

## Master of Travel and Tourism Management (MTTM)

The **Masters in Travel and Tourism Management (MTTM)** Programme is a 2-year modular programme. It has a mandatory Field Trip spanning around two weeks to places of tourist interest; primarily in the North-east. The mandatory Field trip is generally undertaken after the first semester final examination.

<b>Semester 1</b>	<b>Semester 2</b>
10100 Business Environment in Tourism	20100 Tour Operations & Air Ticketing
10200 Principles of Management	20200 Communication Management in Tourism
10300 Accounting & Finance for Tourism	20300 Marketing for Hospitality & Tourism
10400 Principles, Policies & Practices of Tourism	20400 Sustainable Tourism
10500 Fundamentals of Tourism	20500 Information Technology for Tourism
10600 Geography, History and Culture of India & North East	20600 Field Report & Dissertation
<b>Semester 3</b>	<b>Semester 4</b>
30100 Tourism in North East India	40100 Research Methods in Tourism
30200 Natural & Wildlife Tourism	40200 Entrepreneurship in Tourism
30300 Law & Ethics in Tourism	40300 Front Office & Housekeeping Management
30400 Basic Cargo Rating and Handling	40400 Meetings, Incentives, Conferences & Exhibitions in Tourism
30500 Rural & Farm Tourism	40500 Human Resource Management in Tourism
30600 Understanding Global Tourism Affairs	40600 Report Presentation

## Master of Travel and Tourism Management

Semester:	<b>First Semester</b>
Course Name:	Business Environment in Tourism
Course Type:	Core
Course Code:	10100
Course Credit:	3
Total Number of Classes:	48
Numbers of LTP:	36-4-8

### Course Objectives:

- To understand the concept and components of business environment in tourism.
- To analyze economic, political, legal, socio-cultural and technological environments influencing tourism.
- To examine tourism policies and institutional frameworks governing tourism development.
- To understand sustainability and ethical practices in tourism businesses.
- To analyze global tourism trends and their strategic implications.

### Course Outcomes:

CO #	Cognitive Ability	Course Outcome
CO1	Remembering	Understand the concept of business environment and its linkage with tourism
CO2	Understanding	Analyze economic, political, legal, socio-cultural and technological factors influencing tourism
CO3	Applying	Apply environmental scanning tools for strategic planning in tourism organizations
CO4	Analysing	Examine tourism policies and institutional frameworks
CO5	Evaluating	Evaluate sustainability and ethical practices in tourism development
CO6	Creating	Analyze global tourism trends and strategic implications

### Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs\ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3	2	3	2	2	1	2	3
CO 2	2	2	3	2	2	2	2	3
CO 3	3	2	3	3	2	1	2	3
CO 4	3	2	3	2	2	2	2	3
CO 5	2	1	2	2	2	2	3	3
CO 6	3	3	2	2	2	2	3	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	Introduction to Business Environment and environmental scanning tools (PESTEL, SWOT, Porter's Five Forces).	7	0	0	7
II	Economic Environment for Tourism – GDP, employment, fiscal and monetary policy, LPG reforms.	7	2	2	9
III	Political, Legal and Policy Environment – tourism policies, legal framework and tourism institutions.	7	2	2	9
IV	Socio-Cultural and Technological Environment – community participation, ICT, e-tourism and social media.	7	0	2	8
V	Global and Sustainable Business Environment – globalization, CSR, climate change and emerging trends.	8	0	2	9
<b>Total</b>		36	4	8	48

Practical: Facts/ Data Analysis, Case Study, Field Study, Presentation

Course Delivery Methods:

- Class Lectures
- Presentation
- Case Study

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

**Suggested Readings:**

1. Cherunilam F. Business Environment.
2. Holloway J.C. The Business of Tourism.
3. Misra S.N. Business Environment and Policy.
4. Bhatia A.K. Tourism Development: Principles and Practices.
5. UNWTO Tourism Highlights.

## Master of Travel and Tourism Management

Semester:	<b>First Semester</b>
Course Name:	Principles of Management
Course Type:	Core
Course Code:	10200
Course Credit:	3
Total Number of Classes:	46
Numbers of LTP:	38-4-4

### Course Objectives:

- Introduce foundational principles of management within the tourism and hospitality sector.
- Enable students to apply managerial functions—planning, organizing, staffing, directing, and controlling—in tourism organizations.
- Enhance critical thinking, problem-solving, and decision-making skills relevant to tourism enterprises.
- Provide insights into leadership, communication, and human resource practices in the tourism industry.
- Promote ethical, sustainable, and inclusive management aligned with tourism dynamics in India, especially the Northeast region.

### Course Outcomes (CO):

COs	Cognitive Ability	Course Outcome
CO1	Understanding	Explain the evolution, principles, and functions of management with reference to the tourism and hospitality sector.
CO2	Applying	Apply planning and organizing techniques to tourism operations and event management.
CO3	Analyzing & Applying	Analyze leadership styles, motivation theories, and HR practices in tourism organizations.
CO4	Applying & Creating	Demonstrate effective communication, teamwork, and problem-solving skills in multicultural tourism settings.
CO5	Evaluating & Creating	Evaluate ethical, sustainable, and contemporary issues in tourism management.

### Mapping of Course Outcomes (CO) to Programme Outcomes (PO) [Scale: 1 – 3]

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	–	2	–	–	3	2	2
CO2	3	2	–	3	3	–	–	2
CO3	3	–	–	–	2	–	–	2
CO4	3	2	–	–	–	–	–	3
CO5	2	–	–	3	–	2	3	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Foundations of Management in Tourism:</b> Nature, scope, and importance of management, Evolution of management thought (classical, behavioral, modern), Relevance of management principles in travel, tourism, and hospitality, Role of managers in tourism enterprises.	08	00	00	08
II	<b>Planning and Organizing for Tourism Enterprises:</b> Planning: nature, types, and importance. Strategic, tactical, and operational planning in tourism. <b>Organizing:</b> Structures in tourism organizations (hotels, travel agencies, airlines), Delegation, authority, and coordination in tourism management.	08	00	01	09
III	<b>Staffing, Leadership, and HR Practices:</b> Recruitment, selection, and training in tourism. Motivation theories and their application in service industries. Leadership styles in tourism organizations. Case studies: HR practices in hospitality and airlines.	08	00	00	08
IV	<b>Directing, Communication, and Control:</b> Communication in tourism (cross-cultural, interpersonal, digital). Conflict resolution and negotiation with diverse clients. Control techniques—budgetary and non-budgetary—applied to tourism operations. Technology and digital tools in managerial control.	08	02	02	14
V	<b>Contemporary Issues in Tourism Management:</b> Business ethics and corporate social responsibility in tourism. Sustainability and inclusive tourism practices. Managing innovation and digital transformation in tourism. Case examples from India and Northeast India.	06	01	01	08
<b>Total</b>		<b>38</b>	<b>04</b>	<b>04</b>	<b>46</b>

**Course Delivery Methods:**

- Interactive lectures & business case discussions
- Peer coaching and group simulations

- Visual grooming demonstrations
- Journaling, self-assessments, and psychometric tools
- Reflective exercises and mentoring
- Industry guest sessions (optional)

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

**Suggested Readings:**

1. Koontz, H., & Weihrich, H. – *Essentials of Management*. McGraw Hill.
2. Robbins, S.P., & Coulter, M. – *Management*. Pearson.
3. Roday, S., Biwal, A., & Joshi, V. – *Tourism Operations and Management*. Oxford University Press.
4. Holloway, J.C. – *The Business of Tourism*. Pearson.
5. Sharma, J.K. – *Tourism Planning and Development: A New Perspective*. Kanishka Publishers.

## Master of Travel and Tourism Management

Semester:	<b>First Semester</b>
Course Name:	Accounting & Finance for Tourism
Course Type:	Core
Course Code:	10300
Course Credit:	3
Total Number of Classes:	50
Numbers of LTP:	34-0-16

### Course Objectives

- Introduce the basic principles and concepts of accounting.
- Develop skills in preparing final accounts and cost statements.
- Explain financial management concepts and working capital control.
- Apply accounting and financial tools to tourism and hospitality operations.
- Acquaint students with tourism financing sources and project funding procedures.

### Course Outcomes (COs)

COs	Cognitive Ability	Course Outcome
CO1	Remembering	Explain basic accounting concepts, conventions, and principles of double entry.
CO2	Understanding	Prepare and interpret final accounts of proprietary and hotel businesses.
CO3	Applying	Compute occupancy rate, room rent, and prepare cost sheets related to hotel and transport operations.
CO4	Analysing	Analyse financial statements and identify cost structures relevant to the tourism industry.
CO5	Evaluating	Assess the working capital requirements and financing options for tourism enterprises.
CO6	Creating	Design financial proposals and project reports for securing tourism finance ethically and effectively.

### Mapping of Course Outcomes (CO) to Programme Outcomes (PO) [Scale: 1 – 3]

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	2	1	1	1
CO2	1	1	3	1	2	1	1	2
CO3	2	2	2	2	3	2	1	2
CO4	2	2	3	2	2	2	2	3
CO5	2	3	3	2	2	2	2	2
CO6	3	2	3	3	3	3	3	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

### Detailed Syllabus:

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Fundamentals of Financial and Cost Accounting:</b> Accounting principles (concepts and conventions); Double entry system – Journal, Ledger, Trial Balance and Final Accounts; Concept and classification of costs; Cost sheet; Operating costing (Transport costing) and preparation of operating cost sheet.	11	0	06	17
II	<b>Hotel Accounting and Financial Management:</b> Calculation of occupancy rate and room rent; Preparation of final accounts of hotel industry and related problems; Meaning, definition, scope, aims and objectives of financial management; Working capital concept, requirement and control	11	0	06	17
III	<b>Financing of Tourism Projects:</b> Financing of tourism projects; Financing options through institutions such as Tourism Finance Corporation of India and Assam Tourism Development Corporation; Preparation of reports and proposals for securing finance by combining the above aspects.	12	0	04	16
<b>Total</b>		<b>34</b>	<b>0</b>	<b>16</b>	<b>50</b>

### Course Delivery Methods

- Class Lectures
- Practical's
- Student Seminar
- Group Assignments
- Case studies and report preparation on tourism finance

### Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tools	% Contribution during CO Attainment
End Semester Examination Marks	60
In Semester Sessional Examination Marks	20
Practical Assessment Marks	10
Seminar Marks	5
Class Participation Marks	5

**Suggested Readings**

1. Gupta S K and Sharma R K, Financial Management Theory and Practice
2. Khan and Jain, Financial Management
3. Jain and Narang Cost Accounting, Vikas Publishers.
4. Khan & Jain, Financial Management, Tata.
5. Mc Graw Hill M N Arora, Cost Accounting, Vikas Publishers

## Master of Travel and Tourism Management

Semester:	<b>First Semester</b>
Course Name:	Principles, Policies & Practices of Tourism
Course Type:	Core
Course Code:	10400
Course Credit:	3
Total Number of Classes:	48
Numbers of LTP:	36-6-6

### Course Objectives:

- Understand foundational concepts and history of tourism.
- Analyze global and national tourism policies and governance.
- Evaluate contemporary tourism practices through real-world examples.
- Identify sustainable and ethical tourism practices.
- Propose innovative strategies for tourism development based on policy frameworks.

### Course Outcomes:

The following are course outcomes:

COs	Cognitive Ability	Course Outcome
CO1	Remembering	Understand travel motivations and the current trends
CO2	Understanding	Understanding of the structure and functions of tourism policies at local, national and international levels and tourism-related legislation, regulations and ethical guidelines.
CO3	Applying	Understanding of principles of tourism planning, development and destination management.
CO4	Analysing	Understanding of the positive and negative impacts of tourism and recommend mitigation strategies.
CO5	Evaluating	Understanding of guidelines to formulate tourism development plans that align with policy goals and sustainability principles.
CO6	Creating	Ability to design and propose an innovative tourism project or development plan integrating sustainability, community participation, and policy alignment.

Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	2	2	1	2
CO2	2	1	2	1	2	2	3	3
CO3	2	2	2	2	3	3	2	2
CO4	1	2	3	2	2	2	3	2
CO5	2	2	3	2	2	3	3	3
CO6	3	2	2	3	3	3	3	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

#### Detailed Syllabus:

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Unit 1: Tourism Trends and Motivation</b> Understanding Motivation in Tourism, Types of Tourist Motivation; Meaning of Tourism Trends, Understanding Current Trends	8	1	1	10
II	<b>Unit 2: Organization of Tourism</b> Tourism Organizations: Role & Importance; Key stakeholders: government, private sector, NGOs, international bodies; National Tourist Organizations (NTOs): objectives and functions; International Tourism Organizations - UNWTO, WTTC, IATA, ICAO – Current roles and challenges	8	1	1	10
III	<b>Unit 3: Socio-Cultural &amp; Economic Impacts of Tourism</b> Identify and evaluate the social, cultural, economic, and environmental impacts of tourism; Understanding of strategies to maximize benefits and mitigate adverse impacts; Understand emerging concepts like overtourism, community resilience, and circular tourism economies.	8	2	2	12

IV	<b>Unit 4: Tourism Development Planning</b> Define tourism planning and explain its importance; Understand the role of tourism in regional and national development; Identify different types and levels of tourism planning; Analyze key models and frameworks used in tourism development.	6	1	1	8
V	<b>Unit 5: Overview of Tourism Policy Framework and Sustainable Tourism Strategies</b> Role of tourism policy frameworks in development planning; SDGs and Sustainable tourism priorities; Carrying Capacity; Strategic Planning.	6	1	1	8
<b>Total</b>		36	6	6	48

Practical: Facts/ data analysis, Case Study, Field Study, Presentation

Course Delivery Methods:

- Debate on Overtourism and Sustainable Tourism Strategies.
- Preparing Tourism Trend Analysis Report.
- Case Study on National and International Tourism Organisations.

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

### Suggested Readings:

1. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). Tourism: Principles and Practice (6th ed.). Pearson.
2. Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies (12th ed.). Wiley.
3. Hall, C. M. (2008). Tourism Planning: Policies, Processes and Relationships (2nd ed.). Pearson Education.
4. Mcnitosh G - Tourism, Principles, Practices, Philosophies.
5. Swain, S.K., & Mishra, J.M. Tourism Principles and Practices, Oxford University Press.
6. Dileep, M.R. Tourism: Concepts, Theory and Practice.

## Master of Travel and Tourism Management

Semester:	<b>First Semester</b>
Course Name:	Fundamentals of Tourism
Course Type:	Core
Course Code:	10500
Course Credit:	3
Total Number of Classes:	48
Numbers of LTP:	36-5-7

### Course Objectives:

- To introduce the basic concepts and nature of tourism.
- To understand different types and typologies of tourism.
- To identify and analyze tourism resources and their significance.
- To familiarize students with tourism vendors and their roles in the tourism industry.

### Course Outcome:

The following are course outcomes:

COs	Cognitive Ability	Course Outcome
CO1	Remembering	Define the basic concepts, terminology, and components of tourism.
CO2	Understanding	Explain the different types and typologies of tourism and their characteristics.
CO3	Applying	Identify and classify various tourism resources such as natural, cultural, and man-made resources.
CO4	Analysing	Describe the roles and functions of different tourism vendors and stakeholders in the tourism industry.
CO5	Evaluating	Evaluate the importance of tourism resources and vendors in the development and sustainability of tourism destinations.
CO6	Creating	Design a basic tourism product by integrating tourism resources, attractions, accessibility, and amenities.

### Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs \ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	-	-	1	-	1
CO2	2	1	2	-	2	1	1	2
CO3	1	-	2	1	3	3	2	1
CO4	3	2	2	2	2	1	1	1
CO5	2	1	3	1	2	2	3	2
CO6	3	3	2	3	3	2	2	2

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

<b>Unit</b>	<b>Topics</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Total No. of Classes</b>
I	<b>Introduction to Tourism</b>  Meaning, definition and concept of tourism; History and evolution of tourism; Components and elements of tourism; Tourism system and tourism industry structure	6	1	1	7
II	<b>Tourism Resources</b>  Meaning and classification of tourism resources; Natural tourism resources (mountains, beaches, wildlife, climate, etc.); Cultural tourism resources (heritage, monuments, festivals, art, traditions); Man-made tourism resources (theme parks, museums, resorts); Conservation and sustainable use of tourism resources	8	1	2	11
III	<b>Types and Typologies of Tourism</b>  Types of tourism: Domestic, International, Inbound and Outbound tourism; Leisure tourism and business tourism; Cultural tourism, adventure tourism, eco-tourism, rural tourism, medical tourism, religious tourism; Mass tourism vs alternative tourism; Emerging trends in tourism	8	1	1	9
IV	<b>Tourism Vendors and Stakeholders</b>  Concept of tourism vendors and service providers; Travel agencies and tour operators; Accommodation sector (hotels, resorts, homestays); Transportation services (airlines, railways, cruise, road transport); Other vendors: guides, event organizers, local artisans, food service providers; Role of vendors in tourism product development and tourist satisfaction	7	1	2	8
V	<b>Tourism Products and Tourism Services</b>  Meaning and characteristics of tourism product; Components of tourism product (attractions, accessibility, accommodation, amenities); Packaging and marketing of tourism products; Role of service quality in tourism	7	1	1	7
<b>Total</b>		36	5	7	48

Practical: Facts/ Data Analysis, Case Study, Field Study, Presentation

Course Delivery Methods:

- Practical on Identification of tourism resources in a selected destination
- Case studies of tourism destinations
- Group presentations on types of tourism

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

<b>Assessment Tool</b>	<b>% Contribution during CO Attainment</b>
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

**Suggested Readings:**

1. Medlik, S. (2003). Dictionary of Travel, Tourism and Hospitality. Butterworth-Heinemann.
2. Negi, J. S. (2004). Tourism and Travel Management. Gyan Publishing House, New Delhi.
3. Robinson, P., Lück, M., & Smith, S. (2013). Tourism. CABI Publishing.
4. Singh, M.P & Singh, A.K. Fundamentals of Tourism. Selfypage Developers Pvt Ltd.
5. Kumar, B. & Tiu, D. Basics of Tourism. The Hospitality Press.

## Master of Travel and Tourism Management

Semester:	<b>First Semester</b>
Course Name:	Geography, History and Culture of India & North East. (GHCNE)
Course Type:	Core
Course Code:	10600
Course Credit:	3
Total Number of Classes:	48
Numbers of LTP:	36-4-8

### Course Objectives (COs):

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

- Differentiate between the geographical features of India and the North East, explaining the influence of climate and geography on tourism.
- Trace the major phases of Indian history and analyze the evolution of Indian culture and traditions, including key festivals and rituals.
- Evaluate the historical development of Assam and the North East, identifying key historical events and their impact on the region's heritage.
- Identify and describe the significant architectural, archaeological, and natural tourist sites in Assam, including national parks, wildlife attractions, and places of scenic beauty.
- Recognize the diverse linguistic and religious patterns of the North East and identify important tourist sites, including monuments, folk cultures, and traditional festivals in each of the states.

**Course Outcomes (COs):** Upon completing this course, students will be able to demonstrate:

COs	Cognitive Level	Course Outcome
CO1	Remember	A comprehensive understanding of the physical and human geography of India and the North East.
CO2	Understand	An ability to connect historical events with the development of contemporary Indian culture and traditions.
CO3	Understand	Knowledge of the unique history, society, and cultural heritage of Assam and the North East.
CO4	Apply/Evaluate	The capacity to identify and describe the diverse tourist resources and attractions available in the North East region, including architectural, natural, and cultural sites.
CO5	Apply/Create	An enhanced awareness of the regional diversity in terms of language, religion, and social customs, and how this diversity contributes to the rich tourist experience of the North East.

Mapping of Course Outcomes (CO) to Programme Outcomes (PO) [Scale: 1 – 3]

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	2	2	3	2	3
CO2	1	1	2	1	3	3	1	1
CO3	1	1	3	2	3	2	2	3
CO4	2	3	2	2	2	3	2	2
CO5	1	2	2	2	2	2	1	2
CO6	2	1	2	2	2	3	2	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

<b>Unit</b>	<b>Topics</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Total No. of Classes</b>
<b>I</b>	<b>Geography of India &amp; North East:</b> Elements of Geography – Themes of Geography, Importance of Geography in Tourism; The world’s climates – climatic elements and tourism; Latitude, Longitude, Time Zones; Major features of India and the North East’s Geography; Map work	<b>06</b>	<b>04</b>	<b>08</b>	<b>14</b>
<b>II</b>	<b>History &amp; Culture of India:</b> Introduction to Indian History, Sources of Indian History, Geography of India, Important Phases of Ancient, Medieval and Modern Indian History; Evolution of Indian Culture and Traditions, Major Festivals, Fairs and Rituals	<b>08</b>	<b>00</b>	<b>00</b>	<b>08</b>
<b>III</b>	<b>History of Assam and North East:</b> Important Phases of Ancient, Medieval and Modern History of Assam and the North East Unit 4: People and Society, Architectural Heritage and Tourist Sites in Assam Linguistic and Religious pattern of the Brahmaputra and the Barak Valleys and Places of Religious interest, Towns of Historical Importance, Archaeological sites and Monuments, National Parks and wildlife attractions and places of scenic beauty, Folk Cultures, Traditional Festivals, Tourist Festivals.	<b>08</b>	<b>00</b>	<b>00</b>	<b>10</b>
<b>IV</b>	<b>People and Society:</b> Architectural Heritage and Tourist Sites in Assam Linguistic and Religious pattern of the Brahmaputra and the Barak Valleys and Places of Religious interest, Towns of Historical Importance, Archaeological sites and Monuments, National Parks and wildlife attractions and places of scenic beauty, Folk Cultures, Traditional Festivals, Tourist Festivals	<b>06</b>	<b>00</b>	<b>00</b>	<b>06</b>
<b>V</b>	<b>People and Society:</b> Architectural Heritage and Tourist Sites in the Rest of North East Linguistic and Religious pattern of each of the States and Places of Religious interest, Towns of Historical Importance, Archaeological sites and Monuments, Natural Tourist Resources: Rich Diversity in Landforms and landscape, water-bodies, flora and fauna, Places of scenic beauty, Folk Cultures, Traditional Festivals, Tourist Festivals.	<b>08</b>	<b>00</b>	<b>00</b>	<b>08</b>
<b>Total</b>		<b>36</b>	<b>04</b>	<b>08</b>	<b>48</b>

**Course Delivery Methods:**

- Lectures with multimedia tools for conceptual clarity.
- Field survey (Practical Activity)
- Map study (Practical Activity)
- Mapping of tourism resources in India and North East (Practical Activity)
- Flipped classroom & blended learning using online resources.

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure: Direct Assessment**

Assessment Tool	% Contribution during CO Attainment
End Semester Examination Marks	60
In Semester Sessional Examination Marks	30
Practical Assessment Marks	10

**Suggested Readings:**

1. A.L. Basham (Ed), Cultural history of India
2. K.M. Munshi (Ed), History and Culture of Indian people – Vols. 1-12 Bharatiya Vidya- Bhavan.
3. R.C. Majumdar, An Advanced History of India.
4. D.D. Kosambai, An Introduction to Indian History.
5. Radhey Shyam Chaurasia, History of Ancient India – Earliest times to 1000AD.

## Master of Travel and Tourism Management

Semester:	<b>Second Semester</b>
Course Name:	Tour Operations & Air Ticketing
Course Type:	Core
Course Code:	20100
Course Credit:	3
Total Number of Classes:	56
Numbers of LTP:	28-14-14

### Course Objectives:

- Understand tour operation process.
- Develop skills in designing, pricing and marketing tour packages.
- Understand air ticketing procedures and systems.
- Adapt technical know-how of fare construction and ticketing rules.
- Understand travel business and acquire knowledge for setting up travel agency.

### Course Outcomes:

The following are course outcomes:

COs	Cognitive Ability	Course Outcome
CO1	Remembering	Understand the structure and functions of tour operations.
CO2	Understanding	Understand the process of designing domestic and international tour packages.
CO3	Applying	Apply airline coding system and fare construction principles for ticketing.
CO4	Analysing	Explain travel documentation and formalities required for travel operations.
CO5	Evaluating	Analyze operational challenges in the tour and travel business environment and suggest possible solutions.
CO6	Creating	Create an innovative and sustainable tour package or business plan integrating marketing, operations, and customer experience strategies.

Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	2	2	1	2
CO2	2	3	1	2	2	2	2	3
CO3	1	2	2	1	3	2	1	2
CO4	2	1	1	1	2	2	1	2
CO5	2	2	3	2	2	2	2	2
CO6	3	3	2	3	3	3	3	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

<b>Unit</b>	<b>Topics</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Total No. of Classes</b>
<b>I</b>	<b>Unit 1: Introduction to Tour Operations</b> Travel agency & Tour operator: Definition, types and functions; Tourism Business: Definition of terms in travel trade (inbound, outbound, FIT, GIT etc), Linkage and integration in travel trade, Sources of income in travel agency and tour operation business.	5	2	2	9
<b>II</b>	<b>Unit 2: Travel Documentation &amp; Formalities</b> Documentation: Passport & Visa- Types & Requirements, Inner Line Permits & Restricted Area Permits, Health Certificates, Travel Insurance; Customs & Immigration: Custom norms, foreign exchange regulations (FEMA), advisories; IATA Accreditation.	6	4	4	14
<b>III</b>	<b>Unit 3: Itinerary Planning &amp; Development and Marketing</b> Itinerary: Meaning & Types; Steps for itinerary planning: Do's and Don'ts; Tour packaging – Classifications, Components, Costing, Pricing strategies; Marketing strategies- B2B vs B2C, digital, social media, sales; Managing bookings, Cancellations, refunds, Customer Service.	7	4	4	15
<b>IV</b>	<b>Unit 4: Aviation Fundamentals and Airline Geography</b> Evolution of airline industry; Major international aviation bodies (IATA, ICAO, DGCA); IATA areas of the world; Airline and airport codes, global indicators, time zones.	5	2	2	9
<b>V</b>	<b>Unit 5: Fare Calculation &amp; Ticketing</b> Passenger Air Tariff Formats: IATA global indicators & fare construction principles, One country rule, International sale indicators; Types of Journeys – One way Trip, Round Trip, Circle Trip, Open Jaw, Counting Transfers and Stopovers; OW through Fare Construction – Maximum Permitted Mileage (MPM), Extra Mileage Allowance (EMA), Excess Mileage Surcharge (EMS), Higher Intermediate Point (HIP) Check, Backhaul Check (BHC)	5	2	2	9
<b>Total</b>		28	14	14	56

Practical: Facts/ Data Analysis, Case Study, Field Study, Presentation

Course Delivery Methods:

- Practical on itinerary preparation, tour package costing
- Group discussion on travel agency business and marketing
- Practice of airline/airport and city codes

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

Suggested Readings:

1. Negi, J.M.S. "Travel Agency and Tour Operations: Concepts and Principles"
2. Roday, S., Biwal, A. & Joshi, V. "Tourism Operations and Management" .
3. Chand Mahinder, Travel Agency Management: An Introductory Text, Anmoll Publication, Edition 2000.
4. Sharma, J.K. Flight Reservation and Airline Ticketing.
5. Dileep, M.R. Air Transport and Tourism: Interrelationship, Operations and Strategies, Routledge.

## Master of Travel and Tourism Management

Semester:	<b>Second Semester</b>
Course Name:	Communication Management in Tourism
Course Type:	Core
Course Code:	20200
Course Credit:	3
Total Number of Classes:	48
Numbers of LTP:	36-0-12

### Course Objectives:

- Understand the fundamentals and importance of communication in tourism and hospitality organizations.
- Develop verbal, non-verbal and written communication competencies required in tourism management.
- Apply marketing, digital and intercultural communication strategies in tourism promotion and customer engagement.

### Course Outcomes (COs):

The following are course outcomes:

COs	Cognitive Level	Course Outcome (CO)
CO1	Remembering	Understand fundamentals of communication in tourism
CO2	Understanding	Explain verbal, non-verbal and written communication in tourism contexts
CO3	Applying	Apply marketing and public relations communication strategies in tourism
CO4	Analysing	Analyse cross-cultural and interpersonal communication challenges
CO5	Evaluating	Evaluate digital communication and crisis communication strategies
CO6	Creating	Design effective communication strategies for tourism organizations

### Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs \ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	2	1	1	2
CO2	3	3	2	2	3	1	2	2
CO3	2	3	3	2	2	1	2	3
CO4	2	2	2	2	2	2	3	3
CO5	3	3	2	2	2	1	2	3
CO6	2	3	2	3	3	1	2	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	Fundamentals of Communication in Tourism – definition, process and functions; communication models; barriers; communication channels.	7	0	2	8
II	Verbal, Non-Verbal and Written Communication – speaking, listening; body language; written communication; tourism media writing.	7	0	2	8
III	Marketing and Public Relations Communication – marketing communication; PR in tourism; advertising; branding; IMC; tourism campaigns.	7	0	4	9
IV	Intercultural and Interpersonal Communication – cross-cultural communication; negotiation; emotional intelligence; etiquette for tourists.	7	0	2	8
V	Digital and Crisis Communication in Tourism – social media promotion; digital storytelling; online reputation; crisis communication.	8	0	2	9
<b>Total</b>		36	0	12	48

Practical: Facts/ data analysis, Case Study, Field Study, Presentation

Course Delivery Methods:

- Class Lectures
- Presentation
- Case Study

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

**Suggested Readings:**

1. Kaul A. Effective Business Communication. PHI Learning.
2. Sharma R.K. & Mohan K. Business Correspondence and Report Writing. Tata McGraw-Hill.
3. Kotler P., Bowen J. & Makens J. Marketing for Hospitality and Tourism. Pearson.
4. Middleton V.T.C. & Clarke J. Marketing in Travel and Tourism. Routledge.
5. Reisinger Y. International Cross-Cultural Management in Tourism and Hospitality. Butterworth-Heinemann.

## Master of Travel and Tourism Management

Semester:	<b>Second Semester</b>
Course Name:	Marketing for Hospitality and Tourism (MHT)
Course Type:	Core
Course Code:	20300
Course Credit:	4
Total Number of Classes:	64
Numbers of LTP:	48-8-8

### Course Objectives:

- Upon successful completion of the course, the students shall be able:
- Understand the fundamental concepts, principles, and philosophies of marketing with special reference to the hospitality and tourism industry.
- Understand the concept of tourism product, characteristics and levels prevalent under different situations.
- Develop analytical skills to apply market segmentation, targeting, positioning, and pricing strategies suited to the unique characteristics of tourism and hospitality products.
- Examine the role and effectiveness of promotional tools, people, process, physical evidence, packaging, programming, and distribution channels in the marketing of tourism services and destinations.
- Enable students to design integrated, ethical, and sustainable marketing strategies that enhance competitiveness and innovation in the tourism and hospitality sector.

### Course Outcomes (COs):

COs	Cognitive Level	Course Outcome (CO)
CO1	Remembering	Define the concepts, principles, and philosophies of marketing, distinguishing between products and services, and understanding the unique features of tourism marketing.
CO2	Understanding	Explain market segmentation, targeting, positioning, and marketing strategies relevant to hospitality and tourism, including product mix and branding decisions.
CO3	Applying	Apply pricing strategies, including cost-based, value-based, competition-based, psychological, and promotional pricing, to tourism products and services.
CO4	Analyzing	Analyse how promotion methods, personnel, service processes, and physical evidence in tourism contribute to achieving marketing objectives.
CO5	Evaluating	Evaluate the effectiveness of packaging, programming, and distribution channels in marketing tourist destinations and hospitality services.
CO6	Creating	Design integrated marketing plans and campaigns for tourism products, including new product development, branding, pricing, promotion, and distribution strategies.

**Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):**

COs \ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	1	2	2	2	2
CO2	2	3	2	1	2	3	2	3
CO3	3	2	3	2	2	2	2	3
CO4	2	3	2	2	2	3	2	3
CO5	2	2	3	2	3	3	3	3
CO6	3	2	3	3	3	3	3	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	Introduction: Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – Specific features of Tourism Marketing – Marketing Environment (Macro) – Economic, Natural, Technological, Political – Legal and Socio Cultural; Ps of Marketing.	08	01	01	02
II	Product: Concept of the Product, Product Mix – salient features of Tourism Products – New Product Development – Product Life Cycle – Strategies – Brand decisions. Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning – Marketing Strategies – Alternative Strategies by Market Focus.	08	02	02	02
III	Pricing & Promotion Pricing – Internal and External Factors – Pricing Approaches: Cost based – Break Even Analysis – Value based pricing – Competition based Pricing – Pricing Strategies – New Product Pricing Strategies – Existing Product Pricing Strategies – Psychological Pricing – Promotional Pricing	08	02	01	02

<b>IV</b>	People, Process and Physical Evidence People - The Human Element, Role of Service Personnel: Customer interaction, internal marketing, and employee empowerment, Service Culture & Training: Developing a customer-oriented mindset, Managing Service Quality: Handling customer complaints and service recovery strategies; Process - Service Delivery & Experience, Service Blueprinting: Mapping the customer journey from booking to post-trip, Process Efficiency: Managing waiting times and optimizing flow, Technology in Process: Digital, self-service technologies, and automated check-ins.; Physical Evidence – Experience Tangibility, Servicescapes: Designing physical environments (hotels, aircraft cabins, attraction sites), Branding & Tangibles: The impact of brochures, websites, employee uniforms, and signage, Atmospheric: Using lighting, sound, and scent to enhance visitor experience.	<b>14</b>	<b>02</b>	<b>02</b>	<b>04</b>
<b>V</b>	Packaging and Programming Introduction to Tour Packaging, Planning and Programming, Reason for the Popularity of Packaging and Programming – The Distribution Mix, Nature and Importance in Travel Trade – Distribution Channels, Channel Structures and Functions.	<b>10</b>	<b>01</b>	<b>02</b>	<b>02</b>
<b>Total</b>		<b>48</b>	<b>08</b>	<b>08</b>	<b>64</b>

Practical: Facts/ Data Analysis, Case Study, Field Study, Presentation

Course Delivery Methods:

- Class Lectures
- Presentation
- Case Study

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

**Suggested Readings:**

1. Morrison Alistair. M, Hospitality and Travel Marketing, Delmar Thomson Publications, Edn. 2002
2. Christian Gronroos, Service Management and Marketing MA, Lexington Books Edn. 1996
3. Ravishankar, Service Marketing
4. Kotler P, Marketing Management, Prentice Hall.
5. Kamra, Krishna K, Managing Tourist Destination – Development, Planning, Marketing, Policies, Kanishka Publishers, New Delhi

## Master of Travel and Tourism Management

Semester:	<b>Second Semester</b>
Course Name:	Sustainable Tourism (ST)
Course Type:	Core
Course Code:	20400
Course Credit:	4
Total Number of Classes:	64
Numbers of LTP:	48-8-8

### Course Objectives (COs):

- **Foundational Knowledge:** Students will be able to explain the core concepts of sustainable tourism and its relationship with environmental, social, cultural, and economic factors.
- **Analytical Skills:** Students will be able to analyze the environmental and socio-cultural impacts of tourism, including concepts like carrying capacity and overtourism.
- **Application and Problem-Solving:** Students will be able to apply sustainable development goals and principles to real-world tourism scenarios and propose strategies for sustainable tourism development.
- **Practical Understanding:** Students will be able to differentiate various forms of sustainable tourism, such as ecotourism and agro-tourism, and understand the best practices in the hospitality industry.
- **Awareness of Regulations:** Students will be able to identify key conservation acts and regulations and understand their role in protecting monuments and natural sites.

### Course Outcomes (COs):

Upon completing this course, students will be able to demonstrate:

COs	Cognitive Level	Course Outcome
CO1	Remember/ Understand	Define sustainable tourism and its key principles, and understand the interrelationship between sustainable tourism and environmental, social, cultural, and economic factors.
CO2	Understand	Describe the basic properties of ecology and the relationship between ecology and tourism. Assess the cultural, social, and economic impacts of overtourism.
CO3	Understand/Evaluate	Students will have in-depth understanding of the key issues and challenges of sustainable tourism development focusing on the role of stakeholders and community involvement and best practices adopted by the hospitality industry for environmental protection.
CO4	Evaluate/Apply	Differentiate between various types of sustainable tourism, including ecotourism, community-based tourism and agrotourism.
CO5	Remember/Apply	Describe the methods and importance of conserving ancient monuments and wildlife along with understanding of the various conservation acts, rules, and regulations in India.
CO6	Apply/Create	Analyze case studies to understand the practical implementation of sustainable tourism principles.

Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	2	2	2	3	2	3
CO2	1	2	3	2	3	2	3	2
CO3	2	2	3	2	3	2	2	3
CO4	2	2	2	2	3	3	3	3
CO5	1	1	2		2	2	3	2
CO6	2	1	2	2	3	3	3	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

#### Detailed Syllabus:

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Introduction to Sustainable Tourism Development:</b> Definition, growth and development of sustainable tourism. Concept, significance, principles, policies and practices of sustainable development in tourism. Sustainable tourism and its relation to destinations - Environmental, Social, Cultural, and Economic; Concept of carrying capacity.	10	01	02	13
II	<b>Sustainable Goals:</b> Sustainable development goals; Barriers to sustainable tourism-community involvement, role of stakeholders; Strategies for sustainable tourism development and Monuments, National Parks and wildlife attractions and places of scenic beauty, Folk Cultures, Traditional Festivals, Tourist Festivals.	08	02	02	12
III	<b>Tourism &amp; Environment:</b> Basic Properties of Ecology – Definition of Ecology, Environment, Ecosystem; Relationship of Ecology and Tourism; Climate change and issues; Environmental impact assessment; Overtourism and Cultural, Social and Economic impact; Concept of responsible tourism.	10	02	02	14
IV	<b>Types of Sustainable Tourism:</b> Sustainable tourism initiatives: Alternative tourism – Ecotourism, Community based ecotourism, Adventure Tourism, Cultural tourism; Nature base tourism, Agro-tourism and other innovative forms of sustainable tourism; Understanding the concepts of eco-camp, eco-lodge; Best practices by hospitality industry with respect to environment protection.	10	02	01	13
V	<b>Conservation Practices:</b> Conservation of Ancient Monuments, Conservation of wildlife and nature, Conservation of Other Tourist Spots;	10	01	01	12

	Various Conservations Acts, Rules and Regulations in place. Case studies on sustainable tourism to be decided by the course instructor.				
<b>Total</b>		<b>48</b>	<b>08</b>	<b>08</b>	<b>64</b>

**Course Delivery Methods:**

- Lectures with multimedia tools for conceptual clarity.
- Field survey and tourism resource audit.
- Visit nearby areas to access carrying capacity.
- Flipped classroom & blended learning using online resources.

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure: Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Attainment</b>
End Semester Examination Marks	60
In Semester Sessional Examination Marks	30
Practical Assessment Marks	10

**Suggested Readings:**

1. Negi J, Tourism Development and Resource Conservation, Metropolitan, New Delhi.
2. Butter R W, Tourism Environment and Sustainable Development Business.
3. Inskeep E, Tourism Planning – An Integrated and Sustainable Development Approach
4. Kotler P, Marketing Management, Prentice Hall.
5. Knowles Tim, Diamantis Dimitrios et al, Globalization of Tourism and Hospitality-Strategic Perspective. Continuum, London, edition 2001.

## Master of Travel and Tourism Management

Semester:	<b>Second Semester</b>
Course Name:	Information Technology for Tourism (ITT)
Course Type:	Core
Course Code:	20500
Course Credit:	3
Total Number of Classes:	56
Numbers of LTP:	28-0-28

### Course Objectives:

- Understand the various components of information technology in the context of the tourism industry
- Have an overview of information technology for decision making in the tourism business
- Productively use digital technologies keeping in mind cybercrimes, cyber laws and cyber ethics

### Course Outcomes:

The following are the course outcomes:

COs	Cognitive Ability	Course Outcome
CO1	Remembering	Identify and describe various IT terminologies
CO2	Remembering	Tell about cybercrimes, cyber laws and ethical use of data
CO3	Understanding	Discuss about IT for decision making in the tourism business
CO4	Applying	Apply IT skills for decision making in the tourism business
CO5	Analyzing	Analyze and research datasets using software
CO6	Evaluating	Convince and support the management in using IT in the workplace
CO7	Creating	Design/Redesign business processes through IT integration

Mapping of Course Outcomes (CO) to Programme Outcomes (PO) [Scale: 1 – 3]

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	1	1	1	1	1	1	1	1
<b>CO2</b>	1	1	1	1	1	1	2	1
<b>CO3</b>	2	2	1	2	1	1	1	2
<b>CO4</b>	2	2	2	2	2	1	1	2
<b>CO5</b>	2	2	2	2	2	2	2	2
<b>CO6</b>	2	2	2	2	2	2	2	2
<b>CO7</b>	2	2	2	2	2	2	2	2

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Foundational Concepts in IT</b> Computer fundamentals - storage, processing and communication of data; Computer Hardware, Software and Users; Computer Networks and the Internet – media, protocols, network types and devices, internet services	11	00	00	11
II	<b>Use of IT in the Tourism Business</b> Business Systems and E-business in Tourism and allied sectors – GDS, Destination Management Systems, Property Management Systems, Ticketing, Aggregators ; Digital Marketing Concepts for Tourism, Social Media for Tourism	11	00	00	11
III	<b>Cyber Security, Cyber Laws &amp; Ethics</b> Concepts in Cyber Security; Cyber Crimes and the IT Act 2000 / 2008; Cyber Ethics; Data Privacy, Cyber etiquettes	06	00	00	06
IV	<b>Working with Business Data (Practical)</b> Using MS Office including MS Access, Google Docs and other online tools to work with tourism data	00	00	28	28
<b>Total</b>		28	00	28	56

**Course Delivery Methods**

- Class Lectures
- Student Seminar
- Practicals
- Online Lecture Notes & Video Tutorials
- Guest Lecture

**Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment**

Assessment Tool	% Contribution during CO Attainment
End Semester Examination Marks	60
In Semester Sessional Examination Marks	10
Practical Assessment Marks	15
Seminar Marks	10
Class Participation Marks	5

**Suggested Readings:**

1. Himadri Barman, *Foundations of IT and Computers* (2<sup>nd</sup> Edition), Mahaveer Publications
2. Prakrit Saikia, & Himadri Barman, *Digital Marketing Foundations* (1<sup>st</sup> Edition), Banalata
3. Pierre J. Benckendorff, Zheng Xiang, & Pauline J. Sheldon, *Tourism Information Technology* (3<sup>rd</sup> Edition), CABI
4. Saurabh Dixit, *Information Technology in Tourism*, APH Publishing House

## Master of Travel and Tourism Management

Semester:	<b>Fourth Semester</b>
Course Name:	Research Methods in Tourism
Course Type:	Core
Course Code:	20600
Course Credit:	4
Total Number of Classes:	64
Numbers of LTP:	48-0-16

### Course Objectives:

- Introduce fundamental concepts of research methodology and their application in tourism studies.
- Develop skills in formulating research problems, hypotheses, and objectives relevant to tourism.
- Equip students with qualitative and quantitative research techniques applicable to tourism research.
- Enable students to design and execute research projects in tourism, including data collection and analysis.
- Promote critical thinking, ethical research practices, and focus on tourism development in Northeast India and India.

### Course Outcomes (COs):

COs	Cognitive Level	Course Outcomes
CO1	Understand	Explain the key concepts, types, and importance of research in tourism.
CO2	Apply	Identify and formulate research problems, hypotheses, and objectives relevant to tourism studies.
CO3	Apply	Employ qualitative and quantitative methods to collect and analyze tourism data.
CO4	Evaluate	Evaluate research findings and apply statistical/analytical tools for problem-solving in tourism.
CO5	Create	Design and present a comprehensive tourism research project with emphasis on ethical considerations and sustainability.

### Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs \ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	1	2	2	2
CO2	3	2	3	2	1	2	2	2
CO3	2	3	3	2	2	2	2	3
CO4	2	2	3	2	2	2	3	3
CO5	3	3	3	3	2	3	3	3
CO6	3	2	2	1	1	2	2	2

Scale: 3 = High, 2 = Medium, 1 = Low, – = No Direct Relevance

**Detailed Syllabus:**

<b>Unit</b>	<b>Topics</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Total No. of Classes</b>
I	<b>Foundations of Tourism Research:</b> Meaning, scope, and significance of research in tourism; Types of research – basic, applied, exploratory, descriptive and causal; Characteristics of good tourism research; Role of research in tourism policy and strategy formulation; Identification of research problem; Setting objectives and hypotheses; Types of research designs – exploratory, descriptive, causal, longitudinal and cross-sectional.	08	00	02	10
II	<b>Data Collection in Tourism Research:</b> Sources of data – primary and secondary; Sampling design and sampling techniques in tourism research; Data collection methods – surveys, interviews, observation, focus groups; Special issues in tourism data collection such as seasonality, visitor behavior and cross-cultural aspects.	10	00	04	14
III	<b>Measurement, Scaling and Research Techniques:</b> Concepts of validity and reliability; Scaling techniques – nominal, ordinal, interval and ratio scales; Attitude measurement – Likert, semantic differential and ranking scales; Quantitative techniques – descriptive statistics, correlation, regression, hypothesis testing, ANOVA; Qualitative techniques – content analysis, case studies, ethnographic methods and grounded theory; Use of research software such as SPSS and NVivo in tourism research.	10	00	04	14
IV	<b>Data Analysis and Interpretation:</b> Editing, coding and tabulation of data; Analysis of survey data and tourism indicators; Interpretation of results for managerial and policy implications; Common errors and pitfalls in data interpretation.	10	00	04	14

V	<b>Research Reporting and Regional Applications:</b> Structure and format of tourism research reports; Referencing styles (APA, MLA); Presentation of research findings in seminars and conferences; Ethical considerations in tourism research; Emerging research areas in Northeast India tourism; Case studies on cultural, ecological and rural tourism; Research opportunities and challenges for sustainable tourism development in Northeast India.	10	00	02	12
<b>Total</b>		<b>48</b>	<b>00</b>	<b>16</b>	<b>64</b>

### Course Delivery Methods:

- Conceptual coverage with examples from tourism sector
- Problem-solving and practice of data analysis
- Research-based case studies in tourism
- Small research assignments in tourism destinations
- Experts from academia and tourism industry
- Field visits for data collection and observation

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

### Suggested Readings:

#### Textbooks

1. Kumar, R. – Research Methodology: A Step-by-Step Guide for Beginners – Sage
2. C. R. Kothari & Gaurav Garg – Research Methodology: Methods and Techniques – New Age International
3. Veal, A. J. – Research Methods for Leisure and Tourism – Pearson

#### Supplementary Readings

1. Creswell, J. W. – Research Design: Qualitative, Quantitative, and Mixed Methods Approaches – Sage
2. Jennings, G. – Tourism Research – Wiley
3. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. – Tourism Principles and Practice – Pearson
4. Saunders, M., Lewis, P., & Thornhill, A. – Research Methods for Business Students – Pearson

## Master of Travel and Tourism Management

Semester:	<b>Third Semester</b>
Course Name:	Tourism In North East India (TNEI).
Course Type:	Core
Course Code:	30100
Course Credit:	4
Total Number of Classes:	64
Numbers of LTP:	48-8-8

### Course Objectives (COs):

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

- **Understand** early history growth and development of tourism industry in northeast Indian states and have a comprehensive knowledge about the characteristics and attractions of the region.
- **Critically** differentiate tourist circuits, festivals, and folk traditions across northeast Indian states.
- **Knowledge** about tourists' circuits, and its application for practical itinerary preparation. **Create** cultural and social awareness of the students of by describing the characteristics and significance of the fairs, festivals, and traditions of northeast Indian states.
- **Identify** emerging trends in tourism and assess their future implications.

### Course Outcomes (COs):

Upon completing this course, students will be able to demonstrate:

COs	Cognitive Level	Course Outcome
CO1	Remember/ Understand	Trace the historical development of the tourism industry in North East India, analyzing its evolution from early growth to current trends.
CO2	Remember/ Evaluate	Identify and describe the diverse tourism products, major attractions, and unique characteristics of each of the eight states of North East India, including their major tribes and cultural landscapes.
CO3	Apply/ Create	Design and develop comprehensive tourist itineraries for various circuits within northeast India, incorporating diverse themes such as culture, heritage, nature, wildlife, and adventure.
CO4	Apply/Evaluate	Identify and differentiate between the major festivals, folk dances, and folk songs of the North Eastern states, recognizing their cultural significance and potential for tourism promotion
CO5	Apply/Create	Investigate and analyze emerging trends and new activities in North East Indian tourism (e.g., ecotourism, responsible tourism, adventure tourism) and propose innovative strategies for their promotion and management.

**Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	2	3	3	1	1
CO2	2	2	3	3	3	3	1	2
CO3	2	3	2	2	3	3	2	2
CO4	1	2	1	2	2	3	2	2
CO5	3	2	2	3	2	3	2	2

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Tourism in NE:</b> Historical development of tourism industry in north-eastern India, Early growth and current trends; States in NE India- major tribes, characteristic of tourism products, major attractions, issues and challenges.	08	00	00	08
II	<b>Tourist Circuits in NE India:</b> Tourists Circuits of <b>Assam</b> - inter-state and intra-state tourists' circuits, major and minor tourist circuits of Assam, types of circuits: culture and heritage, nature and wildlife. Circuits of <b>Arunachal Pradesh</b> -types of circuits, products offered, natural, cultural ethnic and other special characteristics; Circuits of <b>Meghalaya</b> -types of circuits, products offered, natural, cultural ethnic and other special characteristics; Circuits of <b>Mizoram</b> -types of circuits, products offered, natural, cultural ethnic and other special characteristics; Circuits of <b>Manipur</b> -types of tourists circuits, products offered, natural, cultural ethnic and other special characteristics; Circuits of <b>Nagaland</b> - types of tourists circuits, products offered, natural, cultural ethnic and other special characteristics; Circuits of <b>Sikkim</b> - types of tourists circuits, products offered, natural, cultural ethnic and other special characteristics; Circuits of <b>Tripura</b> - types of tourists circuits, products offered, natural, cultural ethnic and other special characteristics	20	02	02	24
III	<b>Fairs and Festivals of NE:</b> Kherai dance, Mohoho, Joydam Festival, Hangseu	8	02	02	12

	Manaoba , Ali Ai Ligang , Me Dam Me Phi, Mono Ke-En, Bihu, and Ambubachi (Assam) Saga Dawa, Losoong, Namsung or Nambone Bhumchu at Tashiding (Sikkim) Mangan Music Festival Ka Shad Suk Mynsiem, Ka Pom-Blang Nongkrem, Dorbar Shnong (Meghalaya) Kut-Festival, Gang-Ngai-Festival, Cheiraoba, Ningol Chak-Kouba, Lui-Ngai-Ni (Manipur), Sekrenyi, Ngada, Mimkut Bushu, Thsukhenyie & Sukrenyu, Naknyulem, Moatsu, Metumniu, Hornbill Festival (Nagaland), Chapchar Kut , Pawl Kut Festival, Thalfavang Kut Festival (Mizoram), Losar Festival, Saga Dawa, Sangken Festival, Tamladu Festival, Torgya, Ziro Music Festival (Arunachal Pradesh), Pilak Festival, Neermahal Festival, Pous Sankranti, Kharchi Festival (Tripura)				
IV	<b>Folk Dances and Folk Songs:</b> Bihu, Bagurumba, Bhortal Dance, Jhumur Dance (Assam) Hajgiri, Lebang Bumani Dance (Tripura), Thang-ta & Dhol-Cholom (Manipur), Nongkrem (Meghalaya), Bardo Chham (Arunachal Pradesh), Cheraw Dance, Khuallam, Chailam, Chawnglaizawn (Mizoram), Lu Khangthamo, Rechungma, Namsung or Nambone Bhumchu, Yak Chaam & Singhi Chaam, Mask Dance (Sikkim).	05	02	02	09
V	<b>Major Tourist Circuits:</b> Hill stations, Tourism promotional festivals in northeast states, Pilgrimage and heritage sites, Nature and adventure trails in NE, Unique products and attractions in northeast, Emerging trends and activities in NE India. Itinerary preparation of the major tourists' circuits as instructed by the course instructor.	07	02	02	11
<b>Total</b>		<b>48</b>	<b>08</b>	<b>08</b>	<b>64</b>

#### Course Delivery Methods:

- Lectures with multimedia tools for conceptual clarity.
- Field survey and tourism resource audit.
- Destination mapping (Practical Activity)
- Tur package design and costing (Practical Activity)
- Flipped classroom & blended learning using online resources.

### Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End Semester Examination Marks	60
In Semester Sessional Examination Marks	30
Practical Assessment Marks	10

#### Suggested Readings:

1. Bora, S., & Bora, M. C. (2004). *The story of tourism: An enchanting journey through India's North-East*. Delhi: UBSPD.
2. Bhattacharya, P. (2004). *Tourism in Assam: Trend and potentialities*. Guwahati: Bani Mandir.
3. Sharma, K. K. (2010). *Fairs and festivals of India*. New Delhi: Sarup & Sons.
4. Bezbaruah, M. P., & Gopal, K. (2003). *Fairs and festivals of India*. New Delhi: Gyan Publishing House.
5. Datta, B. (Year). *Culture, religion and festivals of North East India*.

## Master of Travel and Tourism Management

Semester:	<b>Third Semester</b>
Course Name:	Natural & Wildlife Tourism
Course Type:	Core
Course Code:	30200
Course Credit:	3
Total Number of Classes:	56
Numbers of LTP:	28-14-14

### Course Objectives:

- Understand the ecological and economic significance of natural and wildlife tourism.
- Gain knowledge about India's key national parks, biosphere reserves, and ecotourism destinations.
- Learn sustainable practices and ethical considerations in managing wildlife-based tourism.

### Course Outcomes:

The following are course outcomes:

COs	Cognitive Ability	Course Outcome
CO1	Remembering	Identify major wildlife tourism destinations and biodiversity areas in India.
CO2	Understanding	Understand the legal and ecological constraints in managing wildlife-based tourism.
CO3	Applying	Apply ecological and legal principles to develop a basic management plan for a wildlife tourism site.
CO4	Analyzing	Critically analyze case studies of successful and problematic ecotourism models.
CO5	Evaluating	Promote responsible wildlife tourism practices using marketing and education tools.
CO6	Creating	Design an innovative ecotourism model that balances wildlife conservation with community-based economic development.

### Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	2	3	2	2
CO2	1	1	2	1	1	2	3	2
CO3	2	2	3	2	3	3	3	2
CO4	2	2	3	2	3	2	3	3
CO5	3	3	2	2	2	2	3	3
CO6	3	3	3	3	3	3	3	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Unit 1: Introduction to Natural &amp; Wildlife Tourism</b> Definition: Nature tourism, ecotourism, soft and hard adventure Tourism, special interest tourism, wildlife tourism, sustainable tourism; Historical development & global trends; Importance of tourism to environment conservation.	7	2	2	11
II	<b>Unit 2: Ecosystem &amp; Biodiversity Hotspot</b> Major terrestrial ecosystems: Forests, wetlands, grasslands, deserts; Biodiversity hotspots in India; IUCN classification of wildlife (critically endangered, endangered and vulnerable); Role of traditional ecological knowledge and resource management.	7	4	4	15
III	<b>Unit 3: Wildlife Tourism in India</b> Overview of national parks, wildlife sanctuaries, protected areas; Eco tourism destinations in India; Community conserved areas; Wildlife conservation: Management & conservation principles.	7	4	4	15
IV	<b>Unit 4: Ecotourism Development &amp; Management</b> Tourism development – issues, challenges & players; Planning - Zoning for visitor use, sustainable infrastructure design, revenue generating mechanism, visitor impact monitoring and management; Role of local communities in conservation and tourism.	7	4	4	15
<b>Total</b>		28	14	14	56

Practical: Facts/ data analysis, Case Study, Field Study, Presentation

Course Delivery Methods:

- Practical on Ecotourism mapping and preparing itineraries for nature and wildlife tourism
- Presentation on national parks and wildlife sanctuaries.
- Case Study on biodiversity hotspots in India

### Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

#### **Suggested Readings:**

1. Singh, S. – Ecotourism and Sustainable Development
2. Rajan, R. – Ecology and Environment
3. Kumar, S. – Wildlife Tourism in India
4. Newsome, D., Moore, S., & Dowling, R. – Natural Area Tourism: Ecology, Impacts and Management
5. Fatima, J.K. Wilderness of Wildlife Tourism. Routledge.

## Master of Travel and Tourism Management

Semester:	<b>Third Semester</b>
Course Name:	Basic Cargo Rating and Handling
Course Type:	Core
Course Code:	30300
Course Credit:	4
Total Number of Classes:	64
Numbers of LTP:	48-8-8

### Course Objectives:

The course aims to:

- Introduce students to the fundamentals of cargo management and handling processes.
- Familiarize students with cargo tariffs, baggage rules, and rating systems used in the airline industry.
- Equip students with knowledge of documentation related to cargo and baggage handling.
- Develop skills in handling different categories of cargo, including dangerous goods and special consignments.
- Provide practical insights into cargo operations, technology adoption, and the role of global cargo companies.

### Course Outcomes (COs):

COs	Cognitive Level	Course Outcomes
CO1	Understand	Explain the fundamentals of cargo management, handling procedures, and terminology.
CO2	Apply	Demonstrate knowledge of cargo and baggage rating systems, including types of baggage and special cases.
CO3	Apply	Interpret cargo tariffs and calculate chargeable weight, rates, and valuation charges.
CO4	Analyze	Prepare and analyze essential cargo documentation including Air Waybills, manifests, and dangerous goods declarations.
CO5	Evaluate	Evaluate handling procedures for general and special cargo, integrating safety, technology, and regulatory frameworks.

### Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	1	2	2	2
CO2	3	3	2	2	1	2	2	2
CO3	3	3	3	2	2	2	2	3
CO4	2	2	3	3	2	2	3	3
CO5	3	2	3	2	2	3	3	3
CO6	3	3	3	3	3	3	3	3

Scale: 3 = High, 2 = Medium, 1 = Low, – = No Direct Relevance

### Detailed Syllabus:

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Introduction to Cargo Management:</b> Common terms used in cargo handling; Rules governing acceptance of cargo; Check-in formalities for cargo shipments; Baggage rules in air transportation	8	00	00	08
II	<b>Cargo and Baggage Handling:</b> Cargo and baggage rating principles; Types of baggage and baggage handling: general, coffin, pets, wheelchair passengers, unaccompanied minors; Industry practices in baggage security and passenger services	8	01	02	11
III	<b>Formation of Cargo Tariffs and Rating:</b> Familiarization with cargo tariffs and TACT rules (IATA); Weight system: rounding off weights, dimensions, currencies; Chargeable weight rating: general cargo rates, specific commodity rates, class rates, and valuation charges; Practical tariff calculations	5	02	00	07
IV	<b>Cargo Documentation:</b> Air Waybill (AWB): types, preparation, and importance; International air transport documents; Charges correction advice and irregularity reports; Cargo manifesto and cargo transfer manifesto; Documents concerning postal and diplomatic mails; Shippers' declaration of dangerous goods	10	02	02	14
V	<b>Cargo Handling Formalities:</b> Cargo capacity of aircraft and ships Cargo requiring special attention (perishable, dangerous goods, live animals, valuables); Introduction to IATA Dangerous Goods Regulations (DGR); Overview of important cargo companies (domestic and international); Role of	10	02	02	14

	technology in cargo handling (barcoding, RFID, e-AWB, cargo tracking)				
VI	<b>Cargo Operations and Regulatory Framework:</b> Cargo terminal operations and warehousing ICAO, DGCA, and IATA regulatory frameworks; Safety and ethical issues in cargo handling Conventions governing cargo transport (Warsaw, Montreal)	07	01	02	10
<b>Total</b>		<b>48</b>	<b>08</b>	<b>08</b>	<b>64</b>

### Course Delivery Methods:

- Conceptual teaching with industry-based illustrations
- Cargo documentation and tariff calculation exercises
- Handling challenges in cargo rating and operations
- Preparation of cargo documentation and tariff charts
- Cargo professionals from airlines, airports, and logistics firms
- Field visits to inland ports, cargo terminals, warehouses and logistic facilities

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

### Suggested Readings:

#### Textbooks

1. IATA Training Manual – Basic Cargo Rating and Handling
2. Wensveen, J. – Air Transportation: A Management Perspective – Routledge
3. Doganis, R. – The Airline Business – Routledge

#### Supplementary Readings

1. IATA Dangerous Goods Regulations (Latest Edition)
2. ICAO Technical Instructions for Safe Transport of Dangerous Goods
3. Wells, A. T. & Chadbourne, B. – Introduction to Air Transport Management – Cengage
4. Richards, G. – Cargo Operations and Management – Aviation Publishers

## Master of Travel and Tourism Management

Semester:	<b>Third Semester</b>
Course Name:	Rural & Farm Tourism
Course Type:	Core
Course Code:	30400
Course Credit:	3
Total Number of Classes:	46
Numbers of LTP:	38-4-4

### Course Objectives (COs):

The course aims to:

- Introduce the concept and scope of rural and farm tourism as an integral component of rural development and sustainable tourism.
- Explain the interrelationship between tourism, agriculture, and the countryside as a multi-purpose resource.
- Develop understanding of the management, marketing, and community aspects involved in rural and farm tourism.
- Explore the dynamics, potential, and challenges of rural tourism development in India, particularly in the North Eastern region.
- Analyze global trends, issues, and innovative approaches such as creative tourism and guest–host relationships in rural settings.
- Encourage sustainable planning and participatory approaches in rural tourism for socio-economic development and cultural preservation.

**Course Outcomes (COs):** After successful completion of this course, students will be able to:

COs	Cognitive Level	Course Outcome
CO1	Remember	Explain the concept of the countryside as a multi-purpose resource and its role in tourism and rural development.
CO2	Understand	Identify and analyze the benefits, costs, demand, and motivation factors influencing rural and farm tourism
CO3	Understand	Describe the management and marketing aspects of rural and farm tourism, including community participation and socio-economic impacts.
CO4	Apply/Evaluate	Evaluate the role of government and describe the potentiality and issues of rural, farm and agri-tourism in northeast region of India
CO5	Apply/Create	Analyze global trends, sustainability concerns, and innovative practices such as creative and experiential tourism in rural areas at the same time create an understanding of rural development and community empowerment through application of sustainable rural tourism initiatives.

### Mapping of Course Outcome (CO) with Programme Outcome (PO)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	3	3	3	1	2
CO2	1	3	2	3	2	3	3	2
CO3	2	2	3	2	2	2	3	3
CO4	1	2	3	2	3	3	2	3
CO5	3	2	2	2	2	3	2	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

### Detailed Syllabus:

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>The countryside:</b> Introduction to countryside, a resource for tourism, countryside a multi-purpose resource, Tourism, agriculture and rural development. Rural tourism development, concept of farm tourism (Benefits), Rural tourism development (Costs), Rural tourism: demand factors, Rural tourism: motivation factors, The total rural tourism product.	10	0	0	10
II	<b>Rural tourism management:</b> Management of farm tourism and rural tourism, the community and its role, socio-economic benefits. Social issues of rural tourism. Management issues of rural and farm tourism. Global scenario of rural and farm tourism industry. Marketing rural and farm tourism.	8	01	01	08
III	<b>Rural tourism in India:</b> The rural tourism development, popular destinations, rural products in India, Scope, Government policies and schemes for rural development, need for planning and management. Community participation in rural tourism.	8	01	01	08
IV	<b>Rural northeast India:</b> Rural and farm tourism in north-eastern India, major and minor destinations, characteristics of rural northeast, scope and issues.	6	01	01	06
V	<b>Issues in rural tourism development:</b> Understanding the global issues and trends in rural tourism, creative tourism, guest host relationship, sustainable rural development.	6	01	01	06
<b>Total</b>		<b>38</b>	<b>04</b>	<b>04</b>	<b>46</b>

**Course Delivery Methods:**

- Lectures with multimedia tools for conceptual clarity.
- Flipped classroom & blended learning using online resources for rural and community tourism development.
- Rural and farm resource mapping (Practical Activity)
- Rural tourism itinerary design for northeast India (Practical Activity)

**Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Attainment</b>
End Semester Examination Marks	60
In Semester Sessional Examination Marks	20
Case Analysis Marks	10
Assignment Marks	5
Class Participation Marks	5

**Suggested Readings:**

1. Sharpley, R., and Sharpley, J., (1998) Rural Tourism: An Introduction. Singapore: International Thomson Business Press
2. Roberts, Lesley. (2001) Rural Tourism and Recreation: Principles and Practice. Massachusetts: CABI Publishing.
3. Hitchcock, M. (1994) Tourism in South-East Asia: Tourism and rural handicrafts, New York: Routledge.
4. Gannon, A.(1994) Rural Tourism as a Factor in Rural Community Economic.
5. Bramwell, B. (1993) Tourism Strategies and Rural Development, Paris: OECD.

## Master of Travel and Tourism Management

Semester:	<b>Third Semester</b>
Course Name:	Understanding Global Tourism Affairs
Course Type:	Core
Course Code:	30500
Course Credit:	3
Total Number of Classes:	48
Numbers of LTP:	36-0-12

### Course Objectives:

- Impart knowledge of the global scenario of tourism growth and development.
- Analyze major tourist destinations, strategies, and planning approaches in the developed world.
- Understand the dynamics of emerging tourist destinations and their economic, social, and environmental implications.
- Learn tourism trends and strategies specific to the Asian continent.
- Evaluate global issues, gender perspectives, and sustainability concerns in international tourism.

### Course Outcomes (COs):

COs	Cognitive Ability	Course Outcome
CO1	Understanding	Explain tourism growth, trends, and destinations in the developed world.
CO2	Analyzing	Analyze emerging destinations and their implications for the global economy.
CO3	Applying & Analyzing	Examine Asian tourism trends, strategy development, and socio-cultural issues.
CO4	Evaluating	Evaluate global tourism concerns including gender and sustainability issues.

### Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	–	–	–	1	3
CO2	2	1	3	1	–	–	1	3
CO3	2	1	3	1	–	1	2	3
CO4	2	1	3	1	–	–	–	–

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	Growth of Tourism in the Developed World: Major tourist destinations, tourism economy in developed countries, current trends, strategy and planning for tourism	07	02	01	10
II	Emerging Tourist Destinations: Growth in developing world, scenario and trends, economic impact, emerging issues, opportunities and challenges	07	02	01	10
III	Tourism in Asia: Popular destinations, tourist trends, planning, strategy development, socio-cultural and environmental impacts	07	02	02	11
IV	Other Issues: Emerging concerns in tourism industry, new market strategies, global concerns, social implications, gender issues, sustainability in tourism	07	02	02	11
Total		28	8	6	42

Practical: Facts/ Data Analysis, Case Study, Field Study, Presentation

Course Delivery Methods:

- Class Lectures
- Presentation
- Case Study

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

**Suggested Readings:**

1. Cherunilam, F. *Business Environment*. Himalaya Publishing House, Delhi.
2. Chadha, G.K. *WTO and Indian Economy*.
3. Bhatia, A.K. *International Tourism Management*.
4. Knowles, Tim & Diamantis Dimitrios et al. *Globalization of Tourism and Hospitality: Strategic Perspective*. Continuum, London, 2001.

## Master of Travel and Tourism Management

Semester:	<b>Second Semester</b>
Course Name:	Field Report and Dissertation
Course Type:	Core
Course Code:	30600
Course Credit:	3
Total Number of Classes:	42
Numbers of LTP:	0-0-42

**Course Objective:** The course is designed with the aim to:

- **Provide hands-on research experience** by engaging students in independent or guided fieldwork related to travel and tourism.
- **Develop analytical, critical thinking, and problem-solving skills** through data collection, interpretation, and report writing.
- **Enable students to apply theoretical knowledge** of tourism concepts, management, and sustainability to real-world case studies or destinations.
- **Enhance professional communication and presentation skills** through report preparation, documentation, and viva-voce.
- **Encourage ethical research practices** and the use of sustainable and community-sensitive approaches in tourism studies.

**Course Outcomes (COs):** Upon completing this course, students will be able to demonstrate:

COs	Cognitive Level	Course Outcome (CO)
CO1	Remember/ Understand	Identify and define a relevant research problem in the field of travel and tourism management.
CO2	Apply	Design a research framework and apply appropriate research methodologies for data collection and analysis.
CO3	Apply	Conduct field investigations to collect primary and secondary data on tourism-related issues or destinations.
CO4	Apply/ Evaluate	Analyze and interpret data to derive meaningful insights related to tourism planning, marketing, or sustainable practices.
CO5	Apply/Create	Prepare a comprehensive dissertation or field study report adhering to academic and ethical research standards.
CO6	Evaluate/ Create	Present research findings effectively through oral, written, and visual communication.

### Mapping of Course Outcome (CO) with Programme Outcome (PO)

CO/PO	PO1	PO2	PO	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	2	3	3	1	1
CO2	2	2	3	3	3	3	1	1
CO3	2	3	2	2	3	3	2	1
CO4	1	2	1	2	2	3	2	1
CO5	3	2	2	3	2	3	2	1

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure: Direct Assessment**

<b>Assessment Tool</b>	<b>PC Contribution</b>
End Semester Examination Marks (Dissertation report)	60%
In Semester Sessional Examination Marks (Viva)	40%

## Master of Travel and Tourism Management

Semester:	<b>Third Semester</b>
Course Name:	Law and Ethics in Tourism
Course Type:	Core
Course Code:	40100
Course Credit:	3
Total Number of Classes:	42
Numbers of LTP:	42-0-0

### Course Objectives:

- Understand the moral principles and ethical responsibility in tourism
- Awareness of key laws governing tourism, hospitality and environment protection
- Enhancing the managerial decision making abilities by learning to integrate the relevant laws in the tourism sector

### Course Outcomes:

The following are the course outcomes:

CO#	Cognitive Ability	Course Outcome
CO1	Remembering	Identify key concepts of business ethics and terminologies of laws relevant to the tourism sector
CO2	Understanding	Interpret moral standards and legal duties in tourism operations
CO3	Applying	Implement ethical practices and relevant laws in real world tourism scenarios
CO4	Analysing	Examine the role of laws in regulating travel, transport, and agency service
CO5	Evaluating	Critically examine the relevance of ethics and compliance strategies in the tourism industry in NE India
CO6	Creating	Propose ethically and legally sound business framework for the tourism sector

### Mapping of Course Outcomes (CO) to Programme Outcomes (PO) [Scale: 1 – 3]

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	1	1	1	1	1	1	2	1
<b>CO2</b>	1	1	1	1	1	1	2	1
<b>CO3</b>	1	1	2	2	3	1	3	2
<b>CO4</b>	2	2	2	2	1	1	2	1
<b>CO5</b>	2	1	2	2	2	3	3	2
<b>CO6</b>	3	2	3	3	2	2	3	2

(Scale: 1 = Low, 2 = Medium, 3 = High)

### Detailed Syllabus:

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Foundations of Business Ethics:</b> Meaning, Objectives, Nature, Sources and Importance of Business Ethics. Factors influencing Business Ethics. Value, Norms and Moral Standard. Rights and Duties of Employer and Employees.	10	0	0	10
II	<b>Corporate Governance and Social Responsibility:</b> Key concepts of Code of Conduct, Whistle blowing, Corporate Governance, and Corporate Social Responsibility	10	0	0	10
III	<b>Laws Related to Hospitality and Tourism:</b> Introduction to legal provisions relating to Accommodation, Sanitation, Food Safety, Travel Agency, Airways and Surface Transport, Custom and Currency; The Consumer Protection Act, 1986; The Passport Act, 1967; The Foreigners Act, 1946; The Foreign Exchange Management Act, 199	9	0	0	9
IV	<b>Laws Relating to Wild Life and Forest Preservation:</b> The Wildlife Protection Act, 1972; The Indian Forest Act, 1927	7	0	0	7
V	<b>Laws Relating to The Preservation Heritage:</b> The Ancient Monument and Archaeological Site and Remains Act, 1958; The Antiquities and Art Treasure Act, 1972	6	0	0	6
<b>Total</b>		<b>42</b>	<b>0</b>	<b>0</b>	<b>42</b>

### Course Delivery Methods

- Class Lectures
- Student Presentations
- Case Analysis

### Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End Semester Examination Marks	60
In Semester Sessional Examination Marks	20
Case Analysis Marks	10
Assignment Marks	5
Class Participation Marks	5

**Suggested Readings:**

1. Business Ethics- Text and Cases, C.S.V. Murthy, Himalaya Publishing House
2. Business Ethics- Concept and Cases, Manuel G Velasquez, PHI.
3. Business Ethics-Principles and Practices, Daniel Albuquerque, Oxford University Press.
4. Business Ethics-An Indian Perspective, A. C. Fernando, Pearson
5. Tourism Law in India, Shashank Garg, Universal Law Publishing
6. Concerned Bare Acts



**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	Introduction to Entrepreneurship Development: Definition of Entrepreneur, Characteristics of the Entrepreneurs, Motivational and other factors Responsible for Entrepreneurial Growth, Scope of entrepreneurship among women – gender focal points	6		4	10
II	Opportunity Sensing, Right Choice, Site selection, Idea Generation, Innovation and Creativity, Growth Strategies in Small Business – objectives, types, strategies	4		4	8
III	Knowledge system and sustainable entrepreneurship, Indigenous Innovations, IKS and ethical perspective of entrepreneurship, IKS and Rural Entrepreneurship	6		6	12
IV	Business Planning Process – Concept, Format, Report Presentation, Features of a good plan, exit strategies and Fund Raising.	6		10	16
V	Emerging Businesses in Tourism– in accommodation, Transportation, Shopping, Reastaurant, Tourism Attraction Development, Setting Up a Tourism Enterprise	6		4	10
<b>Total</b>		28		28	56

Practical: case analysis, field work presentation and business plan preparation

Course Delivery Methods:

- Class Lectures
- Presentation
- Case Study
- Business Plan Making

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
Business Plan Making and Presenting	10
Hands on Experience (preparing and selling of products)	15
visiting Bank / Business set up and report writing	10
Class Participation Marks	05

**Suggested Readings:**

1. Entrepreneurial Development, Dr. S S Khanka, S Chand
2. Entrepreneurship, Madhurima Lall, Shikha Sahai Excell Books
3. Entrepreneurship and New Venture Creation, A Sahay, V Sharma, Excel Books
4. Entrepreneurship Development- Small Business Enterprises, Poornima M Charantimath, Pearson Education
5. Entrepreneurship, Rajeev Roy, Oxford University Press

## Master of Travel and Tourism Management

Semester:	<b>Fourth Semester</b>
Course Name:	Front Office & Housekeeping Management (FOHM)
Course Type:	Core
Course Code:	40300
Course Credit:	3
Total Number of Classes:	48
Numbers of LTP:	36-06-06

### Course Objectives (COs):

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

- Introduce the fundamental concepts, nature, and scope of the hospitality industry as a key component of tourism.
- Familiarize students with various types of accommodation, their structures, utilities, and operations.
- Develop understanding of front office management functions, guest cycle, and reservation systems in hospitality establishments.
- Equip students with knowledge of housekeeping management practices, cleaning procedures, and maintenance standards.
- Provide insight into the food and beverage (F&B) service operations, menu planning, and service etiquettes within hospitality settings.
- Enable learners to relate theoretical concepts with practical applications in hotel and tourism operations.

### Course Outcomes (COs):

COs	Cognitive Level	Course Outcome
CO1	Remember	Explain the meaning, scope, and components of the hospitality industry and its linkage with tourism.
CO2	Remember/ Understand	Identify and differentiate various types of accommodation and their facilities, organizational structure, and departmental functions.
CO3	Understand/ Apply	Describe and apply front office procedures including reservation, check-in, guest handling, billing, and check-out.
CO4	Apply/ Evaluate	Demonstrate understanding of housekeeping operations, planning, and maintenance procedures in hospitality establishments.
CO5	Apply/Create	Explain the principles of food and beverage service management, menu planning, and service techniques for different types of clientele.

### Mapping of Course Outcome (CO) with Programme Outcome (PO)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	2	2	2	1	3
CO2	3	2	2	2	2	2	2	3
CO3	3	2	3	2	3	1	1	3
CO4	3	2	3	2	3	1	2	3
CO5	3	3	2	2	3	1	1	3

(Scale: 1 = Low, 2 = Medium, 3 = High)

### Detailed Syllabus:

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	<b>Introduction to hospitality industry:</b> Definition and spread, Its composition and role as a part of tourism; History of accommodation sector.	06	01	01	08
II	<b>Different types of accommodation:</b> Hotels, Resorts, Motels, Bread and Breakfast (B&B), Home Stay network, Special types of accommodation- Capsule hotels, Hostels, Car camping/Caravanning, Camping, Vacation renting. Utilities and features available in modern accommodations. Common structure of an accommodation unit, Different departments – Front office, Housekeeping, Food production and service; Other specialised divisions - Lounge, Restaurant, Bar, Gym, Spa, Laundry, Disco etc.	08	02	02	10
III	<b>Front Office Management:</b> Guest Cycle- Pre arrival, Arrival, Stay, Departure, Post departure; Reservation – Importance, Modes of reservation, Channels and sources (FITs, TAs, Airlines, GIT etc.), Types of reservation (Tentative, Confirmed, Guaranteed, etc.), Cancellations, Amendment, overbooking; Room selling techniques – Up selling, Discounts; Message and mail handling; Key handling; Complaint handling; Guest history; Types of rooms, Common tariff plans; Technology and Front Office operation.	08	01	01	08
IV	<b>Housekeeping (HK):</b> Planning and organising House Keeping department - Area inventory list, Frequency schedules, Performance and productivity standards, Time and motion study in HK operations. Standard Operating manuals – Job procedures, Job allocation and work schedules, types, Abrasives, Polishes, Chemical agents and commercial products, Bed-making and cleaning.	08	01	01	08
V	<b>F &amp; B Service Management:</b> Food and Beverage: Role of food and beverage; Equipment used in food production; Menu planning for different categories of clients; Indenting- Principles of indenting for volume feeding. Different types of beverages- Alcoholic beverages (Wines, Beer, Spirits, Aperitifs, Liqueures) Food Service: Table Lay-up; Tray/trolley set-up; Procedure of serving meal; Social skill.	06	01	01	08
<b>Total</b>		<b>36</b>	<b>06</b>	<b>06</b>	<b>48</b>

**Course Delivery Methods:**

- Lectures with multimedia tools for conceptual clarity.
- Flipped classroom & blended learning using online resources.
- Front office simulation (Practical Activity)
- Housekeeping and restaurant service (Practical Activity)

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure: Direct Assessment**

Assessment Tool	% Contribution during CO Attainment
End Semester Examination Marks	60%
In Semester Sessional Examination Marks	30%
Practical Assessment Marks	10%

**Suggested Readings:**

1. Bhatnagar, S.K., Front Office Management, Frank Bros, India, 2009.
2. Raghubalan, G. & Smritee. Hotel Housekeeping, Oxford, 2nd Edition, 2009.
3. Lillicrap, D., Weekes, S., and Cousins, J., Food and Beverage Service, Hodder Education, 9th edition, 2014.
4. Arora, K., Theory of Cookery, Frank Brothers & Company (PUB), New Delhi,
5. Andrews, S., Hotel Food and Beverage Service Training Manual, Tata McGraw Hill Education Pvt. Ltd, 1st edition, 2013.

## Master of Travel and Tourism Management

Semester:	<b>Fourth Semester</b>
Course Name:	Meetings, Incentives, Conferences and Exhibitions in Tourism
Course Type:	Core
Course Code:	40400
Course Credit:	3
Total Number of Classes:	49
Numbers of LTP:	35-7-7

### Course Objectives:

- Provide conceptual idea of MICE Tourism.
- Understand operational processes of involved in planning and organizing MICE events.
- Learn the managerial and organizational skills.
- Understand the best practices of the industry.
- Understand career opportunities in MICE sector.

### Course Outcome:

The following are course outcomes:

COs	Cognitive Ability	Course Outcome
CO1	Remembering	Provide a conceptual understanding of MICE Tourism.
CO2	Understanding	Understand the operational processes involved in planning and organizing MICE events.
CO3	Applying	Learn and develop managerial and organizational skills required in MICE operations.
CO4	Analysing	Understand and evaluate best practices and standards followed in the MICE industry.
CO5	Evaluating	Identify and explore career opportunities in the MICE sector.
CO6	Creating	Demonstrate the ability to apply sustainable and responsible practices in MICE event planning and execution.

Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	1	1	1	2
CO2	2	2	2	2	2	2	3	2
CO3	3	2	2	3	3	3	3	1
CO4	2	2	3	2	2	2	1	2
CO5	2	1	1	3	2	2	2	2

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

<b>Unit</b>	<b>Topics</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Total No. of Classes</b>
I	<b>Introduction to MICE</b> Meaning and evolution of MICE; Importance of MICE in the global tourism industry; Understand Components of MICE: Meetings, Incentives, Conventions & Exhibitions; Impact of MICE to national and regional economies.	6	1	1	8
II	<b>Introduction to Professional Meeting Planners</b> Meaning and Scope of Professional Meeting Planner; Types and Roles of Professional Meeting Planner; Conventions and Visitor Bureaus (CVB): Structure, Functions & Funding; Management of Conferences at event site; Trade shows & Exhibitions; Convention and Exhibition Facilities; Project Planning and Development	8	2	2	12
III	<b>Conference venues</b> Concept, Facility check-in and check-out procedures, Requirements; Room layouts; F & B planning for conference; Convention manager, Inter-related venues, Introduction to conference facilities in India.	8	1	1	10
IV	<b>Role of travel Agency</b> Role of travel Agency in the management of conferences; Hotel convention service management, Transportation, Group fares, Airline negotiation, Extra services, Logistics movement transportation.	6	1	1	08
V	<b>Latest meeting technologies</b> Video conferencing and use of Information and Communication Technology (ICT); Factors including ICT affecting future of MICE, Human resource planning for conferences; Concept of incentive tour and special requirements for its organization; History and function of International Congress and Convention Association (ICCA), Role of ICCA, Roles and function of India Convention Promotion Bureau (ICPB).	7	2	2	11
	Total -	35	7	7	49

Practical: Facts/ data analysis, Case Study, Field Study, Presentation

**Course Delivery Methods:**

- Class Lectures Conceptual and theoretical understanding of MICE tourism, planning, management, and industry structure.
- Presentation on designing a conference plan, venue layout exercise, preparing an incentive tour itinerary.
- Case Study on international conferences, discussion on CVB roles, presentation on MICE destinations in India.

Course Outcome (CO) Attainment Assessment Tools and Evaluation Procedure: Direct Assessment

Assessment Tool	% Contribution during CO Attainment
End semester Examination Marks	60
In semester sessional examination marks	20
Presentation and Assignments Marks	15
Class Participation Marks	05

**Suggested Readings:**

1. Singh, R., Meeting Conference Association, Event and Destination Management, Kanishka Publishers and Distributors, 2006
2. Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., Convention Management and Service. Educational institute of AH & MA., 1995
3. Montgomery, R. & Strick S .K., Meetings, Conventions, and Expositions: An Introduction to the Industry, John Wiley & Sons Inc., 1995
4. International Tourism, A. K Bhatia (2006)
5. Swarbrooke, J., & Horner, S., Consumer Behaviour in Tourism. Butterworth Heinemann, 2nd edition, 2007.

## Master of Travel and Tourism Management

Semester:	<b>Fourth Semester</b>
Course Name:	Human Resource Management in Tourism
Course Type:	Core
Course Code:	40500
Course Credit:	4
Total Number of Classes:	64
Numbers of LTP:	48-8-8

### Course Objectives:

1. To impart the core concepts of Human Resource Management (HRM) in travel, tourism, and hospitality organizations.
2. To familiarize students with the importance, challenges, objectives, and functions of HRM in tourism.
3. To understand HR planning, recruitment, selection, and training processes in the tourism sector.
4. To analyze performance monitoring, appraisal, compensation, and reward systems in tourism organizations.
5. To examine grievance handling, disciplinary procedures, and employee welfare practices in the tourism industry.
6. To provide insights into emerging HRM trends and perspectives specific to tourism.

### Course Outcomes (COs):

COs	Cognitive Ability	Course Outcome
CO1	Understanding	Explain HRM concepts, importance, challenges, objectives, and functions in tourism.
CO2	Analyzing	Compare HRM practices in tourism with other sectors and explore emerging HRM trends.
CO3	Applying	Apply HR planning tools such as job analysis, job description, and job specification.
CO4	Analyzing	Analyze recruitment, selection, placement, induction, and training in tourism organizations.
CO5	Evaluating	Evaluate performance appraisal, grievance redressal, and disciplinary mechanisms.
CO6	Assessing	Assess compensation structures, reward systems, employee benefits, and welfare schemes.

### Mapping Course Outcomes to (CO) to Programme Outcomes (Scale 1 -3):

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	–	2	1	–	1	1	1
CO2	2	–	3	1	–	–	1	2
CO3	3	–	2	1	2	–	1	–
CO4	3	–	2	1	2	–	1	–
CO5	3	–	2	–	1	–	2	–

(Scale: 1 = Low, 2 = Medium, 3 = High)

**Detailed Syllabus:**

Unit	Topics	Lecture	Tutorial	Practical	Total No. of Classes
I	Concept of HRM; importance and challenges; objectives and functions; policies, procedures, and programmes.	8	00	00	8
II	HRM in service industry; differences between tourism HRM and other industries; emerging trends and perspectives of HRM in tourism	8	02	02	12
III	HR Planning: definition, need and process; job analysis; job description and specifications	8	00	00	08
IV	Recruitment and selection: methods and processes; placement and induction; employee training and development – need, methods, evaluation, executive development, career planning, stress management	8	02	02	12
V	Performance Monitoring and Appraisal: meaning, importance, purpose; techniques of appraisal; discipline and disciplinary action; employee grievance handling process	8	02	02	12
VI	Compensation and Reward Management: principles, purpose, components; salary administration; salary structures; reward and incentives; benefits and welfare	8	02	02	12
<b>Total</b>		<b>48</b>	<b>08</b>	<b>08</b>	<b>64</b>

**Course Delivery Methods (Human Resource Management in Tourism):**

- Lecture mode with interactive discussion
- Case study analysis from tourism & hospitality industry
- Assignments and presentations
- Group projects on HR practices in tourism organizations
- Role-play exercises for recruitment, appraisal, and grievance handling
- Audio-visual learning aids
- Guest lectures from tourism HR professionals

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure: Direct Assessment**

% Contribution during CO Attainment	% Contribution during CO Attainment
End Semester Examination	60
In-Semester Sessional Examinations (2 × 10)	20
Assignment / Group Project / Presentation	15
Attendance & Class Participation	5

**Suggested Readings:**

1. Aswathappa, K. *Essentials of Business Environment* (Himalaya Publishing House)
2. Nickson, Dennis. *Human Resource Management for Hospitality and Tourism Industries* (Butterworth-Heinemann, 2007)
3. Dessler, G. *Human Resource Management* (Pearson, New Delhi, 2007)
4. Aswathappa, K. *Human Resource and Personnel Management* (Tata McGraw Hill, New Delhi, 3rd Ed., 2004)
5. Madhukar Monoj. *Human Resource Management in Tourism* (Rajat Publishing, New Delhi, 2000)