unit 3:

**(11 Hours)**

1. Issues and challenges in heritage conservation.
2. Heritage development: community participation and local livelihoods
3. Managing and interpreting diverse heritages of India.

#### Unit 4:

**(11 Hours)**

1. Conservation and management of cultural, natural, and indigenous heritage.
2. Government policies, programs, and institutions (ASI, UNESCO World Heritage, National Heritage Acts).
3. Case studies of heritage management in India.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Bhandari, N. K. (2007). *Cultural heritage of India*. Pointer Publishers.
- Bandarin, F., & Oers, R. v. (2012). *The historic urban landscape : Managing heritage in an urban century*. Chichester, West Sussex, UK ; Ames, Iowa : Wiley-Blackwell.
- Das, M. K. (2017). *Indian cultural heritage*. Lulu Publishers.
- Gupta, S. P., Lal, K., & Bhattacharyya, M. (2002). *Cultural tourism in India: Museums, Monuments & Arts : Theory and Practice*.
- Kumar Ashutosh (2016). *Rajasthan Tourism: Past and Present*, AK Publisher, New Delhi
- Library Book House Author's Division. (2016). *Cultural heritage of India*. Library Book House.
- Mathur, A., Mathur, A. P., Roy Sahara, S., & Srivatsava, O. P. (2017). *Indian culture and heritage*. CreateSpace Independent Publishing Platform.
- Rao, P. R. (1989). *Indian heritage and culture*. Sterling Publishers.
- Singh, S. (2017). *The educational heritage of ancient India: How an ecosystem of learning was laid to waste*. Notion Press.
- Soni, S. (2018). *Sources of our cultural heritage*. Prabhat Prakashan.
- Vatsyayan, K. (2006). *The cultural heritage of India* (Vols. I–VII). Vedanta Press.

### Suggested Readings:

- Ali, D. (2014). *Hands-on history! Ancient India: Discover the rich heritage of the Indus Valley and the Mughal Empire*. Armadillo.
- Archaeological Survey of India (ASI). (2020). Conservation Manual and Annual Reports. ASI Publications.
- Atmashraddhananda, S. (2014). *Living imprints of Indian culture: Some glimpses of the Indian cultural practices*. Advaita Ashrama.
- Kumar Ram Krishna, (2024). *Maharaja, Merchants, and the Mart: The Emergence of Jaipur*, Published by Rajasthani Granthagar, Jodhpur.
- Ranganathananda, S. (1965). *The essence of Indian culture*. Advaita Ashrama.
- Set, H. B. (2006). *The cultural heritage of India: The philosophies* (Vols. 1–8). The Ramakrishna Mission Institute of Culture.
- Singh, Rana P. B. (Ed.). (2012). *Heritage Tourism and Development: Case Studies from India*. Pilgrims Publishing.
- UNESCO World Heritage Centre. (2025). *Operational Guidelines for the Implementation of the World Heritage Convention*. UNESCO.

## Paper DSE 5: Human Resource Management in Tourism & Hospitality

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Human Resource Management in Tourism &amp; Hospitality</b> <b>DSE 5</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course provides an overview of the concepts, functions, and significance of Human Resource Management with a focus on developing practical people-management skills. It covers key HR processes, including human resource planning, recruitment, selection, training, performance appraisal, job evaluation, and compensation.

**Course Objectives:** By the end of this course, the student will be able to:

- To apply a data-driven approach to managing people at work
- To make decisions about people based on deep analysis of data rather than the traditional methods of personal relationships, decision-making based on experience, and risk avoidance.
- To understand the different analytical approaches used by HR Professionals to solve real business problems

**Course Outcomes:** After the completion of the course, the student will be able to

- Explain the various objectives, scope, and functions of HRM and understand its relevance in tourism & hospitality
- Develop the necessary skill set for the application of various HR functions and strategies.
- Assess the strategies required to select and develop manpower resources with special reference to the tourism & hospitality industry

#### **Unit I** (12 Hours)

1. Introduction, Concept and Functions, Scope and Significance of Human Resource Management,
2. Role and Responsibilities of the Human Resource Manager Role of HR Manager, Essentials a. of Sound HR Policies
3. Workforce diversity, Work-life balance, Contemporary issues in HRIS, Introduction to a. Multigenerational Workforce

#### **Unit II** (11 Hours)

1. Objectives, Policies, and Process of Human Resource Planning, Job Analysis, Recruitment, a. factors affecting recruitment, sources of recruitment
2. Selection Process, selection test, interview, orientation, placement
3. Training and Development: training objectives and importance of training, Training Methods- a. Job training and off-the-job training, Evaluation of training effectiveness

#### **Unit III** (11 Hours)

1. Compensation and welfare, Job Evaluation
2. Performance Appraisal: Concept, Techniques, Methods (Traditional and Modern)
3. Job Enlargement and Enrichment, Quality of Work Life, Worker's participation in a. Management

#### **Unit IV** (11 Hours)

1. Flexible Workforce, Role of HRM in Tourism Management

2. Role Plays
3. Case Studies, Webinars, Group Discussions

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Reading:

- Baum, T., & Kokkranikal, J. (2005). Human resource management in tourism. In L. Pender & R. Sharpley (Eds.), *The management of tourism* (pp. 86–101). SAGE Publications.
- Bindawas, A. M. (2024). Promoting sustainable tourism through employee skills: Contextualizing quality education and the human resource management perspective (SDG-4). *Sustainability*, 16(2), 748.
- Boella, M. J., & Goss-Turner, S. (2019). Performance management. In *Human resource management in the hospitality industry* (11th ed., pp. 165–198). Routledge.
- Mandhe, A., Patil, V., Patil, K. S., Sinha, P. K., & Kumbhar, S. (2024). *मानव संसाधन विश्लेषण: एक पाठ्यपुस्तक* [HR analytics: A textbook]. Himalaya Publishing House.
- Tasleem, N. (2025). HR technology transformation and the impact of people analytics on workforce management. *International Journal of Human Resource Studies*, 15(1), 55–65.
- Yoon, S. W., Han, S. H., & Chae, C. (2024). People analytics and human resource development: Research landscape and future needs based on bibliometrics and scoping review. *Human Resource Development Review*, 23(1), 30–57.

### Suggested Readings:

- Baum, T. (2012). Human resource management in tourism: A small island perspective. *International Journal of Culture, Tourism and Hospitality Research*, 6(2), 124–132.
- Bauer, T. N., Erdogan, B., Caughlin, D. E., & Truxillo, D. M. (2023). *Human resource management: People, data, and analytics* (2nd ed.). SAGE Publications.
- Suri, N., & Lakhanpal, P. (2024). People analytics enabling HR strategic partnership: A review. *South Asian Journal of Human Resources Management*, 11(1), 130–164.

## Paper: DSE 6: Urban Tourism Planning and Governance

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Urban Tourism Planning and Governance</b>	4	3	0	1	Graduation in any discipline	Nil
<b>DSE 6</b>						

**Course Description:** This course explores the interlinkages between sustainability, smart city initiatives, and urban tourism. It examines the impacts of tourism in urban contexts, the integration of sustainable practices, and the application of innovative technologies to create resilient, inclusive, and competitive urban destinations.

#### Objective:

- To develop an understanding of the concepts, evolution, and typologies of urban tourism.
- To analyse the environmental, socio-cultural, and economic impacts of urban tourism.
- To evaluate the role of smart technologies, governance, and policies in shaping sustainable urban tourism.

#### Course Outcome: By the end of this course, students will be able to:

- Differentiate between types of urban tourism and critically assess their scope and significance.
- Apply principles of sustainability and smart solutions to address urban tourism challenges.
- Interpret global and Indian case studies to recommend effective policies and planning strategies for smart urban tourism.

#### Unit 1: (12 Hours)

1. Definition and Classification of Urban Centres; Concept and Scope of Urban Tourism
2. Evolution of Urban Tourism in Global and Indian Context; Features of Urban Tourism
3. Types of Urban Tourism; Emerging Urban Tourism Trends

#### Unit II: (11 Hours)

1. Sustainability and the Sustainable Development Goals for Urban Areas
2. Impacts of Urban Tourism: Environmental, Socio-Cultural, and Economic
3. Sustainable Urban Mobility for Tourism

#### Unit III: (11 Hours)

1. Concept and Scope of Smart Cities and Smart Tourism;
2. Smart Infrastructure; Smart Tourism Experiences; Visitor Management Systems
3. ICT Applications in Tourism; Urban Tourism Management

#### Unit IV: (11 Hours)

1. Role of Urban Local bodies and Tourism boards in Tourism Planning
2. Policies for Sustainable and Smart Urban Tourism
3. Case Studies for Smart Urban Tourism Planning in the World and India

**List of Practical Activities (Any 2):**

- Smart Tourism & ICT-Based Urban Mapping Exercise
- Case Study Analysis & Urban Tourism Planning Proposal

**List of Readings****Essential Readings:**

- Bellini, N., & Pasquinelli, C. (2016). Tourism in the city. In *Springer eBooks*. <https://doi.org/10.1007/978-3-319-26877-4>
- Christopher M. Law(2002), Urban Tourism: The Visitor Economy and the Growth of Large Cities, University of Michigan
- Handbook on Sustainable Urban Tourism. (2024). In *Edward Elgar Publishing eBooks*. <https://doi.org/10.4337/9781803926742>
- Morrison, A. M., & Maxim, C. (2021). *World Tourism Cities: A Systematic Approach to Urban Tourism*. <https://gala.gre.ac.uk/id/eprint/33801/>
- R. Ramachandran(1990), Urbanization and Urban Systems in India, Oxford University Press
- Sustainable development goals. (2018). In Edward Elgar Publishing eBooks. <https://doi.org/10.4337/9781786438768>
- Urban tourism in the Global South. (2021). In *the Geojournal library*. <https://doi.org/10.1007/978-3-030-71547-2>

**Suggested Readings:**

- Kontogianni, A., Alepis, E., Virvou, M., & Patsakis, C. (2024). Smart Tourism—The Impact of Artificial Intelligence and Blockchain. In Intelligent systems reference library. <https://doi.org/10.1007/978-3-031-50883-7>
- Lesteven, G. (2023). Urban mobility systems in the world. Wiley <https://doi.org/10.1002/9781394256204>
- Pagoni, I., & Papatheodorou, A. (2024). Innovative urban mobility solutions in tourist destinations. In Edward Elgar Publishing eBooks (pp. 191–205). <https://doi.org/10.4337/9781803926742.00022>
- Pasquinelli, C., & Trunfio, M. (2023). Sustainability-oriented innovation in smart tourism. In *Tourism on the verge*. <https://doi.org/10.1007/978-3-031-33677-5>
- UNDP(2021): Handbook on Smart Urban Innovations <https://www.undp.org/publications/handbook-smart-urban-innovations>
- United for Smart Sustainable Cities(2022)- Smart tourism: A path to more secure and resilient destinations [https://www.itu.int/dms\\_pub/itu-t/opb/tut/T-TUT-SMARTCITY-2022-07-PDF-E.pdf](https://www.itu.int/dms_pub/itu-t/opb/tut/T-TUT-SMARTCITY-2022-07-PDF-E.pdf)
- Wise, N. (2022). The power of new urban tourism: Spaces, representations and contestations, by Claudia Ba, Sybille Frank, Claus Müller, Anna Laura Raschke, Kristin Wellner and Annika Zecher (eds.). *Journal of Urban Affairs*, 44(9), 1372–1374. <https://doi.org/10.1080/07352166.2022.2068340>
- Zientara, P., Jaźdżewska-Gutta, M., Bąk, M., & Zamojska, A. (2024). What drives tourists' sustainable mobility at city destinations? Insights from ten European capital cities. *Journal of Destination Marketing & Management*, 33, 100931. <https://doi.org/10.1016/j.jdmm.2024.100931>

## DSE 3 Paper: Talent Development & Service Leadership

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Talent Development &amp; Service Leadership</b> <b>DSE 3</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course focuses on developing leadership competencies, service excellence, and human capital management within the tourism and hospitality sectors. It introduces learners to talent identification, motivation, and training strategies essential for creating high-performing teams. The paper also explores the philosophy of Service Leadership — emphasising emotional intelligence, ethical behaviour, and adaptive management for sustainable service organisations.

**Course Objectives:**

- To understand the principles of talent management and service leadership in tourism and hospitality organisations.
- To develop leadership qualities and interpersonal competencies required for managing service-oriented teams.
- To analyse best practices in training, performance management, and professional development within tourism enterprises.

**Course Outcomes:** By the end of this course, students will be able to

- Explain the significance of human resource development and leadership in tourism and hospitality contexts.
- Apply leadership and motivation techniques to enhance employee and service quality.
- Evaluate talent development policies and frameworks for effective organisational performance.

**Unit 1:** (12 Hours)

1. Importance and scope of talent management in service organisations.
2. Workforce diversity, recruitment, selection, and skill development in tourism enterprises.
3. Linkage between talent retention, employee satisfaction, and customer experience.

**Unit 2:** (11 Hours)

1. Service leadership and differentiate it from transactional and transformational leadership models.
2. Leadership qualities, emotional intelligence, and value-based management in hospitality services.
3. Role of leaders in promoting organisational culture, service ethics, and innovation.

**Unit 3:** (11 Hours)

1. Training needs assessment, skill enhancement, and career development practices in tourism.
2. Motivation theories and their application in service-oriented organisations.
3. Tools for performance appraisal, feedback, and recognition in the hospitality sector.

**Unit 4:** (11 Hours)

1. Principles of service quality, customer satisfaction, and service recovery.
2. Ethical and sustainable leadership practices for responsible tourism organisations.
3. Case studies of successful service leaders and institutions in India and abroad.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Bhatia, A. K. (2018). *Human resource management for tourism and hospitality*. Sterling Publishers.
- Gandhi, M. K. (2012). *Seva aur naitik netritva* (V. G. Desai, Trans.). Navjeevan Prakashan.
- Heskett, J. L., Sasser, W. E., & Schlesinger, L. A. (2015). *The service profit chain: How leading companies link profit and growth to loyalty, satisfaction, and value*. Free Press.
- Ministry of Tourism, Government of India. (2022). *Skill Development and Capacity Building Initiatives in Tourism*. Government of India.
- Northouse, P. G. (2021). *Leadership: Theory and practice* (9th ed.). Sage Publications.

### Suggested Readings:

- Burns, J. M. (2010). *Leadership*. HarperCollins.
- Chand, M. (2019). *Human resource development in hospitality industry*. Anmol Publications.
- Gronroos, C. (2015). *Service management and marketing: Managing the service profit logic*. Wiley.
- Singh, S. K. (2020). *Leadership and Organisational Behaviour in the Service Sector*. PHI Learning.
- Yukl, G. (2013). *Leadership in organizations* (8th ed.). Pearson Education.

## Paper: GE-3 Comparative tourism policies & standards: India Vs International practices

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Comparative tourism policies &amp; standards: India vs. international practices</b> <b>GE-3</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course provides a comparative understanding of tourism policies, development frameworks, and quality standards across countries. It focuses on India's evolution of tourism policy and compares it with selected international models. The course analyses how different nations balance growth, sustainability, and community welfare through governance, planning, and global benchmarking in tourism standards.

**Objectives:**

- To study the structure and evolution of tourism policies in India and major international destinations.
- To compare international best practices in sustainable and inclusive tourism governance.
- To familiarise students with quality and certification standards applied in global tourism systems.

**Course Outcomes:** By the end of this course, students will be able to:

- Evaluate India's tourism policy in comparison with global frameworks and standards.
- Identify innovative and sustainable policy approaches used by different nations.
- Apply lessons from international models to strengthen India's tourism competitiveness.

**Unit 1:** (12 Hours)

1. Evolution of Indian tourism policies from 1945 to the National Tourism Policy 2022.
2. International tourism policy frameworks: UNWTO, EU Tourism Strategy, ASEAN Tourism Standards.
3. Policy objectives in developed vs developing nations—growth, employment, sustainability, cultural preservation

**Unit 2:** (11 Hours)

1. Institutional mechanisms for tourism governance in India and selected countries (UK, Japan, Thailand).
2. Public-Private Partnerships (PPP) and Destination Management Organizations (DMOs).
3. Models of community-based, pro-poor, and responsible tourism governance.

**Unit 3:** (11 Hours)

1. Global tourism standards: ISO, WTTC, UNWTO guidelines for quality, safety, and sustainability.
2. India's certification and quality systems — Incredible India 2.0, NIDHI, SAATHI, Swadesh Darshan.
3. Global benchmarking in ecotourism, hospitality, cultural heritage management, and service quality.

**Unit 4:** (11 Hours)

1. Comparative case studies: Japan's sustainable tourism model, Thailand's community tourism framework, UK's heritage management and visitor regulation
2. Emerging global trends influencing tourism policy: digital tourism, green tourism, resilience, and crisis management.
3. Lessons for India: policy reforms, destination competitiveness, and global alignment with SDGs.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List:

#### Essential Readings:

- Bhatia, A. K. (2018). *Tourism development: Principles and practices*. Sterling Publishers.
- Chand, M. (2020). *Comparative tourism policy and planning*. Kanishka Publishers.
- Hall, C. M. (2019). *Tourism planning: Policies, processes, and relationships* (3rd ed.). Routledge.
- Ministry of Tourism, Government of India. (2022). *National tourism policy of India*. Government of India.
- World Tourism Organization. (2021). *Tourism Policy Framework and Global Guidelines for Sustainable Development*. UNWTO.

#### Suggested Readings:

- Elliott, J. (2023). *Tourism: Politics and public sector management*. Routledge.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies*. Wiley.
- OECD. (2022). *Tourism trends and policies*. OECD Publishing.
- Richards, G., & Hall, D. (2025). *Tourism and sustainable community development*. Routledge.
- Singh, S. P. (2019). *Paryatan neeti aur vikas ke antarashtriya pahlu* (पर्यटन नीति और विकास के अंतरराष्ट्रीय पहलू). Aryan Books International.

## Semester IV

### Paper DSC 9: Aviation & Cruise in Tourism Technologies

#### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Aviation & Cruise in Tourism Technologies <b>DSC 9</b>	4	3	1	0	Graduation in any discipline with	Nil

**Course Description:** This course explores the dynamic sectors of aviation and cruise tourism, focusing on technological innovations, operational systems, and service management practices. It examines how digitalization, safety standards, and global logistics shape these vital components of the tourism industry. The paper also introduces students to international regulations, sustainable technologies, and emerging trends in air and cruise transport for tourism development.

**Course Objectives:**

- To provide a conceptual and operational understanding of aviation and cruise tourism systems.
- To study the technological advancements influencing airline and cruise operations.
- To analyse the role of international standards, sustainability, and service innovations in transport-based tourism.

**Course Outcomes:** By the end of this course, students will be able to:

- Describe the structure and functioning of the aviation and cruise industries in the global tourism system.
- Apply technological knowledge to improve efficiency and service delivery in transport tourism.
- Evaluate sustainability and policy frameworks guiding aviation and cruise tourism in India and abroad.

**Unit 1:** (12 Hours)

1. Concept, growth, and global trends in aviation and cruise tourism.
2. Contribution of airlines and cruise lines to the global tourism economy.
3. Historical development of air and sea travel for leisure and tourism in India.

**Unit 2:** (11 hours)

1. The use of IT, AI, and automation in aviation and cruise operations.
2. Reservation systems, yield management, fleet planning, and route optimisation.
3. Smart technologies in navigation, safety, on-board services, and customer experience.

**Unit 3:** (11 hours)

1. Service quality standards, crew management, and customer relationship management.
2. Logistics, port and airport management, and the role of tour operators in package design.
3. Case examples of major airlines and cruise companies (Air India, Indigo, Vistara, Royal Caribbean, Costa Cruises).

**Unit 4:** (11 hours)

1. International aviation and maritime regulations — ICAO, IATA, IMO frameworks.
2. Environmental and sustainability challenges: carbon emissions, waste management, and green operations.
3. Emerging trends — low-cost carriers, luxury cruises, air-sea connectivity, and space tourism prospects.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List:

#### Essential Readings:

- Bhatia, A. K. (2018). *Transport in tourism*. Sterling Publishers.
- Doganis, R. (2019). *Flying off course: Airline economics and marketing* (6th ed.). Routledge.
- Holloway, J. C., & Humphreys, C. (2021). *The business of tourism* (10th ed.). Pearson Education.
- Ministry of Civil Aviation, Government of India. (2023). *National aviation policy and cruise tourism framework*. Government of India.
- Prideaux, B., & Cooper, C. (2021). *River tourism and cruise operations*. CABI Publishing.

#### Suggested Readings:

- Chand, M. (2020). *Tourism transport and travel management*. Kanishka Publishers.
- Gupta, S. P. (2018). *Paryatan viman evam jahaj paryatan takneek* (पर्यटन विमान एवं जहाज पर्यटन तकनीक). Aryan Books International.
- International Civil Aviation Organization. (2021). *Aviation benefits report*. ICAO.
- Seward, A., & George, R. (2025). *Cruise operations management*. Routledge.
- Singh, S. K. (2019). *Aviation management: Principles and practices*. PHI Learning.

## Paper: DSC 10: Transport and Tourism Development

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Transport and Tourism Development</b>	4	3	1	0	Graduation in any discipline with	Nil
<b>DSC 10</b>						

**Course Description:** This course provides an understanding of the structure, functioning, and significance of transport services within the tourism system. It examines key modes of transportation for tourists, accessibility issues, service quality parameters, environmental implications, and policy frameworks that influence tourism mobility.

**Course Objective:**

- Develop an understanding of the role and types of transport services for tourism development.
- Analyse the functioning of different transport modes and their relevance to tourist mobility.
- Examine accessibility dimensions, quality management practices, environmental impacts, and policy frameworks governing transport in tourism.

**Course Outcome:** By the end of this course, students will be able to:

- Explain the nature, classification, and significance of transport services in tourism.
- Evaluate different transport modes and their contribution to mobility and connectivity.
- Assess accessibility barriers, service quality indicators, environmental impacts, and policy frameworks relevant to tourism transportation.

**Unit 1:** **(12 Hours)**

1. Nature, scope, and significance of transport services in tourism
2. Interrelationship between transport, mobility, and tourism development
3. Types of Transport Services and Classification of Transportation Systems

**Unit 2:** **(11 Hours)**

1. Road Transportation: tourism buses, taxis, car rentals, ride-sharing, tourist-specific services
2. Rail Transportation: luxury trains, heritage railways, metro services, rail-based tourism circuits
3. Air & Water Transportation: scheduled airlines, low-cost carriers, air charter services, Regulations for airlines, ferries, cruise tourism, houseboats

**Unit 3:** **(11 Hours)**

1. Accessibility in tourism: physical, economic, socio-spatial dimensions;
2. Transport service quality management: KPIs, benchmarking, satisfaction metrics
3. Environmental impacts of transport services (emissions, noise, congestion); Smart Mobility

**Unit 4:** **(11 Hours)**

1. Transport and tourism planning at national and local levels
2. Transport sector policies relevant to tourism: National Tourism Policy; PM Gati Shakti, Bharatmala, Sagarmala; Urban Mobility
3. Regulatory frameworks for tourist transport services

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings

- Burkart, A. J., & Medlik, S. (1981). *Tourism: Past, present and future* (2nd ed.). Heinemann.
- Gross, S., & Klemmer, L. (2014). *Introduction to tourism transport*. CABI.
- Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space* (4th ed.). Routledge.
- Lumsdon, L. (1997). *Tourism and transport: Issues and agenda for the 21st century*. Thomson Learning.
- Page, S. J. (2019). *Transport and tourism: Global perspectives* (3rd ed.). Pearson.
- Rodrigue, J.-P., Comtois, C., & Slack, B. (2020). *The geography of transport systems* (5th ed.). Routledge.

### Suggested Readings:

- Government of India, Ministry of Commerce & Industry. (2021). *PM Gati Shakti: National master plan for multimodal connectivity*. Government of India.
- Government of India, Ministry of Tourism. (2022). *National tourism policy*. Government of India.
- International Civil Aviation Organization. (2018). *Annual report of the Council*. ICAO.
- International Maritime Organization. (2017). *International maritime tourism guidelines*. IMO.
- World Tourism Organization. (2016). *Tourism and transport: Issues and policy challenges*. UNWTO.
- World Tourism Organization. (2020). *Accessible tourism for all: Principles, tools and best practices*. UNWTO.

## **Paper DSE 7: Employability Skills & Emerging Trends in Tourism Hospitality**

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Employability Skills &amp; Emerging Trends in Tourism Hospitality</b> <b>DSE 7</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course equips students with essential employability skills required in the fast-evolving tourism and hospitality industry. It focuses on communication, teamwork, leadership, digital literacy, problem-solving, and cultural awareness to prepare learners for professional roles. Students are introduced to key soft skills, basic computer applications, and internet-based research, as well as contemporary trends such as green skills and cultural sensitivity.

**Course Objectives:**

- To understand professional communication and interpersonal skills
- To demonstrate problem-solving and critical thinking
- To adapt to changing circumstances and environments within the dynamic tourism industry.

**Course Outcomes:** By the end of this course, the student will be able:

- Apply practical oral and written communication skills to interact clearly and confidently
- Identify, analyze, and solve practical problems in a fast-paced environment
- Utilize basic computer applications and the internet to benefit from IT developments in the industry

**Unit I** **(12 Hours)**

1. Introduction to employability, stress management, and self-awareness
2. Motivation: concepts and theories; development of social skills
3. Green skills, cultural awareness and sensitivity; teamwork, problem-solving, and leadership

**Unit II** **(11 Hours)**

1. Digital literacy for the tourism and hospitality sector
2. Basic computer operations and workplace applications
3. Using the Internet for research, communication, and information management

**Unit III** **(11 Hours)**

1. Intrapersonal and interpersonal communication
2. Group communication: group dynamics, formal and informal groups
3. Mass communication: media platforms and communication in tourism promotion

<b>Unit IV</b>	<b>(11 Hours)</b>
1. Digital transformation, smart tourism, sustainable practices	
2. Industry readiness: workplace ethics, professional behaviour, and service quality standards	
3. Community engagement in tourism: stakeholder relations, local participation, and inclusive development	

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List

#### Essential Readings:

- Firth, M. (2020). Employability and skills handbook for tourism, hospitality and events students. Routledge.
- Jagadeesh, A. S., & Suvethashri, R. P. (2025). Sustainable horizons: Advancing employability and entrepreneurship through technology in hospitality and tourism. व ताकेमा यमसेरा नमाण, 54.
- Kakarougkas, C., & Stavrinoudis, T. (2025). Past, present, and future skills in tourism: A bibliometric analysis. Worldwide Hospitality and Tourism Themes, 1–13.
- Mehta, M. (2025). Role of tourism in the Indian economy. Multidisciplinary Research Area in Arts, Science & Commerce, 2, 42.
- Tavitiyaman, P., Tsui, B., & Ng, P. M. L. (2025). Effect of hospitality and tourism students' perceived skills on career adaptability and perceived employability. Journal of Hospitality & Tourism Education, 37(1), 43–54.

#### Suggested Readings:

- Buhalis, D. (2019). Technology-enabled tourism experiences. *Tourism Management Perspectives*, 32, 100–113.
- Nam, T., & Pardo, T. A. (2011). Conceptualizing smart cities. *Proceedings of the 12th Annual International Digital Government Research Conference*, 282–291.

## Paper: DSE 8: Tourism and Disaster Risk

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Tourism Disaster Resilience</b> <b>DSE 8</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course introduces students to the fundamentals of disasters in the context of tourism. It explores the basics of disaster management, preparedness strategies, and the management of specific disasters affecting tourism destinations. The course also examines international and national frameworks, policies, and case studies to strengthen resilience in the tourism sector.

#### Course Objective:

- To provide students with a foundational understanding of disasters and their impact on tourism destinations.
- To familiarise students with disaster management cycles, preparedness measures, and planning tools for tourism areas.
- To develop knowledge of policies, frameworks, and case studies that guide disaster management in tourism at global, national, and regional levels.

**Course Outcome:** By the end of this course, students will be able to:

7. Explain the nature of disasters, their types, and the vulnerability of tourism destinations.
8. Apply disaster management cycles, preparedness measures, and response strategies to tourism contexts.
9. Evaluate policies, frameworks, and case studies for disaster management practices for tourism destinations.

#### Unit 1: Fundamentals of Disasters in Tourism

**(12 Hours)**

1. Basic Concept and scope of disasters;
2. Difference between hazards, risks, and disasters.
3. Types of disasters: natural, man-made, and health-related.

#### Unit 2: Disaster Management Cycle

**(11 Hours)**

1. Disaster management stage: mitigation, preparedness, response, recovery.
2. Risk assessment and vulnerability analysis
3. Disaster risk reduction in tourism.

#### Unit 3: Disaster Preparedness and Planning

**(11 Hours)**

1. Early warning systems, training, and capacity building
2. Emergency response planning, post-disaster recovery
3. Management of Disasters: earthquakes, floods, landslides, cyclones.

#### Unit 4: Frameworks and Policies

**(11 Hours)**

1. International Guidelines for Disaster Management,
2. National Disaster Management Policies
3. Disaster & Risk Management in Tourist Areas (Case Studies)

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

13. Faulkner, B. (2021). Towards a framework for tourism disaster management. *Tourism Management*, 22(2), 135–147. [https://doi.org/10.1016/s0261-5177\(00\)00048-0](https://doi.org/10.1016/s0261-5177(00)00048-0)
14. Government of India. (2025). *Disaster Management Act, 2005*. Government of India.
15. Ha, K. (2023). Improving disaster management in international tourism. *Management Review Quarterly*, 74(3), 1423–1437. <https://doi.org/10.1007/s11301-023-00338-4>
16. Henderson, J. C., & Ng, A. (Eds.). (2024). *Tourism Crisis and Disaster Management in the Asia-Pacific*. CABI.
17. Ministry of Home Affairs, Government of India. (2011). *Disaster management in India*. Government of India.
18. National Centre for Disaster Management. (2021). *National disaster response plan*. Government of India.
19. National Disaster Management Authority. (2016). *National disaster management plan: A comprehensive step towards reducing disaster risk*. Government of India.
20. National Disaster Management Authority. (2020). *AAPDA MITRA: A prime example of community-based disaster management*. Government of India.
21. Parkash, S., Sharma, K., & Badola, S. (2024). *Handbook for preparing disaster management plan for organisation under the Ministry of Labour & Employment* (75 pages). National Institute of Disaster Management.
22. Piekarz, M., Jenkins, I., & Mills, P. (2015). *Risk and safety management in the leisure, events, tourism and sports industries*. CABI.
23. Prideaux, B., & Beirman, D. (2024). *Handbook on crisis and disaster management in tourism*. Elgar Publishing.
24. Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Channel View Publications.

### Suggested Readings:

- Alexander, D. (2018). *Natural disasters*. Routledge.
- Henderson, J. C. (2017). *Managing tourism crises*. Routledge.
- Liu, L., Pahrudin, P., Tsai, C., & Hao, L. (2024). Disaster, risk and crises in the tourism and hospitality field: A pathway toward a tourism and hospitality management framework for resilience and recovery process. *Natural Hazards Research*. <https://doi.org/10.1016/j.nhres.2024.06.001>
- Pforr, C., & Hosie, P. J. (2008). Crisis Management in Tourism: Preparing for Recovery. *Journal of Travel & Tourism Marketing*, 23(2–4), 249–264. [https://doi.org/10.1300/J073v23n02\\_20](https://doi.org/10.1300/J073v23n02_20)

## Paper DSE 4: Tourism Law, Ethics & Governance in Global Context

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Tourism Law, Ethics &amp; Governance in a Global Context</b>  <b>DSE 4</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course offers a comprehensive understanding of the legal, ethical, and governance frameworks that govern tourism at both national and international levels. It examines laws concerning consumer rights, contracts, environmental protection, and sustainable tourism governance. The paper highlights ethical issues in tourism operations and the role of global organisations in promoting responsible and transparent tourism management.

#### Objectives:

- To acquaint students with the key national and international legal frameworks governing tourism.
- To analyse ethical dilemmas and governance issues within the tourism and hospitality sectors.
- To develop critical awareness of sustainable, transparent, and community-based governance models in tourism.

**Course Outcomes:** By the end of this course, students will be able to

- Identify and interpret major tourism-related laws, conventions, and institutional mechanisms.
- Evaluate ethical and governance challenges in global and Indian tourism contexts.
- Apply legal and ethical principles to policy design and sustainable tourism practices.

#### Unit 1: (12 Hours)

1. Constitutional and administrative foundations of tourism law in India.
2. International conventions affecting tourism: Warsaw Convention, Montreal Convention, and UNWTO Code of Ethics.
3. Legal provisions concerning travel agencies, hotels, and transport services under the Indian Tourism Acts.

#### Unit 2: (11 Hours)

1. Ethical principles in tourism business, marketing, and heritage management.
2. Issues of gender, labour rights, and cultural sensitivity in tourism operations.
3. Corporate social responsibility (CSR) and sustainable business ethics in tourism enterprises.

#### Unit 3: (11 Hours)

1. Concepts of good governance, transparency, and accountability in tourism institutions.
2. Role of global organisations: UNWTO, UNESCO, OECD, WTTC in policy and regulation.
3. Public-private partnerships (PPPs) and community-based governance models in tourism development.

#### Unit 4: (11 Hours)

1. Consumer protection, liability, and data privacy issues in digital tourism.
2. Environmental and heritage protection laws: Wildlife Protection Act, Environment Protection Act, and Ancient Monuments Act.
3. Recent case laws and disputes in Indian and international tourism contexts.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List:

#### Essential Readings:

- Elliott, J. (2015). *Tourism: Politics and public sector management*. Routledge.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies*. Wiley.
- Ministry of Tourism, Government of India. (2023). *Tourism Policy and Regulatory Framework in India*. Government of India.
- Singh, R. K. (2018). *Tourism law and policy in India*. Kanishka Publishers.
- World Tourism Organization. (2019). *Global Code of Ethics for Tourism and Implementation Guide*. UNWTO.

#### Suggested Readings:

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2019). *Tourism: Principles and practice*. Pearson.
- Hall, C. M. (2020). *Public policy and tourism governance*. Routledge.
- Nandan, S. N. (2017). *Environmental Law and Sustainable Tourism in India*. Deep & Deep Publications.
- OECD. (2022). *Tourism policy responses and governance models post-COVID-19*. OECD Publishing.
- Sharma, P. K. (2016). *Paryatan ke naitik aur kanooni pahlu* (पर्यटन के नैतिक और कानूनी पहलू). Aryan Books International.

## Paper: GE 4: Tourism Resource Mapping

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
Tourism Resource Mapping GE 4	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course introduces students to the principles, techniques, and tools used for identifying, mapping, and assessing tourism resources. It emphasises the role of spatial analysis, GIS, field surveys, and participatory methods in tourism planning.

**Course Objective:**

- To develop an understanding of concepts, approaches, and techniques used in tourism resource identification and mapping.
- To train students in using GIS and field-mapping techniques for identifying and documenting tourism resources.
- To familiarise students with survey and field observation methods to support tourism resource inventories

**Course Outcome:** By the end of this course, students will be able to:

- Identify, classify, and map tourism resources using scientific and participatory methods.
- Use GIS and mapping techniques to prepare and interpret tourism resource maps.
- Conduct basic field data collection using simple surveys and observation tools.

**Unit 1:** (12 Hours)

1. Tourism Resources: Definitions, Types, Classification
2. Importance of Resource Inventory and Tourism Resource Appraisal
3. Approaches to Tourism Mapping: Spatial, Ecological, Cultural & Economic Approaches

**Unit II:** (11 Hours)

1. Geographic Information Systems for Tourism Studies: Spatial Data, Layers, Attributes
2. Mapping Natural and Cultural Tourism Resources
3. Resource Inventory Methods: Field Observation, Transect Walks, Checklists, GPS Mapping

**Unit III:** (11 Hours)

1. Role of Field Data in Tourism Resource Mapping
2. Survey Methods: Short Questionnaires, Visitor Observation, Interview Notes
3. Integrating Survey Data with Spatial Mapping

**Unit IV:** (11 Hours)

1. Thematic Mapping: Natural Resources, Cultural Sites, Tourism Infrastructure
2. Tourism Resource Evaluation and Suitability Mapping
3. Applications in Destination Planning, Community Tourism, and Impact Assessment

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

### Reading List

#### Essential Readings:

- Bailey, K. (1994). *Methods of social research*. Free Press.

- Burkart, A. J., & Medlik, S. (1981). *Tourism: Past, present and future*. Heinemann.
- Burrough, P. A., & McDonnell, R. A. (1998). *Principles of geographical information systems*. Oxford University Press.
- Chang, K. (2019). *Introduction to geographic information systems*. McGraw-Hill.
- Esri. (n.d.). *Fundamentals of GIS, spatial analysis, and field data collection tutorials*. Esri.
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases*. Routledge.
- Inskeep, E. (1991). *Tourism planning: An integrated and sustainable development approach*. Wiley.
- Leiper, N. (2004). *Tourism management*. Pearson.
- Longley, P. A., Goodchild, M. F., Maguire, D. J., & Rhind, D. W. (2015). *Geographic information systems and science*. Wiley.
- Wall, G., & Mathieson, A. (2006). *Tourism: Change, impacts and opportunities*. Pearson.

### Suggested Readings

- Dent, B. D. (2009). *Cartography: Thematic map design*. McGraw-Hill.
- McIntyre, G. (1993). *Sustainable tourism development: A guide for local planners*. World Tourism Organization.
- Ministry of Tourism, Government of India. (Various years). *Tourism statistics and Incredible India manuals*.
- World Tourism Organization. *UNWTO Tourism Data Dashboard*.

**Learning outcomes of semester III of the PG Course Structure 3 focussed on “Research”**

The following **four** outcomes must be achieved by the end of III Semester

- 1) Research Problem identification
- 2) Review of literature
- 3) Research design formulation
- 4) **Phase I** of research (for e.g. Initial phase of research experimentation, completion of pilot project etc.)

**Learning outcomes of Semester IV of the PG Course Structure 3 focussed on “Research”**

The following **three** outcomes must be achieved by the end of IV Semester

- 1) **Phase II** of research - Final phase of experimentation/ fieldwork
- 2) Dissertation/ project report submission
- 3) Attain **at least one** of the following outcomes:
  - a. Developed a prototype or product which meets the **Technology Readiness Level 3/4** (TRL-3 or TRL-4) as defined by CSIR
  - b. Publication in Scopus indexed journals #
  - c. Patent
  - d. Any other scholastic work as recommended by the BRS and approved by the Research Council
  - e. Publication of a book by a reputed publisher (National/International) as recommended by the BRS and approved by the Research Council.

# Publication must be in Scopus indexed journals and the authors have to be the student concerned and his/her supervisor(s). Addition of any author [other than the student and supervisor(s)] in the publication has to be with the permission of the Chairperson, Research Council. This permission must be mandatorily taken prior to commencement of Phase-II of the research.

### Structure 3 (Level 6.5): Research

Semester	DSC	DSE (related to identified research field)	Research Methods/ Tools/ Writing  (2 courses)	One intensive problem- based research	Total Credits
<b>Semester - III</b>	<b>DSC: Smart Tourism &amp; Destination Intelligence</b>  <b>(4 Credits)</b>	<b>DSE: E-Tourism &amp; Digital Transformation</b>  <b>(4 Credits)</b>	<b>(a) Advanced Research Methodology of the core discipline</b>  +  <b>(b) Tools for Research</b>  <b>(2x2 = 4 credits)</b>	Outcomes are listed below the table.  <b>(10 credits)</b>	<b>22</b>
<b>Semester IV</b>	-	<b>DSE: Tourism and Disaster Risk</b>  <b>(4 Credits)</b>	<b>Techniques of research writing</b>  <b>(2 credits)</b>	<b>(16 credits)</b>	<b>22</b>

## Paper: DSC 7: Smart Tourism & Destination Intelligence

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
Smart Tourism & Destination Intelligence <b>DSC 7</b>	4	3	1	0	Graduation in any discipline	

**Course Description:** This course provides an in-depth understanding of the emerging concept of Smart Tourism, emphasizing the integration of digital technologies, innovation, and intelligent systems in tourism destination management. It focuses on how data-driven decision-making and smart infrastructure enhance destination competitiveness, governance, and sustainability. The paper also explores Destination Intelligence (DI) as a framework for intelligent planning, monitoring, and policy development.

### Course Objectives:

- To introduce the concept, framework, and evolution of Smart Tourism and Destination Intelligence.
- To familiarise students with the use of ICT, IoT, AI, and data analytics for destination development and management.
- To promote understanding of sustainability, ethics, and policy integration in smart tourism governance.

### Course Outcomes: By the end of this course, students will be able to:

- Explain the foundations and components of Smart Tourism and its application in global and Indian contexts.
- Apply destination intelligence tools for data-based tourism planning, marketing, and sustainability.
- Evaluate policy and ethical frameworks guiding smart tourism initiatives.

#### **Unit 1:** (12 Hours)

1. Origin, evolution, and theoretical framework of Smart Tourism.
2. Elements of smart destinations: technology, innovation, accessibility, and governance.
3. Global and Indian smart destination models (Barcelona, Singapore, Seoul, Jaipur Smart City).

#### **Unit 2:** (11 Hours)

1. Role of ICT, IoT, Big Data, Artificial Intelligence, and Cloud Computing in tourism systems.
2. Smart infrastructure: sensors, digital connectivity, and real-time information sharing.
3. Applications like smart mobility, virtual assistants, and automated tourism services.

#### **Unit 3:** (11 Hours)

1. Concept of Destination Intelligence (DI) and its analytical framework.
2. Data visualization, GIS mapping, and analytics for decision-making and marketing.
3. Ethics, transparency, and data privacy in destination intelligence systems.

#### **Unit 4:** (11 Hours)

1. Integration of sustainability in smart tourism: environmental, socio-economic, and cultural aspects.
2. Global and national policies supporting Smart Tourism development.
3. Governance, inclusivity, and community participation in smart destinations.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2015* (pp. 377–389). Springer.
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2015* (pp. 179–191). Springer.
- Ministry of Tourism, Government of India. (2023). *Smart tourism vision for India*. Government of India.
- Sharma, R. K. (2021). *Digital tourism and smart destinations*. Kanishka Publishers.
- World Tourism Organization. (2023). *Smart destinations and sustainable tourism framework*. UNWTO.

### Suggested Readings:

- Bhatia, A. K. (2018). *Tourism development: Principles and practices*. Sterling Publishers.
- Gupta, S. P. (2019). *Paryatan mein soochna takneek aur navachar* (पर्यटन में सूचना तकनीक और नवाचार). Aryan Books International.
- Jovicic, D. Z. (2019). From traditional to smart tourism destinations. *Current Issues in Tourism*, 22(3), 276–282.
- Neuhofer, B. (2020). *Technology-enhanced tourism experiences*. Channel View Publications.
- UNESCO & World Tourism Organization. (2021). *Smart and sustainable tourism: Policy and implementation guide*. UNESCO Publishing & UNWTO.

## Paper DSE 6: E-Tourism & Digital Transformation

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>E-Tourism &amp; Digital Transformation</b> <b>DSE 6</b>	4	3	1	0	Graduation in any discipline	Nil

**Course Description:** This course explores the digital transformation of the tourism industry through electronic platforms, automation, and online management systems. It introduces students to the evolving concept of E-Tourism—covering e-distribution, online marketing, digital booking systems, and emerging technologies such as Artificial Intelligence and Virtual Reality. The paper also focuses on the challenges and opportunities of digitization in tourism governance, operations, and consumer engagement.

#### Course Objectives:

- To introduce the evolution and scope of e-tourism and its relevance in the digital economy.
- To develop an understanding of online systems, e-marketing, and digital transformation tools in tourism.
- To examine challenges, ethical considerations, and policies shaping digital innovation in tourism management.

**Course Outcomes:** By the end of this course, students will be able to:

- Explain the evolution, structure, and applications of e-tourism systems.
- Apply digital tools for tourism marketing, e-distribution, and service delivery.
- Analyse national and international frameworks guiding digital transformation in the tourism sector.

**Unit 1:** (12 Hours)

1. Evolution of e-tourism: from Computer Reservation Systems (CRS) to Online Travel Agencies (OTAs).
2. Structure and functioning of online travel platforms and global distribution systems (GDS).
3. Impact of digital transformation on travel intermediaries and consumer behavior in India and abroad.

**Unit 2:** (11 Hours)

1. Digital marketing strategies: SEO, SEM, content marketing, and social media outreach.
2. Working of booking engines, meta-search platforms, and e-payment systems in tourism.
3. Destination management organizations (DMOs): Use e-marketing for branding and competitive positioning.

**Unit 3:** (11 Hours)

1. Role of Artificial Intelligence (AI), Internet of Things (IoT), Big Data, and Virtual Reality (VR) in tourism.
2. Mobile applications, chatbots, and cloud services for improving service delivery and visitor experience.
3. Digital transformation in tourism enterprises (Airbnb, IRCTC, and India Tourism Online Portals).

**Unit 4:** (11 Hours)

1. Ethical and policy dimensions of e-tourism, including privacy, cybersecurity, and digital inclusion.
2. India's Digital India Mission and Smart Tourism initiatives as policy frameworks.
3. Sustainable digital transformation and the future trends shaping global e-tourism ecosystems.

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Buhalis, D. (2015). *eTourism: Information technology for strategic tourism management* (2nd ed.). Pearson.
- Goel, S. K. (2021). *E-tourism: Concepts, practices and perspectives*. Kanishka Publishers.
- Holloway, J. C., Humphreys, C., & Davidson, R. (2017). *The business of tourism* (10th ed.). Pearson Education.
- Ministry of Tourism, Government of India. (2023). *Digital India and smart tourism framework*. Government of India.
- Sigala, M., & Gretzel, U. (Eds.). (2018). *Social media in travel, tourism and hospitality: Theory, practice and cases*. Springer.

### Suggested Readings:

- Bhatia, A. K. (2022). *Tourism Management and Digital Practices in India*. Sterling Publishers.
- Gupta, S. P. (2020). *Paryatan aur digital takneek* (पर्यटन और डिजिटल तकनीक). Aryan Books International.
- UNWTO. (2021). *E-tourism and digital economy report*. UNWTO.
- Werthner, H., & Klein, S. (2020). *Information technology and tourism: A dynamic relationship*. Springer.
- Xiang, Z., Tussyadiah, I., & Fuchs, M. (Eds.). (2021). *Tourism analytics and digital transformation*. Springer.

## Paper: Advanced Research Methodology

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
<b>Advanced Research Methodology</b>	2	2	0	0	Graduation in any discipline	Nil

**Course Description:** This course introduces students to advanced concepts, designs, and approaches used in tourism research. It strengthens learners' understanding of research problems, variables, sampling, data types, and analytical logic in the tourism and hospitality context. Emphasis is placed on refining research skills, including formulating objectives, designing studies, and understanding the processes of both qualitative and quantitative research.

#### Course Objectives:

- To provide an advanced understanding of research designs, concepts, and problem formulation.
- To develop the ability to construct research objectives, hypotheses, and frameworks.
- To familiarise learners with qualitative and quantitative approaches relevant to tourism studies.

**Course Outcomes:** By the end of this course, students will be able to:

- Understand advanced research terminology, logic, and design in tourism research.
- Define problems, develop objectives, and construct hypotheses.
- Apply qualitative and quantitative approaches appropriately in tourism studies.

#### Unit 1: (7.5 Hours)

1. Nature and scope of tourism research; identification of research problems; variables and hypotheses.
2. Research designs: exploratory, descriptive, diagnostic, causal; qualitative vs quantitative approaches.
3. Sampling concepts: population, sampling frame, probability & non-probability sampling.

#### Unit 2: (7.5 Hours)

1. Methods of data collection: interviews, schedules, focus groups, participant observation.
2. Questionnaire design: scaling, measurement, reliability, validity.
3. Literature review techniques; research ethics; writing research proposals in tourism.

### Reading List

#### Essential Readings

- Bailey, K. (1994). *Methods of Social Research*. Free Press.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. Sage.
- Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Age International.
- Kumar, R. (2019). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson.

#### Suggested Readings

- Berg, B. L. & Lune, H. (2012). *Qualitative Research Methods for the Social Sciences*. Pearson.

- Sekaran, U. & Bougie, R. (2016). Research Methods for Business. Wiley.
- Punch, K. (2005). Introduction to Social Research. Sage.
- Silverman, D. (2016). Qualitative Research. Sage.
- Bryman, A. (2012). Social Research Methods. Oxford University Press.

## Paper: Tools for Research

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Tools for Research	2	2	0	0	Graduation in any discipline	Nil

**Course Description:** This course introduces fundamental and applied tools required for conducting tourism research effectively. It covers data collection tools, digital platforms, basic statistical techniques, and software applications commonly used in tourism analytics. Students gain hands-on experience with simple yet essential research tools for survey analysis, mapping, documentation, and report writing.

#### Course Objectives:

- To introduce students to essential tools and techniques for collecting, analysing, and presenting tourism data.
- To familiarise learners with basic quantitative and qualitative analysis tools.
- To develop skills in using digital and software-based research tools.

**Course Outcomes:** By the end of this course, students will be able to:

- Use appropriate tools for data collection, documentation, and fundamental analysis.
- Understand simple statistical tools and qualitative analysis techniques.
- Use digital platforms and basic software for tourism research.

#### Unit 1: (7.5 Hours)

1. Tools for primary data collection: questionnaires, interview guides, observation checklists.
2. Digital tools: Google Forms, mobile data collection apps, online survey platforms.
3. Documentation tools: referencing software, plagiarism check, and data organisation.

#### Unit 2: (7.5 Hours)

1. Statistics for tourism research: Central Tendency, correlation and Regression, Graphs & charts.
2. MS Excel and SPSS tools for tourism data analysis and Interpretation.
3. GIS tools for simple tourism mapping; preparing tables, charts, and visual reports.

### Reading List

#### Essential Readings

- Burrough, P. A. & McDonnell, R. A. (1998). *Principles of Geographical Information Systems*. Oxford University Press.
- Chang, K. (2019). *Introduction to Geographic Information Systems*. McGraw-Hill.
- Esri Training Tutorials – *Fundamentals of GIS, Spatial Data, Map Design*. (Free online resources)
- Longley, P., Goodchild, M., Maguire, D., & Rhind, D. (2015). *Geographic Information Systems and Science*. Wiley.
- Pallant, J. (2020). *SPSS Survival Manual*. McGraw-Hill.

#### Suggested Readings

- de Smith, M., Goodchild, M., & Longley, P. (2018). *Geospatial Analysis: A Comprehensive Guide*. Troubador.

- Dent, B. (2009). *Cartography: Thematic Map Design*. McGraw-Hill.
- Field, A. (2018). *Discovering Statistics Using SPSS*. Sage Publications.
- Frechtling, D. C. (2007). *Assessing the Economic Impact of Tourism*. Elsevier.
- QGIS Documentation & Manuals – *User Guide & Training Manual* (Open-access).

## Paper: DSE 8: Tourism and Disaster Risk

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
<b>Tourism Disaster Resilience</b> <b>DSE 8</b>	4	3	1	0	Graduation in any discipline.	Nil

**Course Description:** This course introduces students to the fundamentals of disasters in the context of tourism. It explores the fundamentals of disaster management, preparedness strategies, and the management of specific disasters that affect tourism destinations. The course also examines international and national frameworks, policies, and case studies to strengthen resilience in the tourism sector.

#### Course Objective:

- To provide students with a foundational understanding of disasters and their impact on tourism destinations.
- To familiarise students with disaster management cycles, preparedness measures, and planning tools for tourism areas.
- To develop knowledge of policies, frameworks, and case studies that guide disaster management in tourism at global, national, and regional levels.

**Course Outcome:** By the end of this course, students will be able to:

- Explain the nature of disasters, their types, and the vulnerability of tourism destinations.
- Apply disaster management cycles, preparedness measures, and response strategies to tourism contexts.
- Evaluate policies, frameworks, and case studies for disaster management practices for tourism destinations.

#### Unit 1: Fundamentals of Disasters in Tourism (12 Hours)

1. Basic Concept and scope of disasters;
2. Difference between hazards, risks, and disasters.
3. Types of disasters: natural, man-made, and health-related.

#### Unit 2: Disaster Management Cycle (11 Hours)

1. Disaster management stage: mitigation, preparedness, response, recovery.
2. Risk assessment and vulnerability analysis
3. Disaster risk reduction in tourism.

#### Unit 3: Disaster Preparedness and Planning (11 Hours)

1. Early warning systems, training, and capacity building
2. Emergency response planning, post-disaster recovery
3. Management of Disasters: earthquakes, floods, landslides, cyclones.

#### Unit 4: Frameworks and Policies (11 Hours)

1. International Guidelines for Disaster Management,
2. National Disaster Management Policies
3. Disaster & Risk Management in Tourist Areas (Case Studies)

**Tutorials:** Tutorial activities for the course will be decided by the course teacher each year and may include Literature/Book/Movie reviews, group-based project activities, research-cum-presentation tasks, creative writing/paper writing, group discussions, problem-solving exercises, and any creative production/ innovative project.

## Reading List

### Essential Readings:

- Faulkner, B. (2021). Towards a framework for tourism disaster management. *Tourism Management*, 22(2), 135–147. [https://doi.org/10.1016/s0261-5177\(00\)00048-0](https://doi.org/10.1016/s0261-5177(00)00048-0)
- Government of India. (2025). *Disaster Management Act, 2005*. Government of India.
- Ha, K. (2023). Improving disaster management in international tourism. *Management Review Quarterly*, 74(3), 1423–1437. <https://doi.org/10.1007/s11301-023-00338-4>
- Henderson, J. C., & Ng, A. (Eds.). (2024). *Tourism crisis and disaster management in the Asia-Pacific*. CABI.
- Ministry of Home Affairs, Government of India. (2011). *Disaster management in India*. Government of India.
- National Centre for Disaster Management. (2021). *National disaster response plan*. Government of India.
- National Disaster Management Authority. (2016). *National disaster management plan: A comprehensive step towards reducing disaster risk*. Government of India.
- National Disaster Management Authority. (2020). *AAPDA MITRA: A prime example of community-based disaster management*. Government of India.
- Parkash, S., Sharma, K., & Badola, S. (2024). *Handbook for preparing disaster management plan for organisation under the Ministry of Labour & Employment* (75 pages). National Institute of Disaster Management.
- Piekorz, M., Jenkins, I., & Mills, P. (2015). *Risk and safety management in the leisure, events, tourism and sports industries*. CABI.
- Prideaux, B., & Beirman, D. (2024). *Handbook on crisis and disaster management in tourism*. Elgar Publishing.
- Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Channel View Publications.

### Suggested Readings:

- Alexander, D. (2018). *Natural disasters*. Routledge.
- Henderson, J. C. (2017). *Managing tourism crises*. Routledge.
- Liu, L., Pahrudin, P., Tsai, C., & Hao, L. (2024). Disaster, risk and crises in tourism and hospitality field: A pathway toward tourism and hospitality management framework for resilience and recovery process. *Natural Hazards Research*. <https://doi.org/10.1016/j.nhres.2024.06.001>
- Pforr, C., & Hosie, P. J. (2008). Crisis management in tourism: Preparing for recovery. *Journal of Travel & Tourism Marketing*, 23(2–4), 249–264. [https://doi.org/10.1300/J073v23n02\\_20](https://doi.org/10.1300/J073v23n02_20)

## Paper: Techniques of Research Writing

### CREDIT DISTRIBUTION, ELIGIBILITY, AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/Field work	Eligibility	Prerequisite of the course
Techniques of research writing	2	2	0	0	Graduation in any discipline	Nil

**Course Description:** This course introduces students to the essential techniques of academic and research writing, with a focus on clarity, structure, and coherence. It covers the fundamentals of writing research papers, reviews, reports, and dissertations in the fields of tourism and social sciences.

#### Course Objectives:

- To familiarise students with the principles, structure, and style of academic research writing.
- To develop skills in paraphrasing, summarising, referencing, and academic integrity.
- To train students in preparing literature reviews, abstracts, and research reports.

**Course Outcomes:** By the end of this course, students will be able to:

- Write clear, structured academic texts such as reviews, reports, and research chapters.
- Use proper citation, referencing styles, and plagiarism-free writing methods.
- Apply research-writing techniques in dissertations, seminar papers, and publications.

#### Unit 1: (7.5 Hours)

1. Academic writing basics: structure, tone, clarity, coherence; types of academic writing.
2. Literature review techniques: summarising, paraphrasing, synthesising, and argument building.
3. Avoiding plagiarism; referencing styles (APA/MLA/Chicago); using citation managers (Zotero/Mendeley).

#### Unit 2: (7.5 Hours)

1. Writing components of a research paper: abstract, introduction, methodology, results, discussion, and conclusion.
2. Writing reviews, reports, proposals, and dissertations; editing & proofreading techniques.
3. Digital tools for research writing: plagiarism checkers, writing aids, formatting tools, and templates.

### Reading List

#### Essential Readings

- Sword, H. (2012). *Stylish Academic Writing*. Harvard University Press.
- Turabian, K. L. (2018). *A Manual for Writers of Research Papers, Theses, and Dissertations*. University of Chicago Press.
- Becker, H. S. (2007). *Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article*. University of Chicago Press.
- Graff, G. & Birkenstein, C. (2018). *They Say / I Say: The Moves That Matter in Academic Writing*. W.W. Norton.
- Murray, R. (2017). *Writing for Academic Journals*. Open University Press.

#### Suggested Readings

- Bailey, S. (2018). *Academic Writing: A Handbook for International Students*. Routledge.

- Cameron, D. (2012). *The Good Academic Writer*. Oxford University Press.
- Gilbert, N. (2006). *From Postgraduate to Social Scientist: A Guide to Key Skills*. Sage.
- Hartley, J. (2008). *Academic Writing and Publishing: A Practical Guide*. Routledge.
- Swales, J. & Feak, C. (2012). *Academic Writing for Graduate Students*. University of Michigan Press.

**Learning outcomes of semester III of the PG Course Structure 3 focussed on “Research”**

The following **four** outcomes must be achieved by the end of III Semester

- 5) Research Problem identification
- 6) Review of literature
- 7) Research design formulation
- 8) **Phase I** of research (for e.g. Initial phase of research experimentation, completion of pilot project etc.)

**Learning outcomes of Semester IV of the PG Course Structure 3 focussed on “Research”**

The following **three** outcomes must be achieved by the end of IV Semester

- 4) **Phase II** of research - Final phase of experimentation/ fieldwork
- 5) Dissertation/ project report submission
- 6) Attain **at least one** of the following outcomes:
  - a. Developed a prototype or product which meets the **Technology Readiness Level 3/4** (TRL-3 or TRL-4) as defined by CSIR
  - b. Publication in Scopus indexed journals #
  - c. Patent
  - d. Any other scholastic work as recommended by the BRS and approved by the Research Council
  - e. Publication of a book by a reputed publisher (National/International) as recommended by the BRS and approved by the Research Council.

# Publication must be in Scopus indexed journals and the authors have to be the student concerned and his/her supervisor(s). Addition of any author [other than the student and supervisor(s)] in the publication has to be with the permission of the Chairperson, Research Council. This permission must be mandatorily taken prior to commencement of Phase-II of the research.