

# MASTER OF ARTS IN TOURISM & HOSPITALITY MANAGEMENT

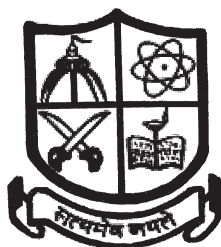
(SEMESTER PATTERN)

CHOICE BASED CREDIT SYSTEM SYLLABUS

TWO-YEAR FULL TIME PROGRAMME

## COURSES OF STUDIES

(2023 -2024)



**Buxi Jagabandhu Bidyadhar Autonomous College**

Bhubaneswar - 751014

Accredited at the 'A' Level by

National Assessment and Accreditation Council (NAAC)

Telephone/Fax : 0674-2436971, Website : [www.bjbcollege.ac.in](http://www.bjbcollege.ac.in)

# M.A in Tourism & Hospitality Management (MA-THM)

## B.J.B (Autonomous) College

This programme equips students with skills relevant to the travel, tourism and hospitality industry. The objective is to train that sort of people who would be best suited to take up the Administrative and Managerial challenges of the Tourism, Travel and Hospitality sectors.

The Department of MA-THM has started functioning from the academic session 2015-16. This department is committed to provide the best inputs for preparing the scholars through its two-year regular management programme. The programme covers the general management and industry driven curriculum and equips students with the analytical, strategic and policy-making skills required for sustainable tourism management within both commercial business enterprises and the public sector tourism industry.

### Pedagogy:

To facilitate integrated learning in the department, different methods are followed to make it highly participative. The pedagogy comprises interactive class room sessions with active students' participation through case presentations, quizzes and exposure to real life situations through frequent seminars and workshops conducted by executives invited from travel and tourism industry. The course and teaching pedagogy are carefully geared up to suit to a highly competitive and fast changing tourism environment.

### Department-Industry Interaction:

The department will closely interact with industrial houses through, Consultancy, Summer Placement Programme, Project Work Assignments, Guest faculty System and Membership of professional bodies. Executives from various organizations will be appointed as the members of Board of Studies.

### Computer facilities:

The department will provide computer facilities in a well-furnished computer lab with Internet connections of the College for the use of the students and faculty members.

### Library facilities:

Besides the College library which is the central library of the College, the department has its own library consisting of reference and text books for the use of faculty members and students. The department will also subscribe newspapers, periodicals and journals of national and international repute for the use of students and faculty members as well.

### Our publications:

#### Journal

The department will publish an annual journal "Paryataka" which will contain research papers contributed by students, faculty members and resource persons from industries and management institutions.

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**Wall magazine**

The students will bring out the creative wall magazine contributed by both students and faculty members. The wall magazine will be published fortnightly.

**Professional interactions:**

Seminars on various topics will be held once in a week. Both students and faculty members will participate in such seminar activities. Besides, experts in the subject will also be invited from reputed institutes/universities/industrial houses to address the students.

**Cultural:**

The department will feel proud of its students those having talents in music, dance, literature and other allied fields. Musical concerts, plays, dances and mimicries will be organized by the students during the annual function to be celebrated every year. Inter-departmental competitions will be held on debate, business quiz, antakshri, etc. to promote creativity in the students.

**Curriculum:**

With the increasing demand for tourism and hospitality human resource professionals, the department administers a realistic course curriculum in consultation with academicians and industry experts. The two-year post-graduate programme - M.A in Tourism & Hospitality Management covers the following papers through semester system.

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**Syllabus for MA-THM (2022-23)**  
**M.A. in TOURISM & HOSPITALITY MANAGEMENT**

COURSE STRUCTURE

**Semester-I**

<b>Paper Code</b>	<b>Subject</b>	<b>Marks</b>
1.1	Tourism Concepts & Practices (TCP)	80+20
1.2	World Travel Geography (WTG)	80+20
1.3	Management Concepts & OB (MCOB)	80+20
1.4	Leisure, Recreation & Hospitality Management (LRHM)	80+20
1.5	Heritage & Odisha Tourism (HOT)	80+20
1.6	Fundamentals of Computer & MIS (FCM)	80+20

**Semester-II**

<b>Paper Code</b>	<b>Subject</b>	<b>Marks</b>
2.1	Tourism & Heritage Products of India (THPI)	80+20
2.2	Hospitality Marketing & Public Relations (HMPR)	80+20
2.3	Travel Agency Management (TAM)	80+20
2.4	Communication Skills & Personality Development (CSPD)	80+20
2.5	Entrepreneurship Development in Tourism (EDT)	80+20
2.6	Internship & Project Report	75+25

**Semester-III**

<b>Paper Code</b>	<b>Subject</b>	<b>Marks</b>
3.1	Tourism Ethics & Legislation (TEL)	80+20
3.2	Event Management (EM)	80+20
3.3	Destination Development & Management (DDM)	80+20
3.4	Food Service Operations (FSO)	80+20
3.5	Tour Operations Management (TOM)	80+20
3.6	Seminar Presentation & Viva Voce	50+50

**Semester-IV**

<b>Paper Code</b>	<b>Subject</b>	<b>Marks</b>
4.1	Sustainability & Eco-Tourism (SET)	80+20
4.2	Front Office Management (FOM)	80+20
4.3	Aviation Management (AM)	80+20
4.4	Management of Tour Packaging (MTP)	80+20
4.5	Accommodation Operations & Management (AOM)	80+20
4.6	Dissertation & Viva Voce	75+25

**Summer Training:**

After completion of Semester-II, students have to undergo 4-6 weeks Summer Training Programme in Corporates or related service organizations. They are supposed to submit a training report for valuation.

**Annual Project Work:**

During Semester-IV, all the students are required to undertake Annual Project Work on a topic relevant to Tourism & Hospitality Management. The topic is decided in consultation with project guides.

**Attendance:**

A minimum of 75% attendance is essential for a student to be eligible for appearing at the University examination.

**Regulations for Semester Examination System:**

1. The course contains 4 (four) Semesters  
Each Semester is having 6 (six) Papers each  
Each Paper is of 100 marks
2. The distribution of marks is as follows:
  - i) There will be one Mid-term examination of 20 marks to be conducted by respective teachers
  - ii) End-term examination will carry 80 marks per Paper

Pass Marks for the MA-THM shall be as per the other PG courses of this college. A student has to pass in all subjects in Mid-term and End-term examinations separately in each semester. A student can repeat the subject, if failed; provided he/she secures minimum 40% marks in aggregate in the semester. Such repetition is allowed for once within two subsequent academic years.

A student can improve "division" by re-appearing for an examination. Such reappearance is restricted to two subjects only. In case of such reappearance, the marks obtained are lower than the earlier; the higher marks would be considered as final marks. This type of reappearance is for one time only and can be allowed within two academic years from the year of regular appearance.

A student cannot repeat in practical, dissertation, etc. which he/she has to appear at his/her regular session.

A student has to undergo summer training and project work which are compulsory and part of course curriculum. The students are required to submit reports after each industrial tour. This may be followed by Seminars.

Each student has to present a seminar paper on any topic during each semester in presence of all faculty members and fellow students in consultation with a faculty member as guide.

In the fourth semester, the group seminars are compulsory which will be conducted in presence of all faculty members and an external. In the dissertation viva-voce, two externals (one from academics and another from industry) will be present.

**Admission Procedure:**

1. Any graduate securing 40% marks in aggregate in +3 examinations shall be eligible for admission into M.A. in Tourism & Hospitality Management.
  2. The admission will be on career-cum-entrance test basis. Career marking will be based on division secured in HSC, +2 and +3 examinations.
    - i) Career marks will be of 75 marks
    - ii) Entrance marks will be of 75 marks
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# DEPARTMENT OF MA IN TOURISM & HOSPITALITY MANAGEMENT (MA-THM)

Programme Name: - MA in Tourism & Hospitality Management (MA-THM)  
Number of Semester: - 04

## Programme Specific Outcome:

This programme equips students with skills relevant to the travel, tourism and hospitality industry. The objective is to train that sort of people who would be best suited to take up the Administrative and Managerial challenges of the Tourism, Travel and Hospitality sectors.

The Department of MA-THM has started functioning from the academic session 2015-16. This department is committed to provide the best inputs for preparing the scholars through its two-year regular management programme. The programme covers the general management and industry driven curriculum and equips students with the analytical, strategic and policy-making skills required for sustainable tourism management within both commercial business enterprises and the public sector tourism industry.

## SEMESTER - I

### Paper-1.1: Tourism Concepts & Practices (TCP)

80+20=100

#### Course Outcome :

To inculcate the various concept of tourism and its practices.

#### UNIT-1

Tourism: An overview - Definition, Nature and Characteristics Typology of Tourism–Classification of Tourists - Tourism Network Inter-disciplinary approaches to Tourism Historical Development of Tourism Types of Tourist Motivations and Classification.

#### UNIT 2

Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation F&B – Shopping Entertainment Infrastructure and Hospitality – Emerging areas of tourism Rural, Eco, Medical, MICE, etc., – Responsible Tourism Case Studies.

#### UNIT 3

Tourist Transportation: Air transportation: The airline industry-present policies, and practices. Surface Transport: Rent a car Scheme and Coach Bus Tour, Rail Transport: Major Railway Systems of World- Types of rail tours in India, Water Transport: cruise and ships.

#### UNIT 4

Tourism Impacts Tourism Area Life Cycle (TALC) – Push and Pull Theory Tourism System Leiper's Model Demand and Supply in tourism Tourism regulations Present trends in Domestic and Global tourism.

#### UNIT 5

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Travel & Tourism Council (WTTC) Ministry of Tourism, Govt. of India, ITDC, FHRAI, IHA, IATA, ICAO, TAAI and IATO.

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**REFERENCES:**

- Burkart A.J., Medlik S. : Tourism Past, Present and Future
- Chuck Y. Gee, James C. Makens et al : The Travel Industry
- Ghosh Bishwanath : Tourism and Travel Management
- Holloway, J. C. : The Business of Tourism
- Medlik, S. : Understanding Tourism.
- Michael M. Coltman : Introduction to Travel and Tourism An International Approach

**Paper-1.2: World Travel Geography (WTG)****80+20=100****Course Outcome :**

To impart the knowledge and importance of Geography in Tourism, worldwide.

**UNIT 1**

Importance of Geography in Tourism - Natural and climatic regions of the world - Factors affecting global and regional tourist movements – Contemporary trends in international tourist movements - Impacts of weather and climate on tourist destinations.

**UNIT 2**

Factors which makes Europe a leading Continent in terms of Tourist Arrivals & Tourism Receipts - France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland and The Netherlands.

**UNIT 3**

Popular tourist places and Case Studies of selected countries like China, Singapore, Malaysia, Thailand, Canada and the USA.

**UNIT 4**

Asia : The main tourism resources – Factors affecting the growth and development in Asian region - Major Tourist Circuits - Case Study of Kerala.

**UNIT 5**

Latitude - Longitude - International Date Line - Time Zones and Calculation of Time - Time differences - GMT variations – Important Tourist Circuits and popular itineraries of selected countries.

**REFERENCES:**

- Boniface, B.G. and Chris Cooper : The Geography of Travel and Tourism
- Hall C.M. and Stephen, J. Page : The Geography of Tourism and Recreation
- Pearce Douglas : Tourism Today: A Geographical Analysis
- Singh R.L. : India A Regional Geography
- Seth P.N. : Successful Tourism Management
- Sarina Singh et.al : India-Lonely Planet Publications

**Paper-1.3: Management Concepts & OB (MCOB) 80+20=100****Course Outcome :**

Discussing various concepts of management and organisation behaviour in relation with tourism.

**UNIT 1**

Management: Meaning, nature, scope and importance of Management - Functions of Management - Management roles, Levels of Management and Management skills - Corporate Social Responsibility (CSR) - Ethics and values in Management - Entrepreneurship and Small business.

**UNIT 2**

Planning: Meaning, nature and importance - Planning process - Types of planning, Measures of effective planning - Barriers of effective planning, Management by Objectives (MBO). Decision making: meaning, types and process - Organizing, Staffing: Directing and Controlling.

**UNIT 3**

Concept and importance of Organizational Behaviour - Models of OB - Challenges and Opportunities for OB - Diversity in Organizations.

**UNIT 4**

Main components of attitudes - Major job attitudes - Personality and its models - Personality traits relevance to OB - Importance of values, perception and factors influencing perception - Link between perception and individual decision making.

**UNIT 5**

Organization Culture: Definition - Functions of organization culture. HRM : The Evolving - Role of HRM in the tourism industry - Human Resource Planning (HRP) - Job/Role Analysis - Recruitment & Selection, Orientation & Placement, Conflict and Stress management - Importance of Discipline and Counseling in Tourism sector.

**REFERENCES:**

- Kuntz: : The Essentials of Management  
L.M.Prasad: : Principles and Practices of Management  
Slocum /Hellriegel: : Fundamentals of OB  
Robbins, et al: : Organizational Behaviour

**Paper-1.4: Leisure, Recreation & Hospitality Management (LRHM)****80+20=100****Course Outcome :**

Introducing leisure, recreation and hospitality in the growth and development of tourism.

**UNIT 1**

Definition of Leisure - Growth and Development of the Tourism & Leisure Industry. Impacts of Tourism & Leisure on environment - The relationship between tourism, leisure and recreation - Understanding touristbehaviour - Future of Tourism & Leisure Industry.

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**UNIT 2**

Recreation: An overview Range of Recreation Businesses: Adventure Travel, Winter Sports, Historic Sites, Camping, Resorts, Motor coach operators, Enthusiast groups.

**UNIT 3**

Recreation Management: Impact of Recreation on Tourism Tourists and recreational demand - National Parks and Natural Areas Environmental perspectives on coastal recreation and tourism.

**UNIT 4**

Introduction to Hospitality industry and its distinctive characteristics. Types of accommodation and their grouping, classification, Categorization and forms of Ownership Hotel Organization: Organizational charts, Major departments of a hotel Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc.

**UNIT 5**

Managerial issues: Trends, Problems and Successfactors; Case study of the selected Hotel/ Motel/Restaurant, brands. Future trends in Hospitality Industry, Role of Associations in hospitality management Functions and operations.

**REFERENCES:**

- Michael Hall & Stephen J. Page : The Geography of Tourism and Recreation Environment, Place and Space
- Gray and Ligouri: : Hotel and motel management and operations
- George Torkildsen : Leisure and Recreation Management
- JagmohanNegi : Professional Hotel Management

**Paper-1.5:Heritage & Odisha Tourism (HOT)****80+20=100****Course Outcome :**

Role of Indian and Odisha heritage with various fairs, festival, music and dance and Religious tourism

**UNIT-1**

Brief outline of History of Odisha - 3rd century BC to the British rule - The Kalinga War & its impact on Buddhism - Kharavela and his contribution to Jainism -Contributions of important ruling dynasties -their development of art and architecture in Odisha - Features of Kalinga School of Temple Architecture.

**UNIT-2**

Religious tourism in Odisha – Buddhism, Jainism, Saivism, Vaishnavism, Hinduism and Saktism – Sankaracharya in Puri – Jagannath Cult.

**UNIT-3**

The Golden Triangle of Odisha –Diamond Triangle of Odisha: Lalitgiri, Ratnagiri and Udaygiri – Konark: The World Heritage Site – Puri: The abode of Lord Jagannath – National Parks &

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Wildlife Sanctuaries – Potential of emerging areas in rural tourism: Eco Tourism – Beach Tourism – Adventure Tourism – Health & Ayurveda Tourism – Tribal Tourism – Textile Tourism – Issues, challenges, prospects & strategies.

#### UNIT-4

Fairs & Festivals – Music & Dance (Classical & Folk) – Odissi, Gotipua, Chhau – Music & Dance Festivals of Odisha – Beach Festivals of Odisha – Handcrafts & Handlooms.

#### UNIT-5

Role of the Dept. of Tourism, Govt. of Odisha for promotion & development of Tourism – State Tourism Policy – OTDC: its role - infrastructure development and amenities - Human resource development in Odisha Tourism.

#### REFERENCES:

A.N.Tiwari:	:	Reference Orissa
BimalenduMohanty:	:	Land Beautiful
DinanathPathy:	:	Paintings of Orissa
K.C.Panigrahi:	:	Orissa Tourism
DebalaMitra:	:	Bhubaneswar
DebalaMitra:	:	Puri&Konark

### Paper-1.6: Fundamentals of Computer & MIS (FCM)

80+20=100

#### Course Outcome :

Introducing computer & information technology's in tourism, MIS, DOS, MS office: Word, Excel, PowerPoint, EDI, IT outsourcing etc.

#### UNIT-1

Introduction to computer & information technology: Functions, characteristics, components of Hardware: - Storage Devices, Input-Output Devices, Printing Devices - Software: - Types of software, operating systems and types

Role of computer in Management - Computer networking: Data communication, LAN, MAN, WAN - Introduction to Internet, E-mail, www, Internet security, etc.

#### UNIT-2

Introduction to MIS (Management Information System) and organization information need: Information requirement at various levels of management – Functional and integrated information system – Analysis and design of information system.

#### UNIT-3

Computerization in Tourism – IT for achieving competitive edge in tourism industry – Skill up-gradation and re-deployment of staff as a result of computerization – Successful online tourism business models: an overview of Tourism websites – online tourism services and benefits. Case Studies of IRCTC, MakeMytrip.com, Yatra.com, Travelguru, Expedia.co.in, Tripadvisor, Amadeus, Galileo, etc.-E-Tourism, E-Marketing and E-Commerce.

**UNIT-4**

Introduction to DOS (Internal and External Command), MS Office: Word, Excel and Power point - Windows (Standard operations).

**UNIT-5**

Security and Internet Firewalls, Electronic Payment Systems (EPS), Electronic Fund Transfers (EFT), Electronic Data Interchange (EDI), IT outsourcing, Cyber Crimes, Cyber Laws, Computer Viruses, Digital Signatures, Cryptography.

**REFERENCES:**

C.M.Pai	: Quantitative Methods & Managerial Decisions
D. H. Sanders	: Computers Today, McGraw Hill
E.M. Scott	: Principles of Management Information Systems, McGraw Hill
Elmansic/Navathe	: Fundamentals of Database Systems
G.B. Davis and M.H. Olson	: Management Information Systems, McGraw Hill
Gary Inkpen	: Information Technology for Tourism
J. Kanter	: Management Information Systems, PHI
J. Sholly and R. Hunt	: Computer Studies- A First Course, Wheeler Publishing
Mardick& Ross	: Information System for Modern Management
Mary Sumner	: Computers- Concepts and Uses, PHI
Murdick, Ross and Claggett	: Information Systems for Modern Management, PHI
Robson Wendy	: Strategic Management & Information Systems
S.K.Basandra	: Computers Today

**SEMESTER - II****Paper-2.1: Tourism & Heritage Products of India (THPI) 80+20=100****Course Outcome :**

Understanding the value of culture and heritage and its preservation and management.

**UNIT 1**

Cultural and heritage tourism, its manifestations, characteristics and commonalities between cultural and heritage tourism - Characteristics of tourism products.

**UNIT 2**

Meaning and concept of Heritage - Criteria for selection as heritage sites, monuments and zones by UNESCO - Types of heritage property. World Heritage Sites and monuments in India.

**UNIT 3**

Heritage Management: Objectives and strategies - Protection, Conservation and Preservation - Architectural heritage of India - Heritage Hotels and their classification.

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**UNIT 4**

Indian Culture: General Features, Sources, Components and Evolution - Structure of Indian Society, Rites and Rituals - Elements of Indian Art, Literature, Cinema, Handicrafts, etc. - Important temples of India-East, West, North & South.

**UNIT 5**

National and International Organizations engaged in Heritage Management (UNESCO, ASI, INTACH and NGOs); Museums concept and classifications and Art Galleries of India.

**REFERENCES:**

- Allchin, B., Allchin, F.R. et al. : Conservation of Indian Heritage.
- Ashworth, G. J. : The Tourist Historic City: Retrospect and Prospect of Managing the Heritage City,
- Agrawal V.S. : The Heritage of Indian Art, Govt. of India Publication
- Christopher Tadgell : The History of Architecture in India.
- Timothy Dallen J. : Cultural Heritage and Tourism: An Introduction.
- DalmiaYashodhra : Contemporary Indian Art: Other Remedies.
- LuniyaB.N : Ancient Indian Culture.
- VenkataramanLeela : Indian Classical Dance

**Paper-2.2:Hospitality Marketing & Public Relations (HMPR) 80+20=100****Course Outcome :**

Introducing marketing concepts in tourism and public relations.

**UNIT-1**

Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Strategic Planning and Marketing Process - Marketing Environment - Uniqueness of Hospitality Marketing.

**UNIT-2**

Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Targeting - Segmentation and Tourism Market. Identifying Market Segments and Selecting Target Market. Marketing mix for travel and tourism.

**UNIT-3**

Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

**UNIT-4**

Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Distribution Channel in Travel and Tourism. Promotion Decision – Promotion Mix: Advertising, Sales Promotion and Personal Selling.

**UNIT-5**

Public Relations – Role of public relations – The PR process – Tools of public relations – Publicity – Institutional advertising – Responsibility of PR – The PR department – PR role in corporate communication.

**REFERENCES:**

Philip Kotler, Jon Bower, James Maken:	Marketing for Hospitality and Tourism
Les Lumsdon:	Tourism Marketing
J. Christopher Holloway & Chris Robinson:	Marketing for Tourism
Stephen F. Wilt and LuizMountinho:	Tourism Marketing & Management Handbook
Victor T.C. Middleton:	Marketing in Travel and Tourism
Kotler Philip and Armstrong, G:	Principles of Marketing.
Stanton, Willam J:	Fundamentals of Marketing,

**Paper-2.3: Travel Agency Management (TAM)****80+20=100****Course Outcome :**

Introducing the various types of Travel Agencies and Tour operations and its proper management strategies.

**UNIT-1**

History & Growth - Emergence of Thomas Cook and American Express - Types of Travel Agencies & Tour Operations - Distinction between Wholesale & Retail Travel Agency - Integration & Linkages – Business Problems & Prospects.

**UNIT-2**

Setting up Travel Agency Units – Government Rules for getting Approval – IATA Rules & Regulations for Accreditation – Documentation – Entrepreneurial Skills for running Travel agency business – FIT & GIT – Liaison & Selling Package Tours – Commission – Service Charges – CRS concept.

**UNIT-3**

IATA, PATA, TAAI & IATO – Functions & Responsibilities – Travel Formalities – Health & Currency Regulations – Documentation & Guidelines.

**UNIT-4**

Importance of Transport in Tourism: Air, Rail, Water and Road Transport – Patterns of Demand for Tourist Transportation – Airlines, Car Hiring companies, Cruise Ships, Indian Railways – Types of Tours – Special Schemes & Packages.

**UNIT-5**

Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion.

**REFERENCES:**

J.M.S. Negi:	Travel Agency & Tour Operation
Chuck Y.Gee:	Professional Travel Agency Management
C. Holloway:	The Business of Tourism
Mohinder Chand:	Management of Travel Agency & Tour Operation
P. Yale:	The Business Tour Operations
P.N.Seth:	Successful Tourism Management

**Paper-2.4: Communication Skills& Personality Development (CSPD) 80+20=100****Course Outcome :**

To develop the oral & written business communication and personality development.

**UNIT 1**

Communication Fundamentals: Business Communication in today's world, The Communication Process & Communication Channels, Barriers to Communication, Verbal & non verbal communication.

**UNIT 2**

Oral Communication: Elements of Good Oral Communication, Speaking and Listening Skills, Professional use of the telephone, Effective presentation skills.

**UNIT 3**

Written communication: Report writing and presentation, Business Letters – layout and types, Preparing resume Application letters, Memo, Proposals, Legal aspects.

**UNIT 4**

Customer care: Effective customer care, managing customer complaints & negotiating with the customer, Handling Interpersonal Conflict, Counseling skills.

**UNIT 5**

Personality Development: Basic traits of personality dress, address, gestures and manners, Self-evaluation and development identification of strengths and weaknesses, Overcoming hesitation and fear of facing the public, Corrective and developmental exercises confidence building, role plays.

**REFERENCES:**

Murphy, H.A. and Peck, C.E.	:	Effective Business Communications
Sharma R.C. and Mohan K.	:	Business Report Writing and correspondence
Peare, C.G	:	Principles of Business Communications
Lynn Vander Wagen	:	Communication in Tourism and Hospitality
Patricia Andrews and R.Herschel	:	Organizational Communication
Jon & Lisa Burton	:	Interpersonal Skills for Travel and Tourism

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## Paper-2.5: Entrepreneurship Development in Tourism (EDT) 80+20=100

### Course Outcome :

Developing entrepreneurship in tourism with analysing various management issues.

### UNIT-1

Entrepreneurship: definitions and concept – Theories & Approaches –Types of Entrepreneurs– Entrepreneurial Motivation – Role of Entrepreneurship in economic development Entrepreneurial skill for travel, tourism and hospitality trade - Issues and challenges of entrepreneurship in travel trade.

### UNIT-2

Entrepreneurship in Tourism – Opportunity scanning and identification – Business Plan Feasibility Report – Funding options Organizational framework for promotion and development of Tourism and Travel business.

### UNIT-3

Conceptualizing a business; business model; business strategy Understanding customers and analyzing competition - Form of organization and legal considerations - Networking and collaboration - Good business practices.

### UNIT-4

Setting up a Tourism enterprise: steps, procedures, licenses, registration, etc. - Institutional support for MSMEs - Management performance, assessment and control - Managing family enterprises.

### UNIT-5

Management Issues in Tourism & Hospitality Industry - Entrepreneurial case studies of major MNCs and National tourism and travel firms MakeMyTrip, Thomas Cook, Cox and Kings, Kuoni, Taj Hotel, Radisson Hotel, Welcome Group, etc.

### REFERENCES:

Chowdhary, N and Prakash, M:	Managing a Small Tourism Business, Matrix Publication
Desai, Vasant:	Small Scale Industries and Entrepreneurship. Himalaya Publishing House
Mohanty and SangramKeshari:	Fundamentals of entrepreneurship, Prentice Hall of India
Kaulgud, Aruna:	Entrepreneurship Management, Vikas Publishing House

## Paper-2.6: Internship& Project Report

75+25=100

### Course Outcome :

To impart the link between academic and practical Knowledge in various organisational Setups.

Internship Project Report - 75 marks

Presentation&Viva Voce - 25 marks

(For at least 15 minutes each in the presence of H.O.D and an External Examiner)

## SEMESTER - III

### Paper-3.1: Tourism Ethics & Legislation (TEL)

**80+20=100**

#### Course Outcome :

Understanding various laws and regulations related to tourism, its policies of India and Odisha.

#### UNIT-1

Tourism Ethics -Tourism Bill of Rights. Laws relating to accommodation – Rules & regulations for travel agencies, tour operation & hospitality sectors.

#### UNIT-2

Laws and regulations related to airlines and airways -Safety and security of tourists - Tourism Police - Need for tourism legislation – Constitutional provisions – Manila Declarations.

#### UNIT-3

Special permits to restricted areas for foreign tourists in India - Restricted areas in India for foreign tourists and related authorities at these places to obtain permits - Permits related to various monasteries and wild life areas and their procedures.

#### UNIT-4

Tourism policies of India and Odisha – Tourism planning process including development schemes – Circuit development – Destination development = Rural Tourism – World Tourism Day themes.

#### UNIT-5

Travel Insurance – Passport, Visa & Health Regulations – Customs & Currency Regulations – Foreign Exchange Regulations Act, 1973 (FEMA, 2000) -Laws related to environment and wildlife – The Environment Protection Act, 1986 – Wildlife Protection Act, 1972.

#### REFERENCES:

Govt. of India, Dept. of Tourism	:	Tourism Guidelines
Govt. of India, Ministry of Tourism	:	Tourism Guidelines
J.Corke	:	Tourism Laws
Manohar Sajnani	:	Indian Tourism Business- A Legal Perspective
R.K.Malhotra	:	Environmental & Legal Issues in Tourism
S.K.Gupta	:	Foreign Exchange Laws & Practice

### Paper-3.2:Event Management (EM)

**80+20=100**

#### Course Outcome :

Introducing the dynamics of Event planning, organizing and management. Special focus on event marketing, customer care and various travel fairs viz ITB, WTH, PATA etc.

#### UNIT 1

Introduction: Meaning, characteristics and types of events; Event Infrastructure – Target Audience – Venue – Understanding the Event Market.



**UNIT 2**

Dynamics of Event Management: Event Planning and organizing; Event preparation, logistics and support services; Financial management and Marketing of events, Risk management and emergency services.

**UNIT 3**

Introduction to MICE (Meetings, Incentives, Conferences and Exhibitions): Components of MICE, Economic and Social significance of MICE, Introduction to professional meeting planning definition, types and roles; associate, corporate and independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus functions, structure and funding sources.

**UNIT 4**

Event Marketing: Customer care; Marketing equipment and tools – Promotion, Media Relations and Publicity ; Event Co ordination Visual and Electronic Communication; Event Presentation; Event Evaluation; Case Studies of events of National and International importance.

**UNIT 5**

Travel Industry Fairs: Benefits of Fairs ITB, WTM, BTF, TTW, FITUR, KTM, CII Events, PATA Travel Mart.

**REFERENCES:**

Leonard H. Hoyle:	Event Marketing
Anton Shone & Bryn Parry:	Successful Event Management
Bhatia A.K:	Event Management
David C. Watt:	Event Management in Leisure and Tourism
S.S.Gaur & S.V. Saggere:	Event Marketing & Management

**Paper-3.3: Destination Development & Management (DDM) 80+20=100****Course Outcome :**

Developing destination and its impact on tourist behaviour, environmental impacts, and protection measures for the future.

**UNIT-1**

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

**UNIT-2**

Tourist behaviour - Destination Life Cycle - Destination Management Planning (DMP) – Destination Management Organizations (DMOs) - roles, importance, types.

**UNIT-3**

Impacts of tourism destination– Environmental impacts, environmental protection measures – Socio-cultural impacts and carrying capacity – factors affecting carrying capacity - Planning for sustainable development.

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**UNIT-4**

Tourism Distribution Strategy – Choice of Distribution Channel – Developing a Destination Promotional Strategy – Evaluation & Control of the Promotional Programme – Tourism Organizations – Role in Destination Development and Promotion – Cases.

**UNIT-5**

Destination positioning, image and branding (cases of Incredible India, The Soul of Incredible India, God's Own Country, Go Goa, etc.) - Promotion of destination through special events - Success factors of destination management organizations - the future of tourism destinations.

**REFERENCES:**

David Pike : Destination Marketing.  
Frank Howie : Managing the Tourist Destination.  
Ernie Heath and Geoffrey Wall : Marketing Tourism Destinations

**Paper-3.4: Food Service Operations (FSO)****80+20=100****Course Outcome :**

Imparting the knowledge of food service industries, Special Concern to restaurant features, industrial & transport Catering, Staffing and training etc.

**UNIT-1**

Food service industry: Food production system – types of food service – classification of restaurant and its types – future of the industry.

Food service operation in hotels and restaurants, Food service department in hotels, Food service operation, Restaurant operation, Lounge & Room service and Banqueting.

**UNIT-2**

Restaurant: Operational features, Specialty Restaurant, Catering, Franchising, Licensed trade catering and Fast food: Reason for growth of fast food, operational features and fast food trends, Wine bars.

**UNIT-3**

Industrial Catering & Transport Catering – Industrial catering management – scope of industrial catering and industrial food service system – Railway catering, Airline catering and marine catering.

**UNIT-4**

Outside catering operations – Fast food, Street food – Welfare catering – Planning and designing of food service – Layout of seating arrangements – Furniture – Interior design – Maintenance and cleaning – Food service equipment – Menu planning.

**UNIT-5**

Staffing & Training: Source of staff, staffing levels and productivity, Staff turnovers, Staff training, Setting standards, Budgetary control, Food & Beverage (F&B) control, Sales transaction, Pricing and sales analysis.

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**REFERENCES:**

- P.Jones&P.Merriurs : Management of Food Services Operations  
P.Jones : Management of Hotel Operations  
P.Jones : Food Services Operations

**Paper-3.5: Tour Operations Management (TOM)****80+20=100****Course Outcome :**

Introducing travel intermediaries in Indian travel agents and tour markets research, product knowledge, inbound and out bound tours itinerary preparation etc.

**UNIT-1**

Emergence of Travel Intermediaries, Indian travel agents and tour operators an overview; differentiation & inter-relationship of TA/TO - Present business trends and future prospects, problems and issues.

**UNIT 2**

Setting up tour operation business: Market research – Product Knowledge – Managing linkages with service providers – Itinerary preparation – Costing a tour package – Planning and scheduling tour packages – Selection of holiday destinations.

**UNIT 3**

Types of Tour Operators. Organizational Structure, Forms of Organization, Departments and functions - Managing recruitment and trained manpower – Operations of Inbound & Outbound tours – Marketing of tour packages.

**UNIT 4**

Managing Distribution, Role of Distribution Chains - Selling through distribution chains. Logistics in Tour Operations.

**UNIT 5**

Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion.

**REFERENCES:**

- Mohinder Chand: Travel Agency Management  
Chunk, James, Dexter &Boberg: Professional Travel Agency Management  
Fay Betsy: Essentials of Tour Management  
Negi J.M: Travel Agency and Tour Operation: Concepts and Principles

**Paper-3.6: Seminar Presentation & Viva Voce****50+50=100****Course Outcome :**

To impart practical knowledge and enhance professional Skills.

(In presence of all faculty members and one External Examiner)

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|----|------------------------------|----------|
| A. | Seminar Presentation (Group) | 50 marks |
| B. | Comprehensive Viva Voce      | 50 marks |

**SEMESTER - IV****Paper-4.1: Sustainability & Eco-Tourism (SET)****80+20=100****Course Outcome :**

Create awareness of sustainability, eco-tourism and Govt. Initiatives towards protection and development of tourism sectors.

**UNIT- 1**

Definition & Meaning of Sustainable Tourism – Concept, Principles and Components of Eco-Tourism – Nature of Eco-Tourism – Eco-Tourism Planning and Development.

**UNIT-2**

Community Benefits - Marketing Eco-Tourism – Meeting & shaping Expectations and Demands – Climate Change: Issues & Implications for Tourism - Carrying Capacity Analysis; Zoning System.

**UNIT-3**

Government Organizations and Eco-Tourism – Role & Importance – Different International Organizations working for Eco-Tourism Planning and Development – NGOs and their involvement for the promotion of Eco-Tourism.

**UNIT-4**

Eco-Tourism and Protected Areas – Visitor Management for Sustainability- Study of Selected National Parks – Wildlife Sanctuaries – Bird Sanctuaries – Crocodile Projects – Tiger Projects – Endangered Species – Wetlands – Marine Environment and Ecology.

**UNIT-5**

Global Initiatives: Global Observatory on Sustainable Tourism (GOST); Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism Development, Global Partnership for Sustainable Tourism.

**REFERENCES:**

- |                              |   |
|------------------------------|---|
| Inskip, E: Tourism Planning: | An Integrated and Sustainable Development Approach.             |
| Ritchie, J.R. & Crouch, I.G: | The Competitive Destination –A Sustainable Tourism Perspective. |
| Mowforth, M. and Munt, I.:   | Tourism and Sustainability Development and New                  |

Middleton, V.T.C and Hawkins:	Tourism in the Third World.
Weaver, D.:	Sustainable Tourism: A Marketing Perspective.
Wahab, S and John J. Pigram, J.J:	The Encyclopedia of Ecotourism.
	Tourism - Development and Growth: The Challenge of Sustainability.

## **Paper-4.2: Front Office Management (FOM)      80+20=100**

### **Course Outcome :**

Imparting the knowledge of front office management in various hotel sectors including hotel accounting, information services for the guest etc.

### **UNIT-1**

Importance of Front Office in a Hotel – Organization structure – Job specification and description.

### **UNIT-2**

Reservation – Source of reservation systems – Types and procedures – Glossary of terms.

### **UNIT-3**

Guest reception and registration (domestic & foreign)- Room allocation and allotment – Check-in & check-out.

### **UNIT-4**

Hotel Accounting: Settlement of bill – Room charge procedure – Night audit – Front office accounting system (Cash Bill, Credit Card, Travellers' Cheques, etc.)

### **UNIT-5**

Bell desk service – Information service for guest mail and message – Telephone courtesy and manners – Guest history record.

### **REFERENCES:**

1. Hotel Front Office Training Manual - Sudhir Andrews
2. Introduction to Tourism & Hotel Industry - Zulfikar Mohammed -
3. Hotel Industry & Tourism in India - P.Mohanty, S.K.Agarwal&J.Nellthorp
4. Hotel Reception - Paul B.White& Helen Beckley

## **Paper-4.3: Aviation Management (AM)      80+20=100**

### **Course Outcome :**

Introducing evolution of aviation industry, Airport Management, airlines & tourism, Computer and IT in airline reservation and Air cargo etc.

### **UNIT-1**

Evolution of aviation industry; International Conventions Warsaw Convention, Chicago Convention; Functions and role of ICAO, IATA, DGCA and AAI. Understanding IATA codes -

Decoding of cities, countries, airports, airlines; GMT, Time difference, Flying time, Elapsed time.

## UNIT 2

Airport Management: Travel Documentation; Airport Facilities, Check in formalities, in flight services, Classes of service and comfort, special passengers, Baggage handling procedures and practices.

## UNIT 3

Airlines & Tourism: History of airlines in India. Role and contribution of Air India, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion. Recent policies regarding airlines, issues and challenges of airlines business.

## UNIT 4

Computer and IT in Airline Reservation: Major online reservation packages; CRS/GDS Meaning and characteristics of packages such as Amadeus/Galileo - Planning itinerary by air.

## UNIT 5

Air Cargo: Meaning, Cargo rates Baggage Allowance, Weight and piece concept; Dangerous goods; Airway Bill; Consignment; Case study of Cargo operating airlines.

## REFERENCES:

- A.Graham : Managing Airports: An International Perspective, Butterworth-Heinemann, Oxford
- A.T.Wells&J.G.Wensveen : Air Transportation: A Management Perspective, ThomsonA.T.Wells&S.Young : Airport Planning and Management, McGraw Hill, USA
- P S Senguttuvan : Fundamentals of Air Transport Management, Excel Books P S Senguttuvan : Principles of Airport Economics, Excel Books
- T. Alexander Wells & Young : Principles of Airport Management, McGraw Hill

## Paper-4.4:Management of Tour Packaging (MTP)

80+20=100

### Course Outcome :

Understanding the inbound and outbound tourism and its Challenges, planning & programming package holidays, specific packages, itinerary Costing etc.

### UNIT-1

Outbound tourism and its challenges, Top outbound tourism markets of India, Factors affecting Outbound and regional tourist movements - Inbound tourism scenario in India, Challenges and opportunities in Inbound Tourism, Importance of Inbound Tourism to India.

### UNIT-2

Planning and Programme of Package Holidays – Accommodation – Airlines – Cruise – Car Hiring – Role of Ground Handling Agents – Overseas Agents – Tour Operators of the World – Legislation Governing Package Tour Operations.

**UNIT-3**

Understanding Tour Motivations – Travel Decision – Mode Selection – Destination Selection – Tour Package – Types & Forms – Domestic & International requirements of Itinerary Preparation – Special Requirements for Outbound Packages – Merits & Demerits of Package Tours to the Supplier & Buyer.

**UNIT-4**

Specific Packages: Health / Yoga & Meditation / Beach Holidays / MICE / Leisure / Wildlife / Rural Tourism - Mega inbound tourism circuits : Golden Triangle of India, Golden Triangle of Odisha, Buddhist Circuits of India, Char Dhams of India etc.

**UNIT-5**

Itinerary Costing – Quotation – Tariff – Commission – Mark up – Service Charges – Other Remuneration for Tour Operators. Procedure of introducing new itineraries and problems involved in it, Knowledge of seasonality, special rates, price undercutting in tourism and its remedies for successful business exchange programs, decision of percentage mark ups, costing as the marketing tool.

**REFERENCES:**

P.N.Seth:	Successful Tourism Management
J.M.S. Negi:	Travel Agency & Tour Operation
P.Yale:	The Business of Tour Operations
D.L.Foster:	Business of Travel Agency Operation & Tour Administration
Susan Webster:	Group Travel Operating Procedure
P Horner:	Travel Agency Practice

**Paper-4.5: Accommodation Operations & Management (AOM) 80+20=100****Course Outcome :**

Assessing the importance of housekeeping, cleaning equipment, methods of cleaning, function of linen rooms, interior decoration etc

**UNIT-1**

Role of House Keeping in the Hotel – Guest satisfaction and repeat business.

**UNIT-2**

Organization of House Keeping department in small, medium and large Hotel – Duties and responsibilities of the Executive House Keeper – Deputy House Keeper – Floor Supervisor – Chambermaid – Houseman and other staff – Function of the House Keeping department – Areas of cleaning – Management of staff – Selection and purchase of cleaning equipment, agents and supplies – Supply of linen and staff uniforms – Security controlling costs – Budgeting – Inventories and record keeping – Dealing with guests – Lost and found.

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**UNIT-3**

Cleaning equipment – Cleaning agents – Methods of cleaning – Cleaning public areas and standard supplies – Daily cleaning – Keys – Check out room – Occupied room – Vacant room – Evening service – Spring cleaning - Keys: computerized key cards – Control of keys.

**UNIT-4**

Linen – Function of linen room – Kinds of linen – Uniforms – Storage and linen handling – Laundry and dry cleaning – Layout- Flow process – Hand wash equipment (washer, hydro-extractors, etc.) – Laundry chemicals and detergents.

**UNIT-5**

Interior Decoration – Flower Arrangement – Floor Covering – Furniture Arrangement – Wall Covering – Colour and Lighting – Types of Carpet – Maintenance of Carpet.

**REFERENCES:**

- |    |  |                               |   |
|----|--|-------------------------------|---|
| 1. | Accommodation Operations                 | - Colin Dix                   |   |
| 2. | The International Hospitality Industry   | - Peter Jones & Abraham Pizam | - |
| 3. | Introduction to Tourism & Hotel Industry | - Zulfikar Mohammed           |   |
| 4. | Housekeeping Supervision                 | - Jane Fellows                |   |

**Paper-4.6: Dissertation and Viva Voce****75+25=100****Course Outcome :**

To help the students for practical exposure to the actual work environment and interaction with various organisation.

**Objectives of this Paper are to enable students to**

- develop and relate theory to practice
- help them in making an informed career choice after exposure to the actual work environment
- observing the systems, processes, interactions and human relations in the organization
- get an opportunity to understand the expectations of industry
- prepare themselves for final placements.

**Evaluation:**

Based on feedback, students would submit a final Dissertation/Project Report which would be evaluated by an external/internal examiner, nominated by the Institute, out of 75 marks.

Presentations (Viva-Voce) would be organized according to a predetermined schedule. A panel of faculty members along with one external (from academics/industry) would evaluate out of 25 marks.

- |    |                              |            |
|----|------------------------------|------------|
| A. | Dissertation/ Project Report | : 75 marks |
| B. | Viva Voce                    | : 25 marks |

