

UNIVERSITY OF DELHI
DEPARTMENT OF CONTINUING EDUCATION AND EXTENSION
FACULTY OF SOCIAL SCIENCES



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

Semester 1		
Paper Code	Title	Nature
DSC 1	Fundamentals of Tourism	Core
DSC 2	Geography of Tourism	Core
DSC 3	Agro and Rural Tourism	Core
DSE 1	Research Methodology in Tourism	Elective
DSE 2	Technology Mediated Tourism Industry	Elective
DSE 3	Religious Tourism	Elective
	OR	
DSE 1	Management Practices in Tourism	Elective
GE 1	Tourism Resources and Products of India	General Elective
Skill	Remote Sensing and Tourism	Skill Enhancement course
Semester 2		
DSC 1	Travel Agencies Operation	Core
DSC 2	Ecotourism	Core
DSC 3	Sustainable Tourism Planning and Development	Core
DSE 3	Digital Marketing in Tourism	Elective
DSE 4	Hospitality Management	Elective
DSE 5	Service Marketing	Elective
	OR	
DSE 2	Conservation of Nature and Culture	Elective
GE 2	Entrepreneurship in Tourism	General Elective
Skill	GIS and Tourism	Skill Enhancement course

Paper: DSC 1: Fundamentals of 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
Fundamental of Tourism DSC 1	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course provides an overview of the fundamental concepts, principles, and practices in the field of tourism. Students will gain insights into the history, development, and impact of tourism, as well as key elements such as tourist behavior, destinations, and the tourism industry's role in the global economy.

Objectives:

- To understand the key concepts and terminology associated with tourism.
- To examine the factors influencing tourism demand and consumer behavior.
- To discuss strategies for mitigating negative impacts and promoting sustainable tourism.

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

- Demonstrate a comprehensive understanding of fundamental concepts in tourism.
- Analyze the components of tourism supply and demand.
- Evaluate the impacts of tourism on economic, social, cultural, and environmental aspects.
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Unit – I: Introduction to tourism

1. Evolution of tourism, Relevance and importance of tourism,
2. Definition of tourism, Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international,
3. Interdisciplinary approaches - Tourism as an economic and social phenomenon, motivations to travel – emerging areas and practices **(15 Hours)**

Unit- II: The Tourism Industry

1. Overview of the tourism industry – direct, indirect and support services,
2. Basic components of tourism industry, Role of key players in the tourism industry: tour operators, travel agencies, hotels, airlines;
3. Factors influencing tourism demand and supply. **(15 Hours)**

Unit – III: Impacts of Tourism

1. Economic, social, cultural, and environmental impacts of tourism,
2. Impact assessment methods, social impact assessment, environmental impact assessment and environmental audit,
3. Discuss strategies for mitigating negative impacts and promoting sustainable tourism. **(15 Hours)**

Unit – IV: Tourism Policies and Planning

1. Role of ministry of tourism in developing and promoting tourism in India; Role of central and state government in promoting tourism,
2. Ethical issues related to tourism including cultural sensitivity, social responsibility, and environmental stewardship,
3. Planning and importance of responsible tourism practices. **(15 Hours)**

Reading List

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and practice*. Pearson.
- Fauzi, M. A. (2023). A bibliometric review on knowledge management in tourism and hospitality: past, present and future trends. *International Journal of Contemporary Hospitality Management*, 35(6), 2178-2201.
- Goeldner, C. R., & Ritchie, J. R. B. (2009). *Tourism: Principles, practices, philosophies*. John Wiley & Sons.
- Page, S. J., & Connell, J. (2014). *Tourism: A modern synthesis*. Cengage Learning.
- Hall, C. M. (2010). *Tourism and regional development: New pathways*. Routledge.
- Buhalis, D., & Costa, C. (2006). *Tourism business frontiers: Consumers, products and industry*. Butterworth-Heinemann
- Nautiyal, R., & Polus, R. (2022). Virtual tours as a solidarity tourism product?. *Annals of tourism research empirical insights*, 3(2), 100066.

Paper: DSC 2: Geography of 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
Geography of Tourism DSC 2	4	3	1	0	Graduation in any discipline with Minimum 50 percent marks.	Nil

Course Description: This course explores the geographical dimensions of tourism, focusing on the spatial patterns, physical environments, cultural landscapes, and socio-economic impacts of tourism destinations worldwide

Objectives:

- To understand the spatial distribution and diversity of tourism destinations worldwide.
- To analyze the physical and environmental factors influencing tourism development.
- To identify and interpret cultural landscapes and heritage attractions in tourism destinations.

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

- Describe the spatial distribution and diversity of tourism destinations worldwide.
- Analyze the physical and environmental factors influencing tourism development.
- Identify and interpret cultural landscapes and heritage attractions in tourism destinations.

Unit – I: Introduction to Tourism Geography

1. Definition and scope of tourism geography, Historical evolution of tourism as global phenomenon, Key concepts and theories in tourism geography,
2. Climate and weather pattern influencing tourism destinations, Landforms, topography, and natural attractions,
3. Biodiversity hotspots and natural destinations, Coastal environments and marine tourism. **(15 Hours)**

Unit- II: Cultural Landscapes and Heritage Tourism

1. Cultural heritage sites and monuments,
2. Architectural landmarks and historic districts. Indigenous cultures and ethnic tourism experiences,
3. UNESCO World Heritage Sites and their significance in tourism. **(15 Hours)**

Unit – III: Urban Tourism and Built Environments

1. Role of cities as tourist destinations, Urban morphology and tourism infrastructure,
2. Cultural and entertainment districts, Urban regeneration and heritage preservation,
3. Adventure sports destinations and tourism development. **(15 Hours)**

Unit – IV: Tourism Policies and Planning

1. Agrarian landscapes and rural tourism attractions,
2. Farm stays, agritourism, and culinary tourism,
3. Sustainable agriculture and rural development, Community-based tourism initiatives in rural areas. **(15 Hours)**

Reading List

- Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place, and space* (4th ed.). Routledge.
- Buhalis, D., & Darcy, S. (Eds.). (2011). *Tourism management: Analysis, behaviour and strategy*. Goodfellow Publishers.
- Weaver, D. B., & Lawton, L. J. (2014). *Tourism management* (5th ed.). Wiley.
- Holden, A. (Ed.). (2015). *The Routledge handbook of tourism research*. Routledge.
- Lew, A. A., & Yu, L. (Eds.). (2016). *Tourism in China: Destination, cultures and communities*. Routledge.
- Tirkey, S. S. (2024). *Travel and tourism*. Himalaya Publishing House.
- Rana, R. (2023). *Geography of travel & tourism*. The Hospitality Press.

Paper: DSC 3: Agro and Rural 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
Agro and Rural Tourism DSC 3	4	3	1	0	Graduation in any discipline with Minimum 50 percent marks.	Nil

Course Description: . This course explores the theoretical foundations and practical applications of both rural and agro-tourism, focusing on their development, challenges, and future prospects.

Objectives:

- Introduce the concepts, scope, and significance of rural and agro-tourism.
- Examine the role of rural and agro-tourism in sustainable development and economic growth.
- Analyze the challenges and opportunities in rural and agro-tourism.

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

- Understand the fundamental principles and benefits of rural and agro-tourism.
- Identify potential rural and agricultural tourism destinations.
- Assess the socio-economic and environmental impact of rural and agro-tourism

Unit 1: Foundations of Agro-Tourism

1. Concept and Scope of Agro-Tourism
2. Types of Agro-Tourism: Farm Stays, Agricultural Festivals, Organic Tourism
3. Role of Agro-Tourism in Rural Economic Development **(15 Hours)**

Unit 2: Planning and Management of Agro-Tourism

1. Best Practices in Agro-Tourism Development
2. Challenges in Agro-Tourism: Infrastructure, Marketing, and Farmer Participation
3. Government Policies and Support for Agro-Tourism Development **(15 Hours)**

Unit 3: Fundamentals of Rural Tourism

1. Concept and Importance of Rural Tourism
2. Types of Rural Tourism: Cultural, Heritage, Eco-Tourism, and Village Tourism
3. Rural Tourism and Community Development: Role of Local Communities **(15 Hours)**

Unit 4: Rural Tourism Promotion and Sustainability

1. Marketing and Promotion Strategies for Rural Tourism
2. Challenges in Rural Tourism: Accessibility, Awareness, and Infrastructure
3. Sustainable and Responsible Tourism Practices in Rural Areas **(15 Hours)**

Reading List

- Ade Oriade, & Robinson, P. (2017). *Tourism and rural enterprise: Management, marketing and sustainability*. CABI.
- Roberts, L., Hall, D., & Mitchell, M. (2016). *New directions in rural tourism*. Taylor & Francis Group.
- Koster, R. L., & Carson, D. A. (2020). *Perspectives on the geography of rural tourism*. Springer.

- Sharpley, R., & Sharpley, J. (1998). *Rural tourism: An introduction*. International Thomson Business Press.
- Roberts, L. (2001). *Rural tourism and recreation: Principles and practice*. CABI Publishing.
- Bramwell, B. (1993). *Tourism strategies and rural development*. OECD.
- Puria, P., Singh, K. M., & Ahmad, N. (2024). India's agrotourism revolution: A comprehensive review of current trends. *International Journal of Agriculture Extension and Social Development*, 7(9), 796–802. <https://doi.org/10.33545/26180723.2024.v7.i9k.1137>
- Parthiban, K., & Arunachalam, A. (2023). Agroforestry tourism in India: Scope, opportunities and experiences. *Indian Journal of Agroforestry*, 25(1). <https://ebook.icar.gov.in/index.php/IJA/article/view/138998>
- Suman, S., Chandra, V., Deb, A., & Mahapatro, S. (2023). A review on agro-tourism: An emerging trend. *The Pharma Innovation*, 12(9), 324–327. https://www.researchgate.net/publication/374548443_A_review_on_agro-tourism_An_emerging_trend
- Semwal, R., Tripathi, N., Tyagi, P. K., Pandey, U. K., Dafouti, B. S., & Arya, V. K. (2024). Revitalizing rural tourism in India: A comprehensive framework for AI integration. In *Proceedings of the International Conference on Innovation and Regenerative Trends in Tourism and Hospitality Industry (IRTTHI 2024)*. Atlantis Press. <https://www.atlantis-press.com/proceedings/irtthi-24/126000721>

Paper: DSE 1: Research Methodology 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
Research Methodology in Tourism DSE 1	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course introduces the fundamental concepts and methods of tourism research, with a focus on developing the skills needed to design, conduct, and analyze research in the field of tourism management. Students will learn how to apply both qualitative and quantitative research techniques to investigate issues, trends, and challenges within the tourism industry. Students will also explore ethical considerations, sampling methods, survey design, and statistical tools used in tourism research. By the end of the course, students will be equipped with the skills necessary to carry out independent research and contribute to knowledge in the field of tourism management.

Objectives:

- Understand the fundamental principles and types of research in tourism studies.
- Gain proficiency in formulating research problems and questions related to tourism.
- Learn how to design and implement both qualitative and quantitative research methodologies.

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

- Identify and apply appropriate research methodologies for various tourism-related problems and questions.
- Design and develop research projects, including survey instruments and sampling techniques.
- Analyze both qualitative and quantitative tourism data using statistical tools and software.

Unit 1: Introduction to Tourism Research

1. The nature and scope of tourism research, The role of research in tourism management and decision-making
2. Types of research in tourism: basic vs. applied, qualitative vs. quantitative
3. Research process: defining the problem, reviewing literature, formulating hypotheses, Key challenges in tourism research: data access, cultural considerations, ethics **(15 Hours)**

Unit 2: Research Design and Methodology in Tourism

1. Developing research questions and hypotheses in tourism studies, Overview of research designs: exploratory, descriptive, and experimental
2. Quantitative research methods: surveys, questionnaires, structured interviews, Qualitative research methods: case studies, interviews, ethnography, focus groups
3. Mixed methods approach: combining qualitative and quantitative techniques, Sampling techniques: probability and non-probability sampling **(15 Hours)**

Unit 3: Data Collection and Analysis in Tourism Research

1. Data collection methods: primary and secondary data sources, Questionnaire design and survey implementation in tourism research
2. Interviewing techniques: structured, semi-structured, and unstructured, Focus groups and participatory research methods, Analyzing qualitative data: coding, thematic analysis, and interpretation
3. Quantitative data analysis: descriptive statistics, inferential statistics, and hypothesis testing, Introduction to statistical software: SPSS, R, and Excel for tourism data analysis **(15 Hours)**

Unit 4: Ethical Considerations and Report Writing in Tourism Research

1. Ethical issues in tourism research: informed consent, confidentiality, and participant rights, The role of Institutional Review Boards (IRBs) and ethical guidelines in research
2. Writing a research proposal: problem definition, literature review, methodology, and timeline, Reporting research findings: structuring a research paper, presenting data effectively
3. Evaluating the quality and validity of research in tourism: reliability, validity, and generalizability, Case studies in tourism research: reviewing and critiquing published research papers (15 Hours)

Reading List

- Veal, A. J. (2017). Research methods for leisure and tourism: A practical guide. Pearson.
- Hall, C. M. (2008). Tourism planning: Policies, processes, and relationships. Pearson Education.
- Bryman, A. (2016). Social research methods. Oxford University Press.
- Denzin, N. K., & Lincoln, Y. S. (2018). The SAGE handbook of qualitative research. SAGE Publications.
- Field, A. (2013). Discovering statistics using SPSS. SAGE Publications.
- Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches. SAGE Publications.
- Yin, R. K. (2018). Case study research and applications: Design and methods. SAGE Publications.
- Silverman, D. (2016). Qualitative research. SAGE Publications.
- Lakhawat, P., Mishra, A., & Panwar, L. K. (2023). *Research methodology for hospitality & tourism professionals: A handbook for research paper, dissertation & thesis*. Bharti Publications.
- Rawal, Y. S., Soni, H., & Dani, R. (Eds.). (2022). *Research in tourism and hospitality management*. AIJR Publisher. <https://doi.org/10.21467/books.134>

Paper: DSE 2: Technology Mediated Tourism Industry

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Technology Mediated Tourism Industry DSE 2	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course explores the role of technology in shaping and transforming the tourism industry. With the increasing digitalization of travel services, students will gain an understanding of how various technological innovations, such as artificial intelligence, big data, Internet of Things (IoT), and mobile technologies, are being integrated into tourism operations, enhancing customer experiences, and optimizing business processes. Students will also explore the ethical, legal, and operational challenges that come with the adoption of these technologies in the tourism sector, preparing them to drive innovation in their future careers.

Objectives:

1. Understand the role of emerging technologies in the tourism industry.
2. Evaluate the impact of digital transformation on tourism operations and consumer behaviour.
3. Analyse how technology can be used to enhance customer experiences and streamline tourism business operations.

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

1. Identify and analyze key technological trends in the tourism industry, including their implications for businesses and consumers.
2. Evaluate the role of emerging technologies like AI, big data, VR/AR, and IoT in enhancing tourism products, services, and experiences.
3. Assess the operational, financial, and strategic impacts of technology adoption on tourism organizations.

Unit 1: Introduction to Technology in the Tourism Industry

1. Overview of technology in tourism: past, present, and future, Digital transformation in the tourism sector
2. Key technologies impacting the tourism industry: AI, IOT, big data, Block chain, and cloud computing
3. The role of technology in shaping tourism operations, customer expectations, and business model, Technological challenges and opportunities in the tourism industry **(15 Hours)**

Unit 2: Big Data and Data Analytics in Tourism

1. The importance of big data in tourism: sources, collection, and analysis , Data-driven decision- making in tourism marketing and management
2. Predictive analytics and customer segmentation in tourism businesses, the use of social media and online platforms to collect customer data
3. Challenges of data privacy, security, and ethical considerations in tourism data management **(15 Hours)**

Unit 3: Artificial Intelligence (AI) and Machine Learning in Tourism

1. Introduction to AI and machine learning in the context of tourism, AI applications: Chatbots, virtual assistants, recommendation systems, and personalization in tourism
2. The role of machine learning in predictive analytics for tourism demand forecasting, Automation and AI in customer service, booking systems, and travel planning

3. Future trends: AI-powered travel agents and intelligent tourism destinations (15 Hours)

Unit 4: Virtual Reality (VR), Augmented Reality (AR), and the Internet of Things (IoT) in Tourism

1. Introduction to VR and AR in tourism experiences (virtual tours, immersive storytelling, etc.), The role of IoT in smart tourism destinations (connected devices, smart hotels, etc.)
2. The integration of VR and AR in destination marketing and experiential tourism Use cases: VR and AR for training, tourism education, and enhancing the customer experience, The future potential of IoT, VR, and AR in the tourism value chain (15 Hours)

Reading List

- Ansari, M. K., Jain, G., & Kaur, J. (2017). A study on impact of ICT on the marketing strategy of Indian tourism industry. *International Journal of Research -GRANTHAALAYAH*, 5(5), 382–390. <https://doi.org/10.29121/granthaalayah.v5.i5.2017.1871>
- Kumar, S., & Shekhar. (2020). Digitalization: A strategic approach for development of tourism industry in India. *Paradigm*, 24(1), 1–9. <https://doi.org/10.1177/0971890720914111>
- Jung, T. H., & Tom Dieck, M. C. (2017). Augmented reality and virtual reality in tourism. Springer.
- Femenia-Serra, F., & Orellana, M. (2018). The Internet of Things: Implications and applications in tourism. Elsevier.
- Buhalis, D., & Law, R. (2014). Tourism marketing and management. Routledge.
- Pizam, A., & Shapoval, V. (2017). The role of technology in hospitality and tourism management. Springer.
- Tussyadiah, I. P., & Park, S. (2018). Consumer behavior and AI in tourism: Personalization, predictive analytics, and customer experience. Springer.
- Brynjolfsson, E., & McAfee, A. (2017). The second machine age: Work, progress, and prosperity in a time of brilliant technologies. W. W. Norton & Company.

Paper: DSE 3: Religious 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
Religious Tourism DSE 3	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description:

This course explores the vast and diverse landscape of pilgrimage tourism with a special focus on India. It delves into the spiritual, historical, cultural, and economic dimensions of pilgrimage travel, examining its role as one of the oldest and most resilient segments of tourism. The course provides insights into global religious destinations, India's sacred circuits, the development of thematic circuits like Ramayana and Mahabharata trails, and the planning, management, and sustainability of pilgrimage destinations. Through case studies and policy analysis, students will gain a nuanced understanding of pilgrimage as both a spiritual journey and a dynamic component of India's tourism industry.

Course Objectives:

- To introduce the fundamental concepts, history, and typologies of pilgrimage tourism.
- To examine the global and Indian religious pilgrimage destinations and circuits.
- To understand the cultural, economic, and social impacts of pilgrimage tourism.
- To analyze the challenges, opportunities, and infrastructure involved in pilgrimage development.
- To explore policy, planning, and management practices specific to religious tourism.
- To encourage sustainable and inclusive approaches to pilgrimage tourism development.

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

- Define and explain key concepts related to pilgrimage and religious tourism.
- Identify and locate major pilgrimage destinations across the world and in India.
- Assess the socio-cultural and economic significance of pilgrimage tourism.
- Analyze the development and future prospects of religious circuits like Ramayana and Mahabharata trails.
- Evaluate policies, infrastructure, and stakeholder roles in managing pilgrimage destinations.
- Propose sustainable and inclusive solutions for challenges faced in pilgrimage tourism.

Unit 1: Fundamentals of Pilgrimage Tourism

1. Meaning and Concepts of Pilgrimage Tourism, Historical evolution of pilgrimage tourism, Pilgrimage in ancient Indian texts and epics, Economic and Social Implications of Pilgrimage Tourism
2. Socio-cultural exchanges and value transmission, Pilgrimage tourism and local economies,
3. Motivations and typologies of pilgrimage tourists. **(15 Hours)**

Unit 2: Pilgrimage Tourism in India

1. Demographics and trends of domestic & international religious tourists,
2. Pilgrimage as a significant contributor to India's tourism GDP,
3. Government policies and promotion (Ministry of Tourism, PRASAD Scheme), Oldest Pilgrimage Circuits of India - Char Dham Yatra, Jyotirlinga Circuit, Shaktipeeth Circuit, Ramayana Circuit: Ayodhya, Chitrakoot, Nashik, Rameshwaram, Hampi, Mahabharata Circuit: Kurukshetra, Hastinapur, Dwarka, Indraprastha. **(15 Hours)**

Unit 3: Management of Pilgrimage Tourism

1. Planning and Management of Pilgrimage Sites - Site preservation and heritage conservation,
2. Environmental carrying capacity and waste management, Signage, visitor services, and crowd control, Pilgrimage tourism master plans
3. Role of Government and Religious Institutions -Ministry of Tourism and Ministry of Culture initiatives, ASI and INTACH's role in site management, Contributions of religious trusts and temple boards. **(15 Hours)**

Unit 4: Contemporary Issues and Case Studies

1. Challenges in Pilgrimage Tourism Development -Over-tourism and overcrowding, Infrastructure strain and pollution, Encroachment and commercialization of sacred sites.
2. Inclusive and Sustainable Pilgrimage Tourism - Pilgrimage for differently-abled and elderly pilgrims, Gender-sensitive pilgrimage spaces, Sustainable practices in transportation, accommodation, and waste disposal
3. Case Studies of Major Indian Pilgrimage Destinations - Varanasi and the Kashi Vishwanath Corridor, Vaishno Devi and Helicopter Connectivity, Bodh Gaya and Buddhist Circuits. **(15 Hours)**

Reading List:

- Bhardwaj, Surinder M. *Hindu Places of Pilgrimage in India: A Study in Cultural Geography*
- Case studies published in *Journal of Heritage Tourism, Tourism Management*, and government whitepapers
- Dubey, S. N. (2008). *Tourism and pilgrimage: A comparative perspective*. Common Wealth Publishers.
- Dubey, S. N. *Tourism and Pilgrimage: A Comparative Perspective*
- Ministry of Tourism Reports and PRASAD Scheme Documents
- Shinde, K. A. (2020). *Religious tourism and pilgrimage management: An international perspective*. CABI.
- Singh, R. P. B. (2010). *Sacred geography of goddesses in South Asia: Essays in memory of David Kinsley*. Cambridge Scholars Publishing.
- Timothy, D. J., & Olsen, D. H. (2006). *Tourism, religion and spiritual journeys*. Routledge.

Paper: DSE 1: Management Practices 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
Management Practices in Tourism DSE 1	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course explores the principles and practices of management in the tourism industry. It covers topics such as strategic management, marketing, human resource management, financial management, and sustainable tourism practices within the context of tourism businesses and destinations.

Objectives:

- To analyze the principles of strategic management and its application to the tourism industry.
- To understand the fundamental principles of marketing and its specific applications within the tourism sector.
- To examine the role of human resource management in the tourism industry.

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

- To apply knowledge gained to analyze and solve management-related challenges in the tourism sector.
- To analyze and evaluate the strategic positioning of tourism businesses through case studies.
- To critically assess marketing strategies and their effectiveness in the tourism industry.

Unit-1: Introduction to Management

1. Nature, meaning and significance of management;
2. Managerial processes, strategic planning and decision-making in tourism, contingency
3. Operational approaches to tourism management.

(15 Hours)

Unit – 2: Marketing Management in Tourism

1. Understanding marketing and marketing process: marketing concepts, nature and scope of marketing
2. Marketing information systems, and marketing Research,
3. Marketing strategies for airlines, tour operators, hotels.

(15 Hours)

Unit – 3: Human Resource Management in Tourism

1. Human Resource Development: H.R.D. - concepts, objectives, needs, importance,
2. Philosophies and approaches (Mechanical, Paternalism and Social) and Constraints, rationale of H.R.D. in the tourism industry, recruitment and training in the tourism industry,
3. Employee motivation and performance evaluation, diversity management and cultural sensitivity in the tourism sector.

(15 Hours)

Unit – 4: Financial Management in Tourism

1. Introduction to financial management, scope and role, profit maximization vs. wealth maximization;
2. Job of the financial manager, financial goals, financial control, organization & objective of financial function, budgeting and financial planning for tourism businesses,

3. Revenue management in hotels and other accommodations, cost control and financial sustainability.
(15 Hours)

Reading List

- Witt, S. F., & Moutinho, L. (1995). Tourism marketing and management handbook. Routledge.
- Go, F. M., & Pine, R. (1995). Global tourism and informatics: Applications and management. Routledge.
- Holloway, J. C., & Humphreys, C. (2012). The business of tourism. Pearson Higher Ed.
- Buhalis, D., & Costa, C. (2006). Tourism business frontiers: Consumers, products and industry. Butterworth-Heinemann.
- Page, S. J., & Connell, J. (2006). Tourism: A modern synthesis. Cengage Learning.
- Babu, S. S., Mishra, S., & Parida, B. B. (2008). Tourism development revisited: Concepts, issues and paradigms. Sage Publications India.
- Chib, S. (1981). Tourism in India. New Delhi: Anmol Publications.
- Goel, R. (2009). Tourism and hotel industry in India: A management perspective. New Delhi: Kanishka Publishers.

Paper: GE 1: Tourism Resources and Products of India

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 Resources and Products of India GE 1	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course explores the various tourism resources in India, including natural, cultural, and heritage attractions. It also examines emerging tourism products, such as medical and adventure tourism, and emphasizes the importance of conservation and sustainability in protected areas. By studying tourism in India, students will gain insights into the sector's potential, challenges, and the strategies needed for responsible tourism development.

Objectives:

- Introduce the fundamental concepts, types, and characteristics of tourism resources in India.
- Analyze the natural and cultural tourism resources that contribute to India's tourism industry.
- Examine emerging tourism products such as medical, wellness, and adventure tourism.

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

- Identify and explain the various tourism resources available in India.
- Assess the role of natural and cultural attractions in promoting tourism.
- Evaluate the potential and challenges of emerging tourism products in India.

Unit 1: Tourism Resources and India's Geographical Diversity

1. Tourism Resources: Concept, Types, and Characteristics
2. India's Physical and Political Divisions: Himalayas, Plains, Plateaus, Islands
3. Climate and Natural Vegetation: Seasonality, Wildlife, and Biodiversity **(15 Hours)**

Unit 2: Cultural and Heritage Tourism in India

1. Historical and Spiritual Tourism: Monuments, Religious Sites, and Pilgrimage Routes
2. Festivals, Fairs, and Tribal Tourism: Cultural Expressions Across Regions
3. UNESCO World Heritage Sites and Indian Cuisine **(15 Hours)**

Unit 3: Emerging and Special Interest Tourism

1. Wellness and Medical Tourism: Yoga, Ayurveda, and Healthcare Tourism
2. Adventure and Nature-Based Tourism: Mountains, Coasts, Railways, and Amusement Parks
3. MICE and Northeast India's Tourism Potential **(15 Hours)**

Unit 4: Tourism in Protected and Ecologically Sensitive Areas

1. Protected Areas and Biodiversity Conservation: National Parks, Wildlife Sanctuaries, Ramsar Sites
2. Eco-Tourism and Sustainable Practices: Safari, Trekking, Camping, and Rafting
3. Ethics and Role of Conservation Centers: Zoos, Botanical Gardens, and Breeding Centers **(15 Hours)**

Reading List

- Stephen Ball, Encyclopaedia of Tourism Resources in India, Butterworth–Heinemann.
- Manoj Dixit, Tourism products. New Royal Book Co., Lucknow.
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Davies, Philip, Monuments of India, Vol. II., London.
- Basham, A.L., A Cultural History of India. Oxford University Press, USA
- Thapar, Romila, A History of India: Volume 1. PenguinBook, New Delhi
- S.S.Bishvash : Protecting the culture heritage Inaugural issue of INTACH Journal of Heritage Studies, INTACH.

Paper: Skill: Remote Sensing and 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
Skill: Remote Sensing and Tourism SC-I	2	0	0	2	Graduation in any discipline with Minimum 50 percent marks.	Nil

Course Description: This course explores the applications of remote sensing in tourism, including resource mapping, impact assessment, and sustainable tourism development. It equips students with the skills to interpret remote sensing data for effective tourism planning and management.

Objectives:

- Introduce the fundamental concepts, principles, and techniques of remote sensing.
- Examine the applications of remote sensing in tourism resource mapping and planning.
- Analyze the role of GIS and spatial analysis in sustainable tourism development.
- Understand the impact of tourism on the environment using remote sensing data.
- Develop practical skills in interpreting remote sensing data for tourism applications.

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

- Understand the principles and techniques of remote sensing in tourism studies.
- Apply remote sensing tools for tourism resource identification and mapping.
- Evaluate environmental and infrastructural impacts of tourism using remote sensing.
- Utilize GIS for tourism planning, destination management, and decision-making.
- Assess the role of remote sensing in promoting sustainable and responsible tourism.

Unit 1: Fundamentals of Remote Sensing

1. Concept and Principles of Remote Sensing: Electromagnetic Spectrum, Reflection, and Absorption
2. Types of Remote Sensing: Optical, Infrared, Thermal, and Microwave Remote Sensing
3. Remote Sensing Sensors and Platforms: Aerial Photography, Satellites, and UAVs **(08 Hours)**

Unit 2: Remote Sensing Data and Image Interpretation

1. Types of Remote Sensing Data: Multispectral, Hyper spectral, and Radar Data
2. Image Processing Techniques: Image Enhancement, Classification, and Change Detection
3. Limitations and Challenges in Remote Sensing Applications **(08 Hours)**

Unit 3: Remote Sensing Applications in Tourism Development

1. Practicum
2. Workshop
3. Hands on Learning **(08 Hours)**

Unit 4: Environmental Impact Assessment and Sustainable Tourism

2. Practicum
3. Workshop
4. Hands on Learning

(08 Hours)**Reading List**

- Campbell J. B. (2007). Introduction to Remote Sensing, Guildford Press.
- Joseph, G. (2005). Fundamentals of Remote Sensing. Delhi, India: United Press India.
- Lillesand, T.M., Kiefer, R.W. and Chipman, J.W. 2004. Remote Sensing and Image Interpretation, 5th Edition, Wiley.
- Virendra Nagarale, 2011. GIS Approach for Tourism Development, LAP Lambert Academic Publishing
- Chaudhuri, Somnath, Ray, Nilanjan, 2018 GIS Applications in the Tourism and Hospitality Industry(Ed), IGI Global, USA

Paper: DSC 1: Travel Agencies Operation

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Travel Agencies Operations DSC 1	4	3	0	1	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course provides an in-depth exploration of the operational aspects of travel agencies, focusing on the management and delivery of travel services to consumers and businesses. Students will gain a comprehensive understanding of the critical functions within a travel agency, including product development, sales, customer service, and the use of technology in agency operations. Emphasis is placed on the strategic role of travel agencies in the modern tourism landscape and the tools needed to operate effectively in a highly competitive market.

Objectives:

1. Understand the structure and operations of travel agencies, including organizational functions, product offerings, and service delivery.
2. Develop skills to design, market, and manage travel products and services, including tours, transportation, accommodation, and destination services.
3. Gain knowledge in financial management for travel agencies, including budgeting, pricing strategies, and revenue management.

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

1. Analyze the key operations within a travel agency, including the management of products, services, and resources.
2. Design and manage effective travel products and packages based on market demand and customer needs.

Unit 1: Introduction to Travel Agency Operations

1. The role of travel agencies in the tourism and hospitality industry, Types of travel agencies (retail, wholesale, corporate, online)
2. Structure and functions within a travel agency, Business models in the travel agency industry
3. Key stakeholders: suppliers, customers, and intermediaries **(15 Hours)**

Unit 2: Travel Products and Service Delivery

1. Development of travel products and packages (tours, cruises, transportation, accommodation), Product pricing and profitability
2. Customization of travel packages based on client preferences, The role of suppliers: airlines, hotels, tour operators, and ground services
3. Product differentiation and competitive advantage in travel agencies **(15 Hours)**

Unit 3: Technology in Travel Agency Operations

1. The evolution of technology in the travel industry , Online booking systems (GDS, CRS, OTA, and direct booking platforms)
2. The impact of mobile apps, AI, and chatbots on customer experience, E-commerce, and digital marketing strategies for travel agencies
3. Cybersecurity and data protection in travel agency transactions **(15 Hours)**

Unit 4: Financial Management and Revenue Optimization

1. Budgeting and financial planning for travel agencies , Revenue management strategies (dynamic pricing, yield management)
2. Cost management in the agency operations , Profitability analysis and forecasting, Managing cash flow, commissions, and supplier payments
3. Financial implications of offering discounts, promotions, and packages

(15 Hours)

Reading List

- Baum, T. (2018). Tourism management: An introduction. Routledge.
- Kotler, P., Bowen, J., & Makens, J. (2017). Marketing for hospitality and tourism. Pearson Education.
- Morrison, A. M. (2019). Tourism: A global business. Pearson Education.
- Holloway, J. C., & Humphreys, C. (2019). The business of tourism. Pearson Education.
- Pizam, A., & Shapoval, V. (2017). Technology in travel and tourism management. Springer.
- Buhalis, D., & Law, R. (2014). Tourism marketing and management. Routledge.
- Hollinshead, K. (2015). Tourism economics and finance. Routledge.
- Dwyer, L., & Forsyth, P. (2011). The business of tourism: A contemporary approach. Routledge

Paper: DSC 2: Ecotourism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Ecotourism DSC 2	4	3	0	1	Graduation in any discipline with minimum 50 percent marks.	Nil

Introduction: This course offers an advanced exploration of ecotourism as a sustainable development model within the tourism industry. It focuses on the principles, practices, and impacts of ecotourism on the environment, local communities, and economies. Students will examine the relationship between conservation and tourism, learning how to design, manage, and promote ecotourism initiatives that respect local cultures and protect natural resources. The course emphasizes the critical role of ecotourism in promoting environmental awareness, sustainability, and socio-economic development, while also addressing the challenges and controversies associated with ecotourism practices.

Course Objectives:

- By the end of this course, students will be able to:
- Understand the fundamental principles and concepts of ecotourism.
- Analyze the environmental, social, and economic impacts of ecotourism on destinations and communities.

Course Outcomes: Upon successful completion of this course, students will be able to:

- Define ecotourism and distinguish it from other forms of tourism, including mass and alternative tourism.
- Evaluate the social, economic, and environmental impacts of ecotourism on local communities and ecosystems.
- Design ecotourism projects that integrate principles of sustainability, conservation, and community development.

Unit 1: Introduction to Ecotourism

1. Definition and principles of ecotourism , The history and evolution of ecotourism
2. Ecotourism vs. sustainable tourism vs. mass tourism , Key characteristics of ecotourism destinations and experiences
3. The role of ecotourism in conservation and environmental education **(15 Hours)**

Unit 2: The Role of Ecotourism in Conservation and Sustainability

1. Ecotourism as a tool for biodiversity conservation , The relationship between ecotourism and protected areas (national parks, wildlife reserves, etc.)
2. Sustainable development principles and their application to ecotourism, Environmental stewardship: protecting natural resources while hosting tourists
3. The role of ecotourism in addressing climate change and environmental degradation **(15 Hours)**

Unit 3: Socioeconomic Impacts of Ecotourism

1. Economic benefits and challenges of ecotourism for local communities , Community- based ecotourism: empowering local communities and stakeholders
2. Cultural impacts: preserving indigenous cultures while promoting tourism, Employment, income generation, and poverty alleviation through ecotourism
3. The role of government policies and private sector partnerships in promoting ecotourism **(15 Hours)**

Unit 4: Managing Ecotourism Destinations

1. Principles of sustainable destination management in ecotourism , Stakeholder involvement: local communities, NGOs, governments, and tourism operators
2. The role of eco-certification and environmental standards in promoting sustainable practices, Managing visitor behavior: promoting responsible tourism and minimizing ecological footprint
3. Case studies of successful ecotourism destinations: successes and challenges **(15 Hours)**

Reading List:

- Fennell, D. A. (2014). Ecotourism: An introduction. Routledge.
- Mowforth, M., & Munt, I. (2015). Tourism and sustainability: Development, globalisation and new tourism in the Third World. Routledge.
- Scheyvens, R. (2002). Tourism for development: Empowering communities. Pearson Education.
- Stronza, A., & Durham, W. H. (2008). Ecotourism and conservation: A critical assessment. Oxford University Press.
- Buckley, R. (2011). Ecotourism: Principles and practices. CABI Publishing.
- Goodwin, H. (2011). Taking responsibility for tourism. Goodfellow Publishers.
- Honey, M. (2008). Ecotourism and sustainable development: Who owns paradise? Island Press.
- Weaver, D. (2001). The encyclopedia of ecotourism. CABI Publishing.

Paper: DSC 3: Sustainable Tourism Planning and 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
Sustainable Tourism Planning and Development DSC 3	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description:

This course focuses on the principles, practices, and strategies involved in the planning and development of sustainable tourism. Students will explore how tourism can be developed and managed in ways that protect the environment, support local economies, and respect cultural heritage, while also meeting the needs of tourists. Students will gain the knowledge and tools to analyze tourism development projects, assess their sustainability, and implement strategies to minimize negative impacts while maximizing benefits for communities and the environment.

Course Objectives:

- To understand the concept and principles of sustainable tourism and the need for sustainable tourism development.
- To Analyze the relationship between tourism and sustainability in terms of environmental, economic, and social dimensions.
- To Explore different planning models and approaches used in sustainable tourism development.

Course Outcome: Upon successful completion of this course, students will be able to:

- Define the concept of sustainable tourism and identify the principles that support its development.
- Analyze the environmental, economic, and social impacts of tourism activities and identify best practices for minimizing negative effects.
- Evaluate and apply sustainable tourism frameworks and strategies to real-world tourism planning scenarios.

Unit 1: Introduction to Sustainable Tourism

1. Definition and key concepts of sustainable tourism, The evolution of sustainable tourism: from mass tourism to responsible tourism
2. The Triple Bottom Line: environmental, economic, and social dimensions of sustainability, The relationship between tourism and sustainable development goals (SDGs)
3. Challenges and opportunities in achieving sustainable tourism **(15 Hours)**

Unit 2: Tourism Planning for Sustainability

1. Principles and importance of sustainable tourism planning , Tourism planning processes: steps, stakeholders, and methodologies
2. Integrated planning approaches: spatial planning, destination management, and community-based planning, The role of public-private partnerships in sustainable tourism planning
3. Strategies for balancing tourism growth with environmental conservation **(15 Hours)**

Unit 3: Managing the Environmental Impacts of Tourism

1. The environmental footprint of tourism: energy use, waste management, and resource consumption, Sustainable practices in the tourism industry: energy efficiency, water

- conservation, waste reduction, and sustainable transport
- 2. Eco-tourism as a model for sustainable tourism development, Environmental certification programs and their role in promoting sustainability
- 3. Strategies for mitigating the negative environmental impacts of tourism: biodiversity conservation and the protection of natural resources **(15 Hours)**

Unit 4: Community and Socio-Cultural Aspects of Sustainable Tourism

- 1. The social and cultural impacts of tourism: cultural exchange, community development, and tourism dependency ,Community participation in sustainable tourism planning and development
- 2. Social sustainability in tourism: addressing inequality, poverty, and empowerment, The role of indigenous communities in sustainable tourism development
- 3. Sustainable tourism and cultural heritage preservation: challenges and opportunities, Best practices for engaging communities in tourism development and decision-making **(15 Hours)**

Reading List :

- McIntosh, A., & Goeldner, C. R. (2013). *Tourism: Principles, practices, philosophies*. Wiley.
- McCool, S. F., & Moisey, R. N. (2008). *Tourism, recreation, and sustainability: Linking culture and the environment*. CABI Publishing.
- Holden, A. (2008). *Environmental impacts of tourism*. Routledge.
- Gössling, S., Scott, D., & Hall, C. M. (2015). *Tourism and water: Interactions, impacts and challenges*. Channel View Publications.
- Bramwell, B., & Lane, B. (2011). *Tourism planning and development: Issues and practice*. Channel View Publications.
- Page, S. J., & Connell, J. (2014). *Tourism: A modern synthesis*. Cengage Learning.
- Hall, C. M. (2010). *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge.
- Butler, R. W. (2015). Sustainable tourism: A state-of-the-art review. *Annals of Tourism Research*, 53, 17–30.

Paper: DSE 3: Digital Marketing 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
Digital Marketing in Tourism DSE 3	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description:

This course focuses on the integration of digital marketing strategies within the tourism industry. It explores the evolving digital landscape and how tourism organizations can leverage digital tools, platforms, and technologies to engage with tourists, enhance customer experiences, and drive business success. Case studies from global tourism organizations and destinations will be used to illustrate best practices and emerging trends in digital marketing for the tourism sector.

Course Objectives:

- Understand the key principles and strategies of digital marketing in the context of tourism.
- Develop skills in the use of digital marketing tools and platforms to design and implement marketing campaigns.
- Learn how to create engaging digital content that aligns with tourism industry trends and customer needs.

Course Outcome:

- Upon successful completion of this course, students will be able to:
- Create and execute digital marketing strategies specific to the tourism industry, enhancing brand presence and engagement.
- Analyze digital marketing data using web analytics tools to assess performance and optimize strategies.

Unit 1: Introduction to Digital Marketing in Tourism

1. The evolution of digital marketing and its role in the tourism industry , Key digital marketing channels: Websites, SEO, social media, content marketing, email, PPC
2. The customer journey in tourism and digital touch points , The role of branding and storytelling in digital marketing for tourism
3. Overview of digital marketing tools and technologies used in tourism **(15 Hours)**

Unit 2: Content Marketing and Social Media in Tourism

1. Content creation and strategy for the tourism industry: blogs, videos, photos, and user-generated content, Effective storytelling and emotional appeal in tourism marketing
2. Social media marketing: platforms, strategies, and engagement tactics , Influencer marketing and its impact on tourism branding,
3. Social media advertising for tourism: Facebook Ads, Instagram Ads, Twitter Promotions , Measurement and analytics for content and social media campaign **(15 Hours)**

Unit 3: Search Engine Optimization (SEO) and Online Advertising in Tourism

1. The basics of SEO: keyword research, on-page optimization, link-building, and SEO tools, Local SEO for tourism destinations and businesses
2. Search engine marketing (SEM) and pay-per-click (PPC) advertising in tourism, Google Ads for tourism businesses: campaigns, bidding strategies, and ad creation
3. Display advertising, retargeting, and programmatic advertising , Analytics and performance

Unit 4: Data Analytics and Digital Marketing Performance in Tourism

1. Introduction to digital marketing analytics and performance measurement, Tools for web analytics: Google Analytics, social media insights, and email performance tools
2. Key performance indicators (KPIs) for digital marketing in tourism, Understanding customer behavior through data: click-through rates, conversion rates, and bounce rates
3. A/B testing and optimization of digital marketing strategies, Data-driven decision making in digital tourism marketing

(15 Hours)

Reading List :

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation, and practice. Pearson.
- Clifton, B. (2012). Advanced web metrics with Google Analytics. Wiley.
- Fishkin, R., & Hogenhaven, T. (2015). Inbound marketing and SEO: Insights from the experts. Wiley.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
- Kaushik, A. (2010). Web analytics 2.0: The art of online accountability & science of customer centricity. Wiley.
- Pulizzi, J. (2014). Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less. McGraw-Hill Education.
- Ryan, D. (2016). Understanding digital marketing: Marketing strategies for engaging the digital generation. Kogan Page.
- Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. SAGE Publications.

Paper: DSE 4: Hospitality Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Hospitality Management DSE 4	4	3	0	1	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course provides an in-depth understanding of hospitality management within the broader context of tourism management. It covers the key aspects of managing hospitality services, including hotels, resorts, and other accommodation facilities, as well as food and beverage operations, guest services, and human resource management. Through case studies and real-world applications, this course aims to develop future leaders in hospitality management with a strong focus on the practical, strategic, and operational aspects of the hospitality business.

Course Objectives:

- Understand the scope and structure of the hospitality industry and its significance in tourism management.
- Gain insight into hospitality operations management, including front office, food and beverage, and housekeeping management.
- Develop the ability to evaluate and implement strategic management practices in hospitality settings.

Course Outcome: Upon successful completion of this course, students will be able to:

- Evaluate the organizational structure and operational functions of hospitality businesses.
- Apply strategic management concepts and tools to hospitality operations, considering both short- and long-term goals.
- Assess the impact of service quality, guest satisfaction, and customer experience on the performance of hospitality organizations.

Unit 1: Introduction to Hospitality Management

1. Definition and scope of the hospitality industry , Structure and sectors of the hospitality industry: lodging, food and beverage, event management, and recreation
2. The role of hospitality in tourism and economic development , The key players in hospitality: owners, operators, managers, employees, and guests
3. Historical evolution and trends in hospitality , Globalization and its impact on hospitality management **(15 Hours)**

Unit 2: Hospitality Operations Management

1. Front office operations: reservations, check-in/check-out processes, guest services, and concierge , Housekeeping operations: cleaning standards, inventory control, staff management, and guest satisfaction
2. Food and beverage management: menu planning, service styles, cost control, and kitchen operations , Operational efficiency in hospitality: systems, technology, and workflow optimization
3. Managing facilities and resources for maximum guest satisfaction and profitability **(15 Hours)**

Unit 3: Strategic Management in Hospitality

1. Strategic planning and decision-making in hospitality businesses , Competitive analysis and market positioning
2. SWOT analysis and environmental scanning for the hospitality sector , Business models and operational strategies for hotels, resorts, and restaurants
3. Financial management: budgeting, cost control, profitability analysis, and forecasting ,Risk management in hospitality operations: managing external and internal threat **(15 Hours)**

Unit 4: Current Trends in Hospitality Management

1. Sustainability and eco-friendly practices in hospitality operation , Technological advancements and innovations: Property Management Systems (PMS), mobile check- ins, AI, and big data analytics Personalization of guest services through technology ,The impact of social media and online reviews on hospitality businesses
2. Emerging trends in hospitality marketing: digital marketing, influencer marketing, and guest loyalty programs,
3. Globalization and its influence on hospitality operations, customer expectations, and competition **(15 Hours)**

Reading List:

- Brotherton, B. (2012). The international hospitality industry: Structure, characteristics and issues. Routledge.
- David, F. R. (2011). Strategic management: Concepts and cases. Pearson.
- Jones, P., & Mules, T. (2004). Managing hospitality services. Prentice Hall.
- Kandampully, J. (2007). Services management: The new paradigm in hospitality. Pearson.
- Pizam, A., Davidson, R., & Rogers, T. (2006). Principles of hospitality management. Pearson Education.
- Shani, A. (2009). International hospitality management. Pearson Prentice Hall.
- Sigala, M., & Gretzel, U. (2018). Social media in travel, tourism, and hospitality: Theory, practice and cases. Routledge.
- Walker, J. R. (2017). Introduction to hospitality management. Pearson.

Paper: DSE 5: Service Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Service Marketing DSE 5	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course explores the unique challenges and strategies involved in marketing services as opposed to physical goods. Students will examine the distinctive characteristics of services—intangibility, inseparability, variability, and perishability—and their implications on marketing practices. Key topics include service design and innovation, service quality management, customer relationship management, service delivery and recovery, pricing strategies, and the role of digital technologies in service environments. Through case studies, real-world applications, and strategic frameworks, students will develop the skills to effectively design, promote, and manage service offerings in diverse sectors such as hospitality, healthcare, finance, education, and IT.

Course Objectives:

- The course aims to familiarize students with the fundamental concepts and principles of marketing.
- It will equip students with an understanding of recent trends in marketing and examine the emergent issues arising from them.
- The course will introduce the student to the marketing of services in general and marketing of insurance in particular.

Course Outcome: After completion of the course, learners will be able to

- Describe the traditional and modern concepts of marketing.
- Demonstrate the concept of market segmentation.
- Appraise the spread of digital, social and green marketing in India
- Differentiate between the marketing mix for products and services.
- Select the models applicable in insurance marketing

Unit 1: Introduction to Marketing

1. Marketing: Nature, importance, scope; Evolution (Production concept, Product concept, Selling, Marketing) of Marketing, Marketing mix, Holistic marketing.
2. Emerging concepts: Digital Marketing, Social Marketing and Green Marketing, Network marketing.
3. Contemporary Issues in Marketing: Social, ethical and legal aspects of marketing. **(15 Hours)**

Unit 2: Marketing Environment & Segmentation

1. Macro environment: Demographic, Economic, Political, Legal, Socio cultural.
2. Technological environment (global & Indian context), Michael Porter's Model of Competitive analysis, BCG Matrix.
3. Market Segmentation, Targeting and Positioning: Concept, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Targeting and Positioning concepts. **(15 Hours)**

Unit 3: Services Marketing

1. Marketing of services: concept, characteristics, Marketing mix (7Ps) Product decisions: Product Classification, Concept of Product Life Cycle (PLC) and strategies.
2. Pricing Decisions: Determinants of Price, Pricing strategies. Place: Types of distribution channels, factors affecting choice of a distribution channel. Promotion-Importance, tools of promotion mix (traditional & modern) People concept & importance, Process concept & importance
3. Physical evidence concept & importance. (15 Hours)

Unit 4: Insurance marketing

1. Nature and scope of Insurance Marketing; Banc assurance distribution model (benefits and types), Importance of promotion in Insurance marketing, Role and benefits of relationship marketing in insurance;
2. Application of three-stage model of service consumption in insurance, Factors determining service quality of an insurance company (Servqual Model)
3. Practical Exercises: The learners are required to:
 - make a group presentation on Indian products/services that are marketed through emerging concepts like digital, social, or green marketing tools. (Unit 1)
 - engage in a group project to study the basis of market segmentation and targeting strategy followed for different types of insurance products (Unit 2)
 - prepare group presentations to showcase the product life cycle of some extinguished goods/services. (Unit 3)
 - collect data to present the marketing mix (7Ps) of various service firms, particularly insurance companies. (Unit 3)
 - form small groups and critically examine the marketing techniques used by insurance companies in India in the light of the different marketing models. (Unit 4)

Reading List:

- Apte, G., (2004). Services Marketing. Oxford University Press.
- Govindarajan, M., (2020). Marketing Management, New Delhi: PHL Learning Pvt. Ltd.
- Kotler, P., (2021). Marketing Management, New Jersey: Englewood Cliffs, Prentice Hall Inc.
- Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E. (2017). Principles of Marketing: A South Asian Perspective (13th edn) Pearson.
- Kotler Philip, Keller Kevin Lane, Chernev Alexander, Sheth N. Jagdish, & Shainesh G., (2022). Marketing Management, (16th Edition) Pearson.
- Pride W. M., & Ferrell O.C. (2019). Marketing: Planning, Implementation and Control, New Delhi: Cengage Learning India Ltd.
- Ramaswamy, V.S. & Namakumari, S. (2018). Marketing Management: Global Perspective-Indian Context Macmillan Publishers India Limited.
- Sharma, S. (2014). Insurance Marketing, Random publications.
- Wirtz, J., Lovelock, C., & Chatterjee, J. (2017). Services Marketing: People, Technology, Strategy, Pearson Education
- Zeithaml, V., Bitner, M. J., & Gremler, D. (2018). Services Marketing: Integrating customer focus across the firm. McGraw Hill.

Paper: DSE 2: Conservation of Nature and Culture

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical/ Field work	Eligibility	Prerequisite of the course
Conservation of Nature and Culture DSE 2	4	3	1	0	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: This course examines the principles and practices of nature and cultural conservation in the context of tourism management. Students will explore the importance of preserving both natural environments and cultural heritage, and how tourism can either contribute to or hinder these conservation efforts. Through case studies and practical applications, students will gain a comprehensive understanding of the ethical, ecological, social, and economic dimensions of conservation in tourism.

Course Objectives:

- Understand the principles of nature and cultural conservation and their relevance to tourism management.
- Analyze the impact of tourism on natural and cultural resources, and how conservation efforts can mitigate these impacts.
- Explore the legal, ethical, and policy frameworks that guide conservation practices in tourism.

Course Outcome: Upon successful completion of this course, students will be able to:

- Evaluate the impact of tourism on natural and cultural heritage, and propose conservation strategies to minimize negative effects.
- Apply sustainable conservation practices in tourism planning and development.

Unit 1: Introduction to Conservation of Nature and Culture

1. Definition and importance of nature and cultural conservation in the tourism context; The relationship between tourism and conservation: threats and opportunities
2. Key concepts in conservation: biodiversity, sustainability, cultural heritage, and ethics, Global frameworks and organizations involved in conservation (e.g., UNESCO, IUCN)
3. Understanding the value of both natural and cultural heritage from a tourism perspective **(15 Hours)**

Unit 2: Conservation of Natural Resources in Tourism

1. Biodiversity and ecosystems in tourism destinations , Environmental degradation caused by tourism: habitat destruction, pollution, over-exploitation of resources
2. Conservation strategies for natural areas: national parks, protected areas, and wildlife reserves , Ecotourism as a tool for nature conservation and sustainable development
3. The role of stakeholders: government, NGOs, the private sector, and local communities in natural resource management, Legal frameworks and environmental policies for conservation **(15 Hours)**

Unit 3: Conservation of Cultural Heritage in Tourism

1. Types of cultural heritage: tangible (e.g., monuments, artifacts) and intangible (e.g., traditions, languages) , The impact of tourism on cultural heritage: preservation vs. commercialization
2. UNESCO World Heritage Sites and their role in cultural conservation, Challenges in preserving cultural heritage in the face of mass tourism
3. Community involvement in preserving cultural heritage through tourism, Ethical considerations in cultural tourism and heritage management **(15 Hours)**

Unit 4: Sustainable Tourism and Community-Based Conservation

1. Principles of sustainable tourism development: balancing tourism and conservation, Community-based conservation: empowering local communities to protect their natural and cultural heritage
 2. The role of indigenous knowledge and local traditions in conservation efforts, Case studies of successful community-based tourism and conservation models
 3. The economics of sustainable tourism: balancing profit and preservation, Policy recommendations for integrating tourism with conservation efforts, Monitoring and evaluating conservation outcomes in tourism contexts
- (15 Hours)**

Reading List:

- Buckley, R. (2009). *Ecotourism: Principles and practices*. CABI Publishing.
- Buckley, R. (2012). *Sustainable tourism: Research and reality*. CABI Publishing.
- Houghton, R., & Houghton, E. (2017). *Biodiversity and conservation in tourism*. Routledge.
- McKercher, B., & du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Haworth Press.
- Newsome, D., Moore, S. A., & Dowling, R. K. (2013). *Natural area tourism: Ecology, impacts, and management*. Channel View Publications.
- Richards, G. (2018). *Cultural tourism: A handbook for the modern traveler*. Routledge.
- Simpson, M. C. (2007). *Sustainable tourism: The role of cultural heritage*. The UNESCO Series.
- Whelan, T. (1991). *Ecotourism: A guide for planners and managers*. The Ecotourism Society.

Paper: GE 2: Entrepreneurship 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
Entrepreneurship Tourism GE 2	4	3	1	0	Graduation in any discipline with Minimum 50 percent marks.	Nil

Course Description: This course explores the dynamic and growing field of entrepreneurship within the tourism industry. It provides students with an understanding of how to identify opportunities, develop innovative business ideas, and create sustainable tourism ventures. Students will learn about the key elements of successful tourism entrepreneurship, including market research, business planning, financing, marketing, and the management of tourism-based businesses. Through case studies and practical applications, students will gain the skills necessary to launch and manage their own tourism-related businesses or contribute to entrepreneurial activities within existing organizations.

Course Objectives:

- Understand the key principles of entrepreneurship as applied to the tourism industry.
- Learn how to identify and evaluate business opportunities in the tourism sector.
- Develop and refine skills in business planning and strategy development for tourism ventures.

Course Outcome:

- Identify and evaluate tourism business opportunities by understanding market trends, customer needs, and competitive landscapes.
- Develop a comprehensive business plan for a tourism-based venture, considering aspects such as feasibility, market analysis, and financial planning.
- Apply marketing strategies, financial tools, and management practices to ensure the success of a tourism-related business.

Unit 1: Introduction to Entrepreneurship in Tourism

1. Defining entrepreneurship and its role in the tourism industry , Types of tourism businesses: accommodation, transport, attractions, tour operators, and technology-based services
 2. Characteristics of successful tourism entrepreneurs , The entrepreneurial process: opportunity recognition, idea generation, business model creation, and risk-taking
 3. The importance of innovation and creativity in tourism entrepreneurship , Trends and challenges in tourism entrepreneurship: digital transformation, sustainability, and global competition
- (15 Hours)**

Unit 2: Identifying and Evaluating Tourism Business Opportunities

1. Market research techniques for identifying tourism opportunities , Understanding customer needs, preferences, and emerging tourism trends
 2. Assessing market demand, competition, and the competitive advantage of a tourism venture , SWOT analysis for tourism businesses: strengths, weaknesses, opportunities, and threats
 3. Feasibility studies: financial, legal, and operational considerations for tourism businesses , Innovative tourism business models (e.g., ecotourism, experiential tourism, tech-based tourism services)
- (15 Hours)**

Unit 3: Business Planning, Financing, and Marketing for Tourism Ventures

1. Writing a business plan: key components (executive summary, business model, financial projections, marketing strategy) , Sources of funding for tourism startups: venture capital, loans, crowd funding, and government grants
2. Budgeting and financial forecasting for tourism businesses , Marketing strategies for tourism ventures: segmentation, targeting, and positioning
3. Digital marketing for tourism businesses: website design, social media, SEO, and content marketing , Branding and customer engagement strategies in tourism **(15 Hours)**

Unit 4: Managing Tourism Ventures and Sustainable Entrepreneurship

1. The operational challenges of managing a tourism business: staffing, quality control, and service delivery , Technology and innovation in tourism businesses: mobile apps, online booking systems, and virtual tourism
2. Sustainability in tourism entrepreneurship: balancing economic, social, and environmental factors , Corporate social responsibility (CSR) and ethical considerations in tourism ventures
3. Scaling and growing a tourism business: strategies for expansion and risk management; Case studies of successful and failed tourism businesses: lessons learned. **(15 Hours)**

Reading List :

- Baum, T. (2016). Human resource management for tourism, hospitality and leisure. Cengage Learning.
- Burns, P. (2018). Tourism and hospitality entrepreneurship. Routledge.
- Carlsen, J., & Liburd, J. J. (2012). The future of tourism: Innovation and entrepreneurship. Springer.
- Hall, C. M., & Gössling, S. (2013). Sustainable tourism: A critical approach. Routledge.
- Hjalager, A. M. (2010). Tourism and innovation. Routledge.
- Mill, R. C., & Morrison, A. M. (2002). The tourism system: An introduction to the geography of tourism. Kendall/Hunt Publishing.
- Morrison, A. (2013). Entrepreneurship in the tourism and hospitality industries. Routledge.
- Thomas, R., & Lankford, M. (2018). Entrepreneurship in tourism and hospitality. Routledge

Paper: Skill: GIS and 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
GIS and Tourism S -2	2	0	0	2	Graduation in any discipline with minimum 50 percent marks.	Nil

Course Description: Geographic Information Systems (GIS) and mobile applications have revolutionized tourism planning, management, and visitor experience. GIS enables spatial analysis, resource mapping, and decision-making, while mobile applications enhance accessibility, navigation, and personalized travel experiences. This course covers theoretical aspects of GIS in the first half and its applications in tourism, including mobile technologies, in the second half.

Course Objectives

- Introduce the fundamental concepts, components, and techniques of GIS.
- Explain spatial data models, GIS mapping techniques, and data visualization.
- Explore GIS applications in tourism planning, infrastructure, and visitor management.

Learning Outcomes Upon completing this course, students will be able to:

- Understand the fundamental principles and applications of GIS in tourism.
- Differentiate between various spatial data models and GIS tools.
- Apply GIS for tourism infrastructure planning, carrying capacity assessment, and accessibility analysis.

Unit 1: Fundamentals of GIS in Tourism

1. Introduction to GIS: Definition, Scope, and Importance in Tourism
2. Spatial Data Models: Vector and Raster Data, Coordinate Systems
3. GIS Data Sources: GPS, Survey Data, and Government Tourism Databases

(08 Hours)

Unit 2: GIS Mapping and Analysis Techniques

1. Thematic Mapping for Tourism Development
2. Spatial Analysis in Tourism: Proximity, Density, and Accessibility Studies
3. GNSS: Meaning, Segments and Applications

(08 Hours)

Unit 3: GIS in Tourism Planning and Infrastructure Development

1. Practicum
2. Workshop
3. Hands on Learning

(08 Hours)

Unit 4: GIS in Sustainable Tourism and Crisis Management

1. Practicum
2. Workshop
3. Hands on Learning

(08 Hours)

Reading List:

- Burrough, P.A. and McDonnell, R.A. 1998. Principles of Geographic Information Systems, Oxford University Press.
- Chang, K, 2006. Introduction to Geographic Information Systems, Tata McGraw-Hill.
- DeMers, M. 2009. Fundamentals of Geographic Information Systems, 4th Edition, John Wiley & Sons
- Virendra Nagarale, 2011. GIS Approach for Tourism Development, LAP Lambert Academic Publishing
- Chaudhuri, Somnath, Ray, Nilanjan, 2018 GIS Applications in the Tourism and Hospitality Industry(Ed), IGI Global, USA