



AMITY UNIVERSITY

— RAJASTHAN —

**Amity School of Hospitality
(ASH)**

Program Code: MTM

Duration – 2 Years Full Time

(Programme Structure)

Choice Based Credit System (CBCS)

2021

AMITY UNIVERSITY RAJASTHAN

Program Learning Outcomes-PLO

1. Familiarize and Interpret theoretical understanding of the tourism concept and process in application.

2. Reflect multidisciplinary approach in decision making, creative & innovative thinking in tourism industry.
3. Analyse and develop leadership skills and behaviours understanding of the organization through various techniques of management and their practical applicability in the field of tourism.
4. Evolve into a future tourism professional with or integrated knowledge of the dynamics of tourism development.

Credits Summary

MTTM

(02 Years/04 Semesters)

Program	Semester	Core Credit	Domain Credit	Open Elective/Minor Track	Value Added	Summer Training/ Dissertation	Total Credit
PG MTTM 2 Years	I	20	-	-	4		24
	II	12	6	3	4		25
	III	12	8	3	4	8	35
	IV	9	8	-	-	9	26
	Total		53	22	6	12	17

CC = Core Courses

DE = Domain Elective

OE = Open Elective

VA = Value Added Courses

NTCC = Non- Teaching Credit Courses (NTCC)



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 101	Principles of Management	CC	3		-	3
MTM 102	Customer Relationship Management	CC	3		-	3
MTM 103	Sustainable Tourism; Concepts Strategies	CC	3		-	3
MTM 104	Introduction to Heritage Management	CC	3		-	3
MTM 108	Fundamentals of Hospitality Management					
MTM 105	Fundamentals of Tourism	CC	3			3
MTM 106	Destinations of India	CC	3			3
MTM 107	Media Studies	CC	2			2
MTM 109	Cultural Tourism Resources of India					
BCS 111	Communication Skills – I	VA	1	-	-	1
BSS 111	Behavioral Science – I	VA	1	-	-	1
FLN 101 FLG 101 FLS 101 FLJ 101 FLC 101	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
	TOTAL					24



AMITY UNIVERSITY

RAJASTHAN

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Program Name: Master in Travel & Tourism Management

SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 201	International Tourism Management	CC	3		-	3
MTM 202	Marketing of Tourism Services	CC	3		-	3
MTM 204	Travel Agency & Tour Operations	CC	3		-	3
MTM 206	Research Methodology in Tourism	CC	2	1		3
DE Elective: Student has to select 2 course from the list of following DE electives						
MTM E203	Air Travel, Fare & Ticketing	DE	2	1	-	6
MTM E205	Conference & Event Management	DE	2	1	-	
MTM E207	Application of Computers in Tourism	DE	2	1		
BCS 211	Communication Skills – II	VA	1	-	-	1
BSS 211	Behavioural Science - II	VA	1	-	-	1
FLN 201 FLG 201 FLS 201 FLJ 201 FLC 201	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
Open Elective		OE	3			3
TOTAL						25



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Program Name: Master in Travel & Tourism Management

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 301 MTM 309	World Tourism Resources Geography & International Tourism	CC	2	1	-	3
MTM 302	Human Resource Management in Tourism	CC	2	-	-	2
MTM 303	Financial Management	CC	2	1	-	3
MTM 304	Economics of Tourism & Hospitality Industry	CC	2	-	-	2
MTM 305	Tourism Destination Management	CC	2	-	-	2
DE Elective : Student has to select 2 course from the list of following DE electives						
MTM 306 MTM 310	Hospitality Management Special Interest Tourism	DE	3	1	-	8
MTM 307	Entrepreneurship & Managing of Small business in Tourism	DE	3	1	-	
MTM 308	Tourism Planning & Development	DE	3	1	-	
BCS 311	Communication Skills – III	VA	1	-	-	1
BSS 311	Behavioural Science - III	VA	1	-	-	1
FLN 301 FLG 301 FLS 301 FLJ 301 FLC 301	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
MTM 350	Summer Training (Evaluation)	-	-	-	-	8
Open Elective		OE	3			3
	TOTAL					35



AMITY UNIVERSITY

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Amity School of Hospitality (ASH)

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FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 401	Tourism & Travel Laws	CC	3		-	3
MTM 402	Management Information System & Computers in Tourism	CC	2	1	-	3
MTM 403	Airline & Cargo Management	CC	2	1	-	3
DE Elective: Student has to select 2 course from the list of following DE electives						
MTM 404 MTM 407	Tourism Products : Design & Development Tribal Tourism in India	DE	3	1		8
MTM 405 MTM 408	Tourist Behaviour Tourism Transportation	DE	3	1		
MTM 406 MTM 409	Presentation Skill Managing Tour Package & Operations	DE	3	1		
MTM 460	Dissertation / Research Project	CC	-	-	-	9
	TOTAL					26



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FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 101	Principles of Management	CC	3		-	3
MTM 102	Customer Relationship Management	CC	3		-	3
MTM 103	Sustainable Tourism; Concepts Strategies	CC	3		-	3
MTM 108	Fundamentals of Hospitality Management	CC	3		-	3
MTM 105	Fundamentals of Tourism	CC	3			3
MTM 106	Destinations of India	CC	3			3
MTM 109	Cultural Tourism Resources of India	CC	2			2
BCS 111	Communication Skills – I	VA	1	-	-	1
BSS 111	Behavioral Science – I	VA	1	-	-	1
FLN 101 FLG 101 FLS 101 FLJ 101 FLC 101	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
	TOTAL					24

PRINCIPLES OF MANAGEMENT

Course Code: MTM 101

Credit Units: 03

Course Objective:

The objective of this course is to enable the students to understand that management is the process of planning, organizing, staffing, directing and controlling the enterprise resource sufficiently and effectively for achieving the goals of the organizations.

Course Contents:

Module I: Management Concept

Nature, Importance of Management, Management as an Art and Science, Management as a Profession, Management v/s Administration, Management Skills, Evolution of Management, Early in management Contributions, Taylor's Scientific Management, Fayol's Administrative Management.

Module II: Introduction to Functions of Management

Planning: Nature, Scope, Objectives & Significance of Planning, types of planning, Process of planning, barriers to effective planning, decision making.

Organising: Concept, Organisation theories, forms of organisational structure, span of control, delegation of Authority. Authority and responsibility.

Module III

Staffing: Concept, Manpower planning, Job Design, Recruitment & Selection, training & performance Appraisal.

Directing: Concept, direction and supervision.

Motivation: Concept, Motivation & performance, theories of motivation, morale building.

Module IV:

Leadership: Core of leadership, functions of leaders, leadership style.

Communication: Communication process, Importance of Communication

Controlling: concept, Types of control, methods.

Module V: Case Studies

Success story of Tata group. Organizational structure of the major PSUs of India and their success story post liberalisation. Concepts of LPG & PPP.

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Drucker, Peter F., 1981. Management Tasks, Responsibilities and Practices Allied Publishers Pvt. Ltd, New Delhi.
- Koontz. B. and Donnell C., 1985. Management: A System and Contingency Analysis of Management Functions. Mc Graw-Hill, Kogakusha Ltd: Tokyo.

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: MTM 102

Credit Units: 03

Course Objective:

Students will be able to understand and explain that:

Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution. It gives a good definition of CRM functionality but also gives detailed guidance of how to approach CRM in organization. This also refers to an excellent study into what defines today's best practices in the CRM industry. It covers all subject areas on the different topics of CRM. A CRM approach that is responsive, flexible and personalized to each customer. Use of E-Commerce in CRM.

Course Contents:

Module I: Customer Relationship Management

Definition of CRM & Scope

The Power of CRM (scope & dimension). The need for CRM

CRM Success factor

Module II: The Customer Service / Sales Profile

Types of CRM strategies

CRM in relation to Customer Service

CRM Creating demand for Tourism

Role of Service Associates (Case Study)

Module III: Choosing your CRM Strategy

CRM Strategy Starting Point

The CRM Strategy Creation

Identify Potential Strategies

Module IV: Managing and Sharing Customer Data

Managing Customer Information

Ethics and legalities of Data use

Module V: E-Commerce Customer relationship

CRM on Internet

Choosing the Right niche

Module VI

Managing relationship through conflict

Managing the movement of conflict

Understanding Customers

Problems and Solutions

CRM Marketing

CRM Marketing Initiatives (Up Selling & Cross Selling)

Module VII: Delivering CRM

Case Studies of Nokia, Jetlite and Kingfisher

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- CRM by Kristen Anderson & Carl Kerr Tata McGraw Hills

References:

- The CRM Hand-book-Jill Dyche -Pearson Education Singapore
- Management & Public Relation & Communication by Shailesh Sen Gupta - Vikas Publishing House, New Delhi.
- Consumer Behaviour,Dr. SL Gupta, Sultan Chand & Sons

SUSTAINABLE TOURISM; CONCEPTS STRATEGIES

Course Code: MTM 103

Credit Units: 03

Course Objective:

Tourism Product is very fragile in nature and because of its sensitivity it is very important that Industry and industry related professionals must understand that Tourism product must be saved for the coming generations only by spreading awareness and educating masses, the course is structured to achieve the same.

Course Contents:

Module I: Introduction to Eco-Tourism

Principles of Eco-Tourism

Types of Eco-Tourism

Global Growth and magnitude of Eco-Tourism

Module II: Eco-Tourism Venues

Mobile protected areas

Privately owned protected areas

Modified spaces

Indigenous territories

Module III: Eco-Tourism Impacts

Forms of Impacts

Exploring Socio Cultural Impacts

Tourism impact on natural environment.

Contemporary environment problems

Module IV: Business of Eco-Tourism

Roles of Eco friendly Accommodation, Tour Operators, Tour Guides and Interpretations

Management tools and techniques, policy and planning, Eco-Tourism related organizations.

Module V

Case studies of Himalayas, Corbett National Park,,KanhaNational Park, KovalamBeachetc.

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Baldwin, J H (1985), Environmental Planning & Management, IBD, Dehradun
- Bandyopadhyay, J, Jayal, N D, Schoettli and Chhaterapati Singh (eds.), 1985: India's Environment – Cries and Rspponses, Natraj, Dehradun
- Cooper, C P (ed), Progress in Tourism, Recreation and Hospitality Management, CBS Publishers, New Delhi
- Datt, Narayan &Mridula (1991), Ecology and Tourism, Universal Publishers & Distributors, Delhi
- Sharma, PD, (1992), Ecology and environment, Rastogy Publication, Meerut
 - Singh, T V, J Kaur & D P Singh (ed.) (1982), Studies in Tourism Wildlife Parks Conservation, Metropolitan, New Delhi

FUNDAMENTALS OF HOSPITALITY MANAGEMENT

Course Code: MTM 108

Credit Units: 03

Course Objective:

To familiarize the students with the principles of marketing and sales and their applicability in the travel market. To achieve this objective, case study method is adopted to create real life situations in the classroom. This course also aims at producing managerial capabilities in the potential managers required by the travel trade.

Course Contents:

Module I: Role of Hotels and Resorts in Tourism, Problems and Prospects of Hotel Industry in India, Franchise, Affiliation, Management Contract and Chain Operations.

Module II: Classification of Accommodation Industry, Criteria for Classification, Types of Supplementary and Intermediate accommodation; Types of rooms and room tariffs.

Module III :Organizational Structure of Hotels, Front Office Management, Housekeeping, Food & Beverage Services, Restaurants & Bars, Indian and International cuisines (Indian, French, Chinese, Continental).

Module IV:Marketing of Hotels, Facilities and services provided by Hotels; Designing Services and Promotional campaigns, Hotel Reservations, Discounts and bill settlement through agents and tour operators.

Module V:Manpower Planning in Hotels, Recruitment & Selection, Induction, Training & Development.

Module VI: Environmental Management in Hospitality Industry – International EMS Standards. Practices of TQM in Hospitality.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Text & References:

Text:

- Rutherford G. Denny, Hotel Management and Operations, Van Nostrand Reinhold, New York, 1990.

References:

- Branson C. Joan and Lennox Margert L., Hotel, Hostel and Hospital Housekeeping, ELBS.
- Chakrabarty B.K.: A Technical Guide to Hotel Operations, Metropolitan, New Delhi.
- Kaul R.N.: Dynamics of Tourism, A Trilogy Vol. 2 Accommodation; Sterling Publishers Pvt. Ltd. New Delhi, 1985.

- Negi JMS: Hotel and Tourism Development, Metropolitan, New Delhi, 1984.
- Andrews Sudhir: Food and Beverage Service, Tata McGraw Hill, New Delhi, 1990.
- Andrews Sudhir: Hotel Front Office, Tata McGraw Hill, New Delhi, 1990.
- Andrews Sudhir: Hotel House Keeping, Tata McGraw Hill, New Delhi, 1990.
- Jagmohan Negi: Professional Hotel Management, 1997, Sultan Chand and Sons, New Delhi.
- Bardi James A., Hotel Front Office Management, Van Nostrand Reinhold, New York, 1990.
- Dennis R. Lillicrop and John A. Cousins: Food and Beverage Service, ELBS, 1990.

FUNDAMENTALS OF TOURISM

Course Code: MTM 105

Credit Units: 03

Course Objective:

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organizations.

Course Contents:

Module I: Introduction

Definition & concepts of Tourism, components & linkages of Tourism, Growth of tourism industry and historical development, through ages, Future of tourism industry.

General Tourism Trends. Types of Tourists, Visitor, Traveler, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

Module II: Tourism Products & Attraction

Nature, Characteristics and Components of Tourism Industry. Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

Module III: Types and Forms of Tourism

Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

Module IV: Present scenario of Indian Tourism Industry

Tourism in India after 26/11, new government Initiatives under “ATITHI DEVO BHAVA” campaign/ Incredible India Campaign.

Module V: A study of International Tourism Organisations

Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

DESTINATIONS OF INDIA

Course Code: MTM 106

Credit Units: 03

Course Objective:

The objective of this course is to enable students to recognize and value India's tourist attractions and cultural and natural heritage, to create awareness for preservation of resources at these Destinations and to demonstrate India's tourism potential with regard to diverse Tourism Destinations.

Course Contents:

Module I: Historical / Monument / Architectural destinations

Delhi, Agra, Jaipur, Khajuraho, Sanchi, Nalanda, Ajanta, Ellora.

Module II: Religious & Cultural Destinations

Haridwar, Badrinath, Kedarnath, Bodhgaya, Puri, Amritsar, Hemkund Sahib, Ajmer, Rameshwaram, Konark & Dwarika.

Module III: Hill Stations

Srinagar, Shimla, Kodaikannal, Ooty, Darjeeling

Module IV: N.P. & Wild life sanctuaries

Jim Corbett, Bharatpur, Kaziranga, Kanha, Pariyar

Module V: Coastal destinations

Goa, Kovalam, Lakshdweep, Andman&Nicobar.

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Ahmad Aizaz, General Geography of India, NCERT, New Delhi

References:

- Chamoli, S P, The Great Himalayan Traverse, Vikas Publishing, 1994
- Kaul, R N, Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi
- Nagar, Vishnu Dutt and Sudhakar, Principles and Problems of Indian Transport, Kailash PustakSadan, Gwalior
- Negi, Jagmohan, Tourism and Travel, Concept and Principles, Gitanjali Publishing House, New Delhi, 1990
- William, Crook, Travels in India, Oriental Publishers, New Delhi

CULTURAL TOURISM RESOURCES OF INDIA

Course Code: MTM 109

Credit Units: 02

Course Objective:

The course presents the core competency of Indian Tourism to the students to be familiar with the places of cultural tourism interest. The objective is to help students understand the significance of cultural tourism resources of India..

Course Contents:

MODULE I: Indian Culture: General Features, Sources, Components and Evolution. Structure of Indian Society, Caste System of India, Ashram Vyavastha.

MODULE II : Religions of India:Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Different Indian and Western Philosophy

MODULE III : Art & Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation - Performing Arts, Dance Forms , Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture- Fair and Festivals , Indian Cuisine , Traditional Arts and Crafts.

MODULE IV : Architectural Heritage :Significance & Places of Importance, Rock-cut Architecture - Buddhist Architecture –Gandhara& Mathura Schools of Art - Hindu Temple Architecture- IndoAryan, Dravida, Vesera, Indo-Islamic Architecture – Pillars, Tomb, Forts, Mosque, Masjid, Modern Architecture – Important Forts, Palaces and Havelies- Public Buildings, Ports, Hotels (Taj Hotel in Mumbai &Oberio Hotel in Shimla), Bridges, RastrapatiBhavan, Parliament House, India Gate, Gateway of India, - World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India

MODULE V: Museums and Art Galleries :Significance, Types and Importance of Museums and Art Galleries- Indian Museum, Kolkata, National Museum, New Delhi, Salarjunga Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

SUGGESTED TEXT BOOKS

1. Basham.A.L (1988). The Wonder That Was India.Rupa and Co., New Delhi
2. Sen,SailendraNath (2007). Textbook of Indian History and Culture. Macmillan, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art andArchaeology, New Delhi.
2. Hussain.A.K (1987). The National Culture of India. National Book Trust, New Delhi.
3. Jacob, R. (2012). Indian Tourism Products. Abhijeet publications.
4. Sahai, S. (2006), Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
5. The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.

COMMUNICATION SKILLS – I

Course Code: BCS111

Credit Units: 01

Course Objective:

The Course is designed to give an overview of the four broad categories of English Communication thereby enhance the learners' communicative competence.

Course Contents:

Module I: Listening Skills

Effective Listening: Principles and Barriers

Listening Comprehension on International Standards

Module II: Speaking Skills

Pronunciation and Accent

Reading excerpts from news dailies & magazines

Narrating Incident; Story telling.

Extempore & Role Plays

Module III: Reading Skills

Vocabulary: Synonyms, antonyms, diminutives, homonyms, homophones

Idioms & phrases

Foreign words in English

Module IV: Writing Skills

Writing Paragraphs

Précis Writing

Letter writing

Coherence and structure

Essay writing

Module V: Activities

News reading

Picture reading

Movie magic

Announcements

Text & References:

- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge

**BEHAVIOURAL SCIENCE - I
(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)**

Course Code: BSS 111

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:

Process of Behavioural communication

Aspects of interpersonal communication and relationship

Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioural Communication

Scope of Behavioural Communication

Process – Personal, Impersonal and Interpersonal Communication

Guidelines for developing Human Communication skills

Relevance of Behavioural Communication in relationship management

Module II: Managing Individual Differences in Relationships

Principles

Types of issues

Approaches

Understanding and importance of self disclosure

Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships

Conforming and Disconfirming Communication

Culturally Relevant Communication

Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication

Imperatives for Interpersonal Communication

Models – Linear, Interaction and Transaction

Patterns – Complementary, Symmetrical and Parallel

Types – Self and Other Oriented

Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate

Initiating and establishing IPR

Escalating, maintaining and terminating IPR

Direct and indirect strategies of terminating relationship

Model of ending relationship

Module VI: End-of-Semester Appraisal

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
- Harvard Business School, Effective Communication: United States of America
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.



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SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 201	International Tourism Management	CC	3		-	3
MTM 202	Marketing of Tourism Services	CC	3		-	3
MTM 204	Travel Agency & Tour Operations	CC	3		-	3
MTM 206	Research Methodology in Tourism	CC	2	1		3
DE Elective: Student has to select 2 course from the list of following DE electives						
MTM 213	Air Travel, Fare & Ticketing	DE	2	1	-	6
MTM 215	Conference & Event Management	DE	2	1	-	
MTM 217	Application of Computers in Tourism	DE	2	1		
BCS 211	Communication Skills – II	VA	1	-	-	1
BSS 211	Behavioural Science - II	VA	1	-	-	1
FLN 201 FLG 201 FLS 201 FLJ 201 FLC 201	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
Open Elective		OE	3			3
TOTAL						25

INTERNATIONAL TOURISM MANAGEMENT

Course Code: MTM 201

Credit Units: 04

Course Objective

To develop an insight on trends and patterns in international tourism with past, present and future perspective and the various processes and factors responsible therein. It also aims at explaining regional distribution of international tourism, the changing market destination trends and inter-relationships. Describing the role of regional and international tourism institutions and multinationals in the growth and development of tourism. The overall objective of this course is to equip students with the necessary knowledge on international tourism trends and the related aspects so that they are able to deal with planning, marketing and management of tourism.

Course Contents:

Module I

Growth Scenario in International Tourism; New World Order and International Tourism; Trends & Critical Issues; Regional Distribution of tourist Traffic & Tourism receipts.

Module II

Factors Influencing Growth and Restrictions of International Tourism; Regional Disparities; Tourism gaps with specific cases of Europe and Asia.

Module III

Tourism Growth Potential in SAARC Region; Role of India as an emerging leader; Performance of International Tourism in India.

Module IV

Effective and Potential Tourism Markets for India.

Module V

Role of International and Regional Tourism Institutions and Organizations in Growth and Development of Tourism; WTO, Promotion activities of these association.

Module VI

Role of Multinational / Private and Public Sectors in Growth of International Tourism

Module VII

International Tourist Destination; Familiarization through cases.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:**Text:**

- Bhatia A. K. – International Tourism Management.

References:

- Hannel, Christine, Robert Harshman and Grahm Draper, Travel & Tourism- A World Regional Geography.
- Dr. Negi, International Tourism & Travel, Principles and Concepts, S. Chand & Co., New Delhi.
- Witt, Michael & Brooke, Peter J. Buckley, International Tourism.

MARKETING OF TOURISM SERVICES

Course Code: MTM 202

Credit Units: 03

Course Objective:

This course is aimed at familiarizing students with application of research tools in different areas of marketing with a thrust to develop practical skills. The different aspects of salesmanship and sales management will also be explained to the students. In teaching, case method shall be used as a main tool to give practical knowledge to students.

Course Contents:

Module I: Marketing

Core concepts – needs, wants, demands, philosophies of Marketing Management – Marketing and Societal perspective, economic importance of marketing, importance of marketing in Service Industry.

Module II

Market segmentation, positioning and targeting (STP Model) measuring and forecasting Tourism demand, Forecasting methods.

Module III: Marketing Strategies

Developing marketing environment, consumer buying behaviour, new product development, PLC, customer satisfaction, Internal and External Marketing, Interactive and relationship marketing, relationship marketing in Tourism.

Module IV

Product strategies, product Line, product mix, branding and packaging, distribution channels service, characteristics of tourism, tourism marketing mix, marketing of airlines, hotels, resorts, travel agencies and other tourism related services.

Module V: Case Studies

A case study on the marketing strategy of UB Group.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Blankenship, A.B. & J.B. Doyle, Marketing Research Management.

References:

- Green, Paul, E & Donald S. Tull; Research for Marketing Decisions, Englewood Cliffs, New Jersey, Prentice Hall, Inc. 1970.
- Handbook of Marketing Research, New York, McGraw Hill Book Co., 1974.
- Lehmann, Donald, R., Market Research & Analysis, Homewood Illinois, Richard D. Irwin, 1989.
- Luck J. Devid, Wales G. High Taylor, A. Donald & Rubin S. Ronald: Marketing Research, Prentice Hall of India.
- Richard R. Still, Edward W. Cundiff & Norman A.P. Gouant: Sales Management, Prentice Hall of India, 1985.

TRAVEL AGENCY AND TOUR OPERATIONS

Course Code: MTM 204

Credit Units: 03

Course Objective:

Explain why people travel and describe what a tour operator does.

Explain the need to have current product knowledge.

Describe the services offered by an inboard tour operator.

Define the selected terms used in travel agency business.

Understand currency regulations and role of national and international travel trade association.

Understand and review an itinerary and identify key points and knowledge on destinations.

Course Contents:

Module I

History and growth of Travel Agency Business, Overview of Travel Business.

Module II: Introduction to Travel Agency Business

Travel Agency & Tour Operator Meaning, Types, Functions, linkages in Travel Agency Business, How to start a Travel Agency Business.

Module III: Tour Packaging

Meaning, components, types of package tour, significance of packaging, tour designing process.

Module IV: Itinerary Development

Meaning & Definition, types of Itinerary, rules for developing effective Itinerary, tools & procedure for Itinerary, designing the various itineraries.

Module V: Tour Costing

Concept of Cost, components of cost, fixed & variable cost, factors affecting the term cost, cost sheet format, actual cost on cost sheet.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:***Text:***

- Professional Travel Agency and Management, Chunk, James, Dexter & Boberg

References:

- Travel Industry, Chunk Y.Gee
- Travel Agency Operations, Dr Jagmohan Negi

RESEARCH METHODOLOGY IN TOURISM

Course Code: MTM 206

Credit Units: 03

Course Objective:

To develop an understanding among the students about the Management Research Techniques and Methodology adopted to carry out Research as Tourism is one of the most dynamic Industry which needs lot of Research and therefore enucleating the value of Research to the students.

Course Contents:

Module I: Introduction

Concept of Research and its application in various functions of Management, Types of Research, Types of Business Problems encountered by the researcher, problems and precautions to the Researchers.

Process of Research: steps involved in research process, research design: Various methods of research design.

Module II: Collection of Data

Concept of sample, sample size and sampling procedure, various types of sampling techniques, determination and selection of sample.

Types of Data: Secondary and primary, various methods of data collection, preparation of questionnaire and schedule, types of questions, sequencing of questions, check questions, length of questionnaire, precautions in preparation of questionnaire.

Module III: Analysis of Data

Coding, editing and tabulation of data, various kinds of data interpretation: bar and pie, graphs and their significance, use of SPSS in data analysis, application and analysis of variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their advantages. Basic statistical techniques used in data analysis.

Module IV: Report Preparation

Types and layout of Research Report, precautions in preparing the Research Report. Bibliography, References and Annexures conclusions, suggestions and recommendations: Need and Importance.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Cooper and Schindler – Business Research Methods (Tata McGraw Hill, 9th Edition)
- Saunders – Research Methods of Business students (Pearson Education, 2nd Edition, 2007)
- Panneer Selvam – Research Methodology (Prentice Hall of India, Edition 2008)
- Gravetter – Research Method for Behavioural Sciences (Cengage learning)
- Beri G.C – Marketing Research (Tata Mc Graw Hill, 4th Edition)
- Kothari C R – Research Methodology Methods and Techniques (New Age International Publishers, 2nd Edition, 2004)

AIR TRAVEL, FARE AND TICKETING

Course Code: MTM 213

Credit Units: 03

Course Objective

Transport is a vital component of the travel and tourism industry. Therefore it becomes imperative for the students of tourism to learn about the different modes of transportation and their management related issues in modern world in general, and in India in particular.

Course Contents:

Module I: Transportation

Types and role of transport in India.

Role of Indian Airways in Tourism promotion.

Airlines in India.

Module II: IATA / UFTAA

Function and role.

Freedom of Air

Role of ICAO

World Geography

GMT Calculation

Module III: IATA Codes and Abbreviations

Airport / City Codes, Airline Codes, ABC Codes, Action Codes, Miscellaneous Codes

Hotel abbreviations, month abbreviation and miscellaneous abbreviations.

Module IV: Fare Construction

Rules

Terms

Types of Journey

Types of Fare

Fare calculation terminology.

Module V: Fare Calculation and Ticketing

Oneway

Return

Open Journey

Add ons

Mixed class.

Module VI: Baggage Rules

Weight system / Piece system – Area of application, free baggage allowances, children and infant’s allowances, excess baggage weight charges, checked and unchecked baggage.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Aggarwal, Surinder: Travel Agency Management, Communication India, New Delhi.

References:

- Bradnock, Robert & Rama: India Handbook 2000, Passport Publishers, UK, 1995.
- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Kaul, RN.: Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Negi, Jagmohan, Tourism & Travel, Concept & Principles, Gitanjali Publishing House, New Delhi, 1990.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Report of the National transport Policy Committee, Planning Commission, Govt. of India, New Delhi, 1980.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.

- Thomas, RS & P.B. Corbin, *The Geography of Economic Activity*, Mc Grow Hill, New York.
- William, Crook, *Travels in India*, Oriental Publishers, New Delhi.

CONFERENCE AND EVENT MANAGEMENT

Course Code: MTM 215

Credit Units: 03

Course Objective:

The objective of this paper is to apprise the students about the utility of event business and the role of event planners in making any event a success. It will help the students to attain the basic skills for organizing conferences, tours, festivals, charity, fundraisers, meetings, holidays, parties, grand opening, birthdays, weddings, trade shows, political events, family reunions and new product launches. It will also help students in bringing the creativity in their thinking and hence applying it in event design, event proposal and event & conference budgeting.

Course Contents:

Module I

Introduction to MICE, Evolution of Meetings, Convention and Expositions, Components of MICE, Major players in the Industry: Associate meeting planner, corporate meeting planner, independent meeting planning, tour operations, Trade shows and expositions site selection techniques.

Module II: MICE Market

Association meeting, Corporate meeting, Process of meeting: management, pre-meeting, during the meeting and post meeting. Role of Travel agency in management of conferences. Pre-and-post conference tours.

Module III: Conference Venues

Concept, facility check in and check-out procedure, requirements, convention meeting planner. Contract negotiating with airlines, hotels and ground transportations, convention and visitor bureaus. Role of ICPB.

Latest Meeting Technologies:- Video Conferencing. Factors affecting future of MICE. Incentive tours and special requirements for its organization. Major conference facilities in India.

Module IV

Event an extension of marketing, Corporate public relations, Product differentiation, Image management and event industry in India.

Module V

Making a start, Event planning, The event venue – finding, logistic and ambience, Managing event as a product, Close down evaluation and legacies.

Module VI

Imitation process, Media mix, Technological innovations, Management of relationship, Document design, Event sponsorship. Events vs. objectives, Events vs. facts, Events & conference crisis management, Event & conference management system, Booming event industry, Event management as a career.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Successful Event Management by Ponton Shone & Prryn Parry published by Thomson Asia Pte. Ltd Singapore.
- Convention Sale by Margret Shaw.

References:

- Event Management & Event, Getz D. Cognizent Press, Newyork
- Tourism Event, Impact, Hall C.M., Belham Press, London
- Event Planning & Management, Diwankar Sharma, Deep & Deep Publications Pvt. Ltd., N. Delhi.
- Managing Convention and Group Business, Leonard H Hoyle, Thomas J.A Jones
- Conference – An Organisers Guide, Peter Cotterell

APPLICATION OF COMPUTERS IN TOURISM

Course Code: MTM 217

Credit Units: 03

Course Objective:

To introduce the students to the world of computers and computer technology, and to make them understand the basic concepts of Operating Systems, Word Processors, Data Bases and Presentation Packages.

Course Contents:

Module I

Introduction to windows, Basic Concepts, Folders, MS Word, Preparation of Power Point Presentation

Module II: Signing in and out

- Lesson 1 Agent work areas
- Encoding and decoding cities, airports and airlines
 - Introduction to the PNR
- Lesson 2 Retrieving a PNR from the Amadeus database
- Retrieving a PNR from a similar name list
 - Displaying the subfields of a PNR
 - Schedule timetable displays
- Lesson 3 Basic flight availability
- Access type indicators
- Lesson 4 Return Availability
- Follow –up availability entries
- Quiz 1 Questions on the material covered in Lessons 1-4

Module III

- Lesson 5 Received –From element
- Building a complete PNR and ending transaction
 - Priority waistlist

	Open Segments
	ARNK segments
Lesson 6	Practice building complete PNRs
Lesson 7	Addresses
	Frequent-Flyer element
	General remarks
Lesson 8	OSI elements
	SSR elements
	PNR management
Lesson 9	Changing and deleting PNR data
	Rebooking itinerary segments
Quiz 2	Questions on the material covered in Lessons 5 through 9

Module IV

Lesson 10	Seat requests and wishes
	Seat maps
Lesson 11	Specific seat request and seat wish
	Cancelling seating elements
Lesson 12	Booking a car at passenger's destination
Lesson 13	Car terms
Lesson 14	Booking a hotel at a passenger's destination
Lesson 15	Additional hotel entries
	Hotel segment modification
Quiz 3	Questions on the material covered in Lessons 10 through 15

Module V

Lesson 16	Fare displays
	Fare notes
Lesson 17	Itinerary pricing
	Entering fare elements

	Issuing tickets
	Electronic ticketing
Lesson 18	Paper ticketing
	Other ticketing arrangements
	Voiding tickets
	Ticketing with consolidator fares
Lesson 19	PNR queues
	Queue tasks
	Changing segment status
Lesson 20	Working through a PNR queue
	Waitlist assurance
	Queuing a PNR to a consolidator
Lesson 21	Miscellaneous Amadeus functions
Lesson 22	Help system
	AIS
Lesson 23	Timatic
Lesson 24	Timaticweb
Quiz 4	Questions on the material covered in Lessons 16 through 24

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Bhatnagar SC and Ramani KV: Computers and Information Management – A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt.

References:

- Jaggi VP and Jain Sushma: Computers for Everyone, New Delhi, Academy India Publishers.
- Taxali RK: Word Star Professional G.O., New Delhi, Tata McGraw Hill Publishing Company Ltd.
- Simpson Alan: Your First Computer (2nd Edition) New Delhi, BPB Publications.
- User's Guide for MS Dos 6.22.
- User's Manual for Windows.
- Micro Soft – Basic.
- Rajaraman, V., Introduction to Computer Science.
- Kris James – DOS the Complete Reference.

COMMUNICATION SKILLS - II

Course Code: BCS 240

Credit Units: 01

Course Objective:

To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

Course Contents:

Module I: Fundamentals of Communication

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Enhancing listening

Forms of Communication: one-to-one, informal and formal

Module II: Verbal Communication (Written)

Business Letter

Social correspondence

Writing resume and Job applications

Module III: Speaking skills

Conversational English

Guidelines to give an effective presentation

Activities to include:

Presentations by students

Just a minute

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Business Communication, Raman – Prakash, Oxford
- Textbook of Business Communication, Ramaswami S, Macmillan
- Speaking Personally, Porter-Ladousse, Cambridge

BEHAVIOURAL SCIENCE - II (BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BSS 211

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Process of Behavioural communication
Aspects of interpersonal communication and relationship
Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioural Communication

Scope of Behavioural Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioural Communication in relationship management

Module II: Managing Individual Differences in Relationships

Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships
Conforming and Disconfirming Communication
Culturally Relevant Communication
Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication

Imperatives for Interpersonal Communication
Models – Linear, Interaction and Transaction
Patterns – Complementary, Symmetrical and Parallel
Types – Self and Other Oriented
Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship
Model of ending relationship

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
- Harvard Business School, Effective Communication: United States of America
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.

FRENCH - II

Course Code: FLN 201

Credit Units: 02

Course Objective:

- To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
- To make them learn the basic rules of French Grammar.

Course Contents:

Module A: pp.38 – 47: Unité 3: Objectif 3, 4, 5, 6

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical: Unité 3: Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire SNCF
– Imaginer un dialogue
 2. rédiger un message/ une lettre pour ...
 - i) prendre un rendez-vous/ accepter et confirmer/ annuler
 - ii) inviter/accepter/refuser
 3. Faire un programme d'activités
imaginer une conversation téléphonique/un dialogue
- Propositions- interroger, répondre

Unité 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité 5: s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical: 1. Adjectifs démonstratifs

2. Adjectifs possessifs/exprimer la possession à l'aide de :

- i. « de » ii. A+nom/pronom disjoint
- 3. Conjugaison pronominale – négative, interrogative -
construction à l'infinitif
- 4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il
faut.... »/ «il ne faut pas... »
- 5. passé composé
- 6. Questions directes/indirectes

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code: FLG 201

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lessen, schlafen, sprechen und ähnliche).

Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative prepositions with their use

Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: 'In the market place'

'At the Hotel'

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – II

Course Code: FLS 201

Credit Units: 02

Course Objective:

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

Course Contents:

Module I

Revision of earlier modules.

Module II

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

Module III

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (*bueno/malo, muy, mucho, bastante, poco*).

Simple texts based on grammar and vocabulary done in earlier modules.

Module IV

Possessive pronouns

Module V

Writing/speaking essays like my friend, my house, my school/institution, myself....descriptions of people, objects etc, computer/internet related vocabulary

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

JAPANESE - II

Course Code: FLJ 201

Credit Units: 02

Course Objective:

To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives.

Course Contents:

Module I: Verbs

Transitive verbs, intransitive verbs

Module II: More prepositions

More particles, articles and likes and dislikes.

Module III: Terms used for instructions

No parking, no smoking etc.

Module IV: Adverbs

Different adverbial expression.

Module V: Invitations and celebrations

Giving and receiving presents,

Inviting somebody for lunch, dinner, movie and how to accept and refuse in different ways

Module VI: Comprehension's

Short essay on Family, Friend etc.

Module VII: Conversations

Situational conversations like asking the way, At a post office, family

Module VIII: Illness

Going to the doctor, hospital etc.

Learning Outcome

- Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE– II

Course Code: FLC 201

Credit Units: 02

Course Objective:

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills

Practice reading aloud

Observe Picture and answer the question.

Tone practice.

Practice using the language both by speaking and by taking notes.

Introduction of basic sentence patterns.

Measure words.

Glad to meet you.

Module II

Where do you live?

Learning different colors.

Tones of “bu”

Buying things and how muchit costs?

Dialogue on change of Money.

More sentence patterns on Days and Weekdays.

How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end etc.

Morning, Afternoon, Evening, Night.

Module III

Use of words of location like-li, wai hang, xia

Furniture – table, chair, bed, bookshelf,.. etc.

Description of room, house or hostel room.. eg what is placed where and how many things are there in it?

Review Lessons – Preview Lessons.

Expression ‘yao’, ‘xiang’ and ‘yaoshi’ (if).

Days of week, months in a year etc.

I am learning Chinese. Is Chinese difficult?

Module IV

Counting from 1-1000

Use of “chang-chang”.

Making an Inquiry – What time is it now? Where is the Post Office?

Days of the week. Months in a year.

Use of Preposition – “zai”, “gen”.

Use of interrogative pronoun – “duoshao” and “ji”.

“Whose”??? Sweater etc is it?

Different Games and going out for exercise in the morning.

Module V

The verb “qu”

Going to the library issuing a book from the library

Going to the cinema hall, buying tickets

Going to the post office, buying stamps

Going to the market to buy things.. etc

Going to the buy clothes Etc.

Hobby. I also like swimming.

Comprehension and answer questions based on it.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I” Lesson 11-20



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 310	Geography & International Tourism	CC	2	1	-	3
MTM 302	Human Resource Management in Tourism	CC	2	-	-	2
MTM 303	Financial Management	CC	2	1	-	3
MTM 304	Economics of Tourism & Hospitality Industry	CC	2	-	-	2
MTM 305	Tourism Destination Management	CC	2	-	-	2
DE Elective : Student has to select 2 course from the list of following DE electives						
MTM 311	Special Interest Tourism	DE	3	1	-	8
MTM 307	Entrepreneurship & Managing of Small business in Tourism	DE	3	1	-	
MTM 308	Tourism Planning & Development	DE	3	1	-	
BCS 311	Communication Skills – III	VA	1	-	-	1
BSS 311	Behavioural Science - III	VA	1	-	-	1
FLN 301 FLG 301 FLS 301 FLJ 301 FLC 301	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
MTM 350	Summer Training (Evaluation)	-	-	-	-	8
Open Elective		OE	3			3
TOTAL						35

GEOGRAPHY & INTERNATIONAL TOURSIM

Course Code: MTM 310

Credit Units: 03

Course Objective

To familiarize the students with the global geography with reference to tourism.

To analyze the planning and monitoring models used by successful tourist destinations.

Course Contents:

Module – I:

Importance of Geography in Tourism; Latitude, Longitude, International Date Line. Time Zone & calculation of Time. Time Differences, GMT variations.

Module – II:

Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.

Module – III:

Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries.

Module – IV:

Location of major tourist destination in India. Characteristics of Indian outbound tourism. Characteristics of India's major international markets.

Module – V:

Case studies of selected countries like Malaysia, Singapore, China, Thailand, Switzerland, France, UK, Spain and Japan.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Text & References:

1. H.A.Robinson, Geography of Tourism
2. Burton Rosemary, Geography of Travel & Tourism
3. B. Bonifac&C.Cooper, The Geography of Travel & Tourism
4. Enclopedia of World Geography
5. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.
6. C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.
7. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd,.
8. Travel Information Manual, IATA, Netherlands, 2012.

HUMAN RESOURCE MANAGEMENT IN TOURISM

Course Code: MTM 302

Credit Units: 02

Course Objective:

The basic purpose of this course is to acquaint the students with the Practises of Human Resource Management like human resource planning, selection, development, compensation, integration, and maintenance in the field of tourism.

Course Contents:

Module I: Basics of Human Resource Planning

Concepts & Process of Human Resource Planning, function &Policies, Importance of HRM.

Module II: Job Evaluation

Concepts, scope & limitation, job analysis & job description, methods, techniques of employee hiring, factors influencing recruitment process.

Module III: Selection & Recruitment

Introduction & Placement, performance appraisal, transfer, promotion and reward policies, training and development in Tourism Industry.

Module IV

Contemporary issues related to Human Resource Management, Employees motivation & communication, HR dimensions & issues in Tourism Industry.

Module V

A case study of leading travel houses like Le Passage to India, Thomas Cook etc.

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

- Singh, Daleep, Effective Managerial Leadership, 1995
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998
- [Diwan, P., Environment Management Law and Administration, 1998.](#)
- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

FINANCIAL MANAGEMENT

Course Code: MTM 303

Credit Units: 03

Course Objective:

The course of Financial Management takes into account the method and techniques of financial management as well as sources and mechanism of generating and getting financial sources. It also focuses on the international framework in general and tourism & travel industry in particular. It critically examines the funding process and procedures in India and hotel and service sector and tries to understand the need and nature of external funding through international institutions and foundations. Financial management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

Course Contents:

Module I: Financial Management and planning

Finance: Meaning; Goals; Functions; Importance; and Typologies of Finance; Role of Financial Management, Organization Goals; environments role of function of Financial Management, Forecasting and Financial Planning.

Module II: Management of Current Assets

Working Capital Management: Meaning and Characteristics of Working Capital; Financing Current Assets Cash Management; Receivables Management and Inventory Management.

Module III: Management of Fixed Assets

Importance of Capital Budgeting Estimation of Cash Flows. Analytical Techniques for Investment Analysis: Non-discounted Procedures; Discount Cash Flow procedures.

Module IV: Financial Structure and Management of Earnings

Meaning; Difference between financial and capital structures; Determinants of Financial Structures. Financial Leverage and effects of Financial leverage on Net Income and Shareholder wealth. Financial leverage and financial planning. Break-even analysis for financial leverage. Dividend policy, Significance of Dividend Policy and different types of Dividend policies.

Module V: Management of Short and Long-term Financial & TFCI

Short-term Financing, Trade Credit, Unsecured Loans Secured Loans and Commercial Paper. Long-term Financing: Common Stock, Preferred Stock, Debentures and Retained Earning. Tourism Finance Corporation of India (T.F.C.I.): Aims, Objectives and Functions.

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Lawrence, P. and Lee, R.: Insight into Management, Oxford University Press, Oxford, 1984.

References:

- Blackwill, B.: Innovation, Technology and Finance, London, 1988.
- Banerjee, P.: Fiscal Policy in India, Gyan Publishers, Delhi, 1986.
- Holfert A.: Techniques of Financial Analysis, Irwin Homewood, Illinois, 1987.
- Horne, J.V.: Financial Management and Policy.
- Kuchhal, S.C.: Financial Management.
- Pandey, I.M.: Financial Management.

ECONOMICS OF TOURISM AND HOSPITALITY INDUSTRY

Course Code: MTM 304

Credit Units: 02

Course Objective:

To help the students in understanding the nature of economics in general & economic planning for tourism & hospitality in general. It will further help them to understand the basic mechanism of pricing of products in different sectors of economy with a special focus on product formulation, packaging & pricing of tourist & hospitality products.

Course Contents:

Module I: Introduction of Economics

Meaning & Concept of Economics,

Scope and Limitation

Module II: Tourism Demand & Forecasting

Meaning of Demand, Factor affecting

Demand for Tourism, Demand Forecasting, Methods of Demand Forecasting Law of Demand

Module III: Tourism Supply Analysis

Meaning of supply, Factor Affecting, Supply mix in Tourism-Concept of Price & Pricing Policies.

Module IV: Cost & Revenue Analysis

Concept of Cost, Types of Cost, Cost Analysis, Meaning & Concept of revenue, Classification of Revenues.

Module V: Tourism Market Structure/ System

Perfect Competition, Monopoly Oligopoly, Monopolizations Competition. Market linkages of Tourism & Hospitality Industry.

Current Scenario of Indian Economy, With Special Reference to Tourism & Hospitality Industry.

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Mathieson Alistor & Wall Gerllliej, Tourism Economics, Physical and Social Impacts.

References:

- Anil Andirous, The Economics, Travel & Tourism, LengmanCheshues, Melbourne.
- Mote Lal & Gupta, Managerial Economics, Tata McGraw Hill, New Delhi.
- Divedi, DM., Managerial Economics.

TOURISM DESTINATION MANAGEMENT

Course Code: MTM 305

Credit Units: 02

Course Objective:

The course endeavors to appraise the students about the requisite theoretical framework of Destination Management. Tourism today has emerged as a fast growing smokeless industry and therefore has become one of the pivotal concern of national and international community. The destination development / promotion and management, the key tourism product involves planning / management for the provisioning of a certain minimum infrastructure and super structural facilities, the necessary condition for the meaningful & successful launching of a tourist destination.

Course Contents:

Module I: Planning in Tourism

Planning: - Def, needs, process levels.

Module II: Destination choices, experience and the effects of Tourism

Tourist destination choices, restrictions and consideration in destination choice, joint holiday decision, tourist satisfaction with destination service. Service characteristics of tourist destination, positive and negative effects of tourism.

Module III: Tourism Policies and Annual Plan

Need for tourism policy, policy initiatives, national tourism policy 1980, NAP, 1992 10th Five Year Plan.

Module IV: Policies of Destination Development

Rational for the development of tourism, the historical basis of destination development, auditing destination resources, plurality and decision making in destination development, need and precautions for National and Regional Tourism Planning and Policies emerging tourism policy paradigms.

Module V: Marketing Tourist Destination

Destination Marketing Planning, Swot analysis, segmenting the market destination imagery, effects of destination promotion, package, holiday & destination marketing. Features and advantages of package holidays. Destination quality control.

Module VI: Case Study

Rajasthan, Assam

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:***Text:***

- Bouyden, John N., Tourism & Development, Cambridge University Press, London, 1978.

References:

- Cooper, CP (ed) Progress in Tourism, Recreation & Hospitality Management (Series), C.B.S. Publishers, New Delhi.
- Gee, Chuk V. Resort Developing and Management, Eats Lensing, Minch, Educational Institute of the American Hotel and Motel Association, 1988.
- Hawkins, Donald, Elwood Shafer and James Revelsted, Tourism Planning and Development Issues, 'George Washington University Press', Washington, D.C., 1980.
- Laws, Eric, Tourist Destination Management, Issues, Analysis and Policies, Routledge, London and New York, 1995.
- Likorish, Leonard J. (1991), Developing Tourism Destination- Policies and Perspectives, Longman.
- Seth, P.N. (1987), Successful Tourism Planning and Management, Cross Section Publication.

SPECIAL INTEREST TOURISM

Course Code: MTM 310

Credit Units: 04

Course Objective

Understand the meaning of Special Interest Tourism (SIT),
Understand the factors that need to be considered seriously in developing SIT as a tourism product,
Evolve a framework for designing SIT as a tourism product, and
Identify the policy framework within which to develop and design SIT.

Course Contents:

Module 1- Special Interest tourism (SIT) , Defining SIT , The Scope of SIT,

Module 2- Developing SIT , Understanding Market , Analysing Potential

Module 3- Designing SIT, Product Attractions , Accessibility: A Key Factor , Attitudes: Characteristic Features

Module 4- Types of Special Interest tourism- Adventure tourism, Agri-tourism, Ancestry tourism, Avitourism (or birding tourism), Cultural Tourism, Cinematic Tourism, Dark Tourism, Ecotourism, Food tourism (or Gastronomy tourism), Gambling tourism, Photographictourism, Weddingtourism, Wine tourism

Module 5- Understanding the management needs and issues of special interest tourism, Latest Trends in SIT- Case Studies.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva; A: Attendance, MT: Mid Term, EE : End Term Examination

Suggested Readings:

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.
2. Basham, A.L., A Cultural History of India. Oxford University Press, USA
3. Stephen Ball, Encyclopedia of Tourism Resources in India, Butterworth –Heinemann.
4. Manoj Dixit , Tourism products. New Royal Book Co., Lucknow.
5. Norman Douglas. Ed., Special Interest Tourism, John Wiley & Sons, Australia.

ENTREPRENEURSHIP AND MANAGING OF SMALL

BUSINESS IN TOURISM

Course Code: MTM 307

Credit Units: 04

Course Objective:

To make student understand how to develop new venture, business plan and what are the legal aspects, competitive aspects related to setting up their own enterprise or their own business so that they can become successful entrepreneur in the coming times.

Course Contents:

Module I: Nature of Entrepreneurship

Emergence of Small Business, opportunities, franchising and Family Business opportunities, process of entrepreneurship, types of entrepreneurship, features of entrepreneurship.

Module II: Developing the new venture Business Plan

Role of Business Plan for a new venture, Entrepreneur Research approaches, corporate entrepreneurship.

Module III: Marketing & Entrepreneurship

Introduction, Marketing & competition, market positioning, targeting & segmenting, environment for entrepreneurial strategy.

Module IV: Process of Entrepreneurship

Corporate entrepreneurship, environment for enterprise to operate, working ethics and Law.

Module V: Case Study

A success story of the Virgin Group.

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998
- Singh, Daleep, Effective Managerial Leadership, 1995
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998

- Diwan, P., Environment Management Law and Administration, 1998.
- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

TOURISM PLANNING & DEVELOPMENT

Course Code: MTM 308

CreditUnits: 04

Course Objective After the End Semester students will

- a. Know about tourism planning process, strategy, and policies.
- b. Know about importance of tourism planning and marking at national level.
- c. Understand problems relating tourism and its development in India

Module-I

Nature and Scope of Tourism Planning Definition of Tourism, Impacts of Tourism, Relationship to Recreation and Conservation, Planning as a Concepts, Recent Decades of Tourism Planning, Case of Developing Countries.

Module-II

Planning Approaches Tourism and Politics, Planning and Political Ideologies, Foundations for Planning, Functioning Tourism System, External Factors: Markets, Attractions, Services, Transports, Promotion/Information.

Module-III

Regional Potential Planning Capacity Assessment Planning, Spatial Interest, Integrated Development Planning, Tourism Planning Goals, the Planner and Publics, Inter-sector Planning. Levels of Planning: Continues Planning, Regional Strategic Planning, Regional Strategic Process,

Module-IV

Community Tourism Planning Impacts on the Community, Planning Concepts, Planning Process, and Principles

Examination Scheme:

Components	AS	P	V	CT average of three	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

1. Cooper, Chris: Fletcher John; Gilbert, David and Wanhill, Stephen: Tourism principles and practices, Pitman Publishing London.
2. Donald E. Hawkins, Elwood L. Dhafer and James m Rovelstad; Torism Planning and Development Issues, George Washington University, Washington DC.
3. Gunn, Cleare A, Tourism Planning and Development, New York.

4. Gunn, Cleare A, Tourism Planning New York.
5. Hawkins, D.E : Tourism Planning and Development. George University Press, London.
6. Little, I.M.D and J.A. Mirrlees, ; Project Appraisal and planning for Development: Countries, Basic Books, New York.

COMMUNICATION SKILLS - III

Course Code: BCS 311

Credit Units: 01

Course Objective:

To initiate the learners with the basic mechanics of writing skills and facilitate them with the core skills required for communication in the professional world.

Course Contents:

Module I: Mechanics and Semantics of Sentences

Writing effective sentences

Style and Structure

Module II: Developing writing skills

Inter - office communication: Business Letter; E mails; Netiquette

Intra – office communication: Memos, Notices, Circulars, Minutes

Report Writing

Module III: Business Presentations

Planning, design and layout of presentation

Information Packaging

Audience analysis

Audio visual aids

Speaking with confidence

Case Studies

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.

**BEHAVIOURAL SCIENCE - III
(LEADING THROUGH TEAMS)**

Course Code: BSS 311

CreditUnits: 01

SUMMER TRAINING

Course Code: MTM 350

Credit Units: 06

GUIDELINES FOR SUMMER TRAINING

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, interdisciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: 1.5
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

Font Size

- 12 (Bold for headings)
- 12 (Normal for Matter)
- 14 (for Chapter Names)
- 1.5 line spacing
- Numbering on the right hand Top of the page
- Numbers on pages before chapters to be done in Roman at the bottom of the page

The File will include *five sections* in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.
3. The **research report** that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

The student will be supervised by one or more faculty members and he or she will be required to submit a synopsis. While writing a synopsis emphasis should be given to make it publishable. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student. Initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

Examination Scheme:

Industrial Mentor's Assessment of Performance:	50 marks
Internal Faculty Mentor's Assessment:	
➤ Performance at Training:	20 marks
➤ Project Report:	30 marks
Total:	100 marks



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 401	Tourism & Travel Laws	CC	3		-	3
MTM 402	Management Information System & Computers in Tourism	CC	2	1	-	3
MTM 403	Airline & Cargo Management	CC	2	1	-	3
DE Elective: Student has to select 2 course from the list of following DE electives						
MTM 408	Tribal Tourism in India	DE	3	1		8
MTM 409	Tourism Transportation	DE	3	1		
MTM 410	Managing Tour Package & Operations	DE	3	1		
MTM 460	Dissertation / Research Project	CC	-	-	-	9
	TOTAL					26

TOURISM AND TRAVEL LAWS

Course Code: MTA 401

Credit Units: 03

Course Objective:

This course deals with business laws and ethics in general and tourism & travel in particular. The course helps in understanding the various rules, regulations, laws and Acts prescribed under various legislation in relation to travel and tourism related industries.

Course Contents:

Module I

Business ethics and laws – their relevance and applicability in travel and tourism industry. Company – meaning, definition, types, formation and incorporation under company Act, Contract Act – meaning and essentials of a valid contract. Beach and termination of contract.

Module II

Consumer Protection Act – meaning and its relevance in travel and tourism business. MRTPC – applicability and significance in tourism and travel related business.

Module III

Laws and legislation relating to tourist entry, stay and departure. Procedure and requirement for procuring various travel documents (Passport, VISA and health certificate) with relation to inbound and outbound tourists. Laws relating to currency exchange.

Module IV

Laws relating to passenger, safety, convenience and compensation during air travel, legislations relating accompanied and unaccompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourists and their baggage.

Module V

Laws relating to protection, presentation and conservation of heritage and environment. Archaeological site and remains Act; Wildlife protection Act; Environment Protection Act and Air, Water and Noise Pollution Act

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Dr. Manohar Sajani(ed.).Indian Tourism Business, a legal perspective, Gyan Books

References:

- Ancient Monuments Preservation Act, 1904.
- Ancient Monuments & Archeological Site and Remains Act, 1958.
- Antiquities and Art Treasurers Act, 1972.
- Consumer Protection Act, 1986.
- Custom Act, 1962.
- Environment Protection Act, 1986.
- Foreign Exchange Regulation Act, 1973.
- Food Adulteration Act, 1954.
- Jeffrey R. Miller, Legal Aspects of Travel Agency Management Albany, Ny: Delmar Publishers Inc. 1990.
- N.D. Kapoor, Elements of Mercantile Laws, Sultan Chand & Sons, New Delhi, 1994.
- MRTTP Commision, 1969.
- Passport Act, 1967.
- Enson, R (ed), Management of Foreign Exchange Risk, Euromoney Publications, London, 1980.

MANAGEMENT INFORMATION SYSTEM AND COMPUTERS IN TOURISM

Course Code: MTA 402

Credit Units: 03

Course Objective:

To expose students to the essentials of Management Information Systems and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence. It further aims to make them aware of the importance of MIS in Tourism Marketing and Development.

Course Contents:

Module I: Introduction to MIS

What is Management Information System?, Historic development, Organisational systems, Logical foundation of MIS. The future.

Module II: The Technology Component

Internet Technology, Internet and Advertising, e-commerce transactions on the Net, on-line payments, Electronic payment systems.

Module III: Role of Internet Marketing

An overview of Tourism Marketing, Tourism Marketing-Policies and Strategies in the Internet age, Internet and Tourism intermediaries, Internet – Dis-intermediation and re-intermediation.

Module IV: Internet Marketing Issues

Encryption, Digital Signature, Electronic Data Interchange (EDI); Catalogs and Directories, Search and Retrieval Mechanism; Issues related to Ethics – Privacy, Accuracy, Property and Access, Internet Terminology.

Module V: Marketing Channel vs. Internet

Overview, Information Technology and Advancement in Channels. Complementary Marketing Services and Strategies in the IT era, Geographical Information System (GIS) and Development of Tourism.

Module VI: On-line Marketing

Administrative, Physical and Technological aspects; Development of Internet Marketing, Infrastructure, Website development, Costing and Integration, Marketing and Supply chain Management.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Management Information System, James A O'Brien, George M. Marakas
- Bhatnagar SC and Ramani KV, Computers and Information Management – A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.

References:

- London K.C. and London J.P., Management Information System: A Contemporary Perspective, 1988, MacMillan.
- Bruce Graham, Computer System in Hotel and Catering Industry.
- Braham B., Computer System in Hotel and Catering Industry, Cassell, 1988.
- Lucey T., Management Information System, D.P. Publications.

AIRLINE AND CARGO MANAGEMENT

Course Code: MTA 403

Credit Units: 02

Course Objective:

This course aims to familiarize students with different modes of transportation, airports, travel facilitations and basic air travel terminology in order to enable them to apply this knowledge adequately in their future workplace.

Course Contents:

Module I: International Regulation

The Chicago Convention, Warsaw Convention, Bilateral Agreement, Multi Lateral Interline Traffic Agreement, Freedom of Air, Dangerous Goods Regulation Act.

Module II: Aircraft Operations and Services

Emergency Evacuation system, Services of meals on board, Air Traffic Control, Aircraft Act of 1934, Ground Handling.

Module III: Baggage Rules

International and Domestic Baggage Regulations, piece & weight concept, MCO purpose, specified MCO, MPD

Module IV: Case Studies

Airline merger's and acquisitions, customer service, low cost carriers vs full service airlines.

Module V: Cargo History

Introduction to cargo companies, In co terms, Air Cargo – Introduction, Documentation: AWB (Air Way Bill), Cargo Manifest, Sea Cargo – Introduction, Documentation – Bill of lading, Introduction to Shipping Companies, Cargo capacity of Air & Ships.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The wolrd of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.

TRIBAL TOURISM IN INDIA

Course Code:

MTM 408

Credit Unit: 04

Course Objective

This course is designed to reflect upon the tribal heritage of India and students will be taught about the development of tourism in the tribal areas and preservation of tribal heritage through tourism.

MODULE I: Background of Tribes:

Origin of Tribes, Types of Tribes- Indo-Aryan, Dravidian, Turkic-Mongol, Austro-Asiatic, Important Endangered Tribes in India- Jarwa, Bonda, Gadaba, Mariya, Muria, DongariyaKondh, Distribution of Tribes in India, Features and Characteristics of Indian Tribes, Tribes vs Primitive Tribes, Tribal Population & Literacy Rate, Indigenous and Tribal people

MODULE II Tribal Society and Culture:

Values and Beliefs, Prominent Tribal Languages in India, Tribal Life, Art, Culture, Fairs and Festivals, Rituals, Costumes, Marriage, Other Practices.

MODULE III Socio-Economic Condition of Tribes:

Facilities for Road, Education, Health, Sanitation, Road, Agriculture, Horticulture, Other Occupations, Village Council & Administration, Sources of Employment & Self-Employment, Government Schemes for Socio-economic Development, Self-Help Group, Micro Finance, Entrepreneurship Activities in Tourism for Tribes,

MODULE IV Tribal Resources for Tourism Development:

Dance, Music, Handicrafts, Tribal Herbal Medicines, Traditional Medical Practices, Tribal Museums, Features and Characteristics of Tour for Tribal Culture

Module V

Management of Tourism in Tribal Areas: Management of Tribal Resources, Preservation of Tribal Heritage & Culture, Practices of Sustainable and Responsible Tourism Principles, Strategies for Development of Tribal Areas from Tourism Perspectives, Promotion of tourism destinations in Tribal Areas, Commoditization of Tribal Culture, Legal Issues of Tribes in India

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

SUGGESTED TEXT BOOKS

1. Novelli, M. (2005)*Niche Tourism: Contemporary Issues, Trends And Cases*. Routledge.
2. Mohanty, P.K. (2004)*Encyclopedia of Primitive Tribes in India, Volume I*. Gyan Publishing House, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Cornell, S.E.(1989).*Tourism and Economic Development: Considerations For Tribal Policy and Planning*, Harvard University, USA
2. Zeppel, H (2006).*Indigenous Ecotourism: Sustainable Development And Management*, CABI, UL
3. Cole, S (2008).*Tourism, Culture and Development*, Channel View Publications, UK
4. Fuchs, S (1974).*The aboriginal tribes of India*, Macmillan India
5. Vidyarthi, L.P., Rai, B.K. (1977)*The tribal culture of India*. Concept Publishing Company
6. Harrison, D (2001)*Tourism and the Less Developed World: Issues and Case Studies*, CABI

TOURISM TRANSPORTATION

Course Code: MTM 409

Credit : 04

Course Objective

The course will help the students find the clear differences of functions of air, surface and water transportation system in the world vis-à-vis India.

MODULE I

Fundamentals of Transport: Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India

MODULE II

Road Transport: Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services

MODULE III

Air Transport: Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, Inflight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) &Its Roles and Functions

MODULE IV

Basic Airfares & Ticketing: Types of Journey, MPM, TPM, Extra Mileage Allowance, Oneway, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare , Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.

MODULE V

Water Transport Services Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line.

Examination Scheme:

Components	AS	P	V	MT	A	EE
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Weightage (%)	30	15	5	50
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Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Suggested Text Books

1. JagmohanNegi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
2. Duval, DTimothy (2007).Tourism and Transport: Modes, Networks and Flows, Channel view, Publications, New York.

Suggested Reference Books

1. Ratandeeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.
3. IATA Training Manual.
4. Air Cargo Tariff Manual.
5. IATA live Animals Regulation Manual.

MANAGING TOUR PACKAGE & OPERATION

Course Code: MTM 410

Credit : 04

Course Objective

To familiarize the students with the different Tour Packages.

Course Contents:

Module– I: Adventure Package:

Concepts & Guidelines for Adventure, Desert Safaris, Tea- Garden Safari, Golf Tours, Theme Tours, Mountaineering.

Module – II: Water Sports Packages.:

Skiing, White water Rafting, Scuba diving, Cruises.

Module– III: Special Interest Tours:

Advantages & Limitations of Tailor-made tour Packages, Rail Packages: High Spending rail packages, Toy Trains, Pilgrimage Tours. Architectural Tours.

Module – IV: Tour Operation Documentation:

Hotel & Airline Voucher. Pax docket. Daily sales record, AGT statements. Communication for Reservation & Cancellation. Importance &- significance of credit cards.

Module– V: Selling Process for Tour Package Operations: Presentation of package, Objection to Package Sales, Handling Objections and Complaints, Closing of Sale.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Suggested Readings:

1. Yale. P, Business of Tour Operations
2. J. M. S Negi, Travel Agency & Tour Operations
3. Bill Aitken, Exploring Indian Railways

4. Buckley, Ralf (2006). Adventure Tourisms, CABI International.

References

Malik, S.S.(1997). Adventure Tourism, New Delhi: Rahul Publishin.

Negi, J. (2001). Adventure Tourism and Sports-Part- I & II, New Delhi: Kanishka Publisers.

New Som, D., Moore, S.A., Dowling, R.K. (2004), Natural Area Tourism, New Delhi: Viva Books.

DISSERTATION / RESEARCH PROJECT

Course Code: MTM 460

Credit Units: 15

GUIDELINES FOR PROJECT FILE

Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Report Layout

The report should contain the following components:

➤ **Title or Cover Page**

The title page should contain the following information: Project Title; Student's Name; Course; Year; Supervisor's Name.

➤ **Acknowledgements (optional)**

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➤ **Abstract**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in "point" form.

➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

➤ **Future prospects**

➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Examples

For research article

Voravuthikunchai SP, Lortheeranuwat A, Ninrprom T, Popaya W, Pongpaichit S, Supawita T. (2002) Antibacterial activity of Thai medicinal plants against enterohaemorrhagic *Escherichia coli* O157: H7. *Clin Microbiol Infect*, **8** (suppl 1): 116–117.

For book:

Kowalski, M.(1976) Transduction of effectiveness in *Rhizobium meliloti*. SYMBIOTIC NITROGEN FIXATION PLANTS (editor P.S. Nutman IBP), 7: 63-67

ASSESSMENT OF THE PROJECT /DISSERTATION FILE

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.

Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.

Project execution is concerned with assessing how much work has been put in.

The File should fulfil the following **assessment objectives**:

Range of Research Methods used to obtain information

Execution of Research

Data Analysis

Analyse Quantitative/ Qualitative information

Control Quality

Draw Conclusions

Examination Scheme:

Attendance & Behaviour of Students:	20 marks
Field Visit:	15 marks
Project Report:	15 marks
Presentation:	25 marks
Viva Voce:	25 marks
Total:	100 marks