

TM 561 TOUR GUIDING AND LOCAL HANDLING

L2- T0- P1-CH4=CR3

Unit-I

Concept of Tour Guiding: Meaning, Emerging areas of tour guiding-Prerequisites for becoming a Tour Guide- Tour guide as profession, Skills, Interests and Qualities; Understanding the safety of tourists; Duties and Responsibilities: Dealing with arrivals and departures, Luggage Pull and Transfer to Hotels, Check in, Check out, Knowledge about other services, Billing, Route map preparation, Pre Tour and post tour briefing and presentation. Review of itinerary, Planning and designing of customized tour itinerary, Accreditations and associations for tour guides.

Unit-II

Group leading skills: Greeting participants, leading the participants, Skills in leading a group, Welcome speech.

General instruction to participants at monuments, Preparing tourists for cultural shock, Sacred places, Crowded areas, Giving commentary, answering Questions, Concluding a tour; Tour guides and environmental consciousness.

Unit-III

Knowledge about travel formalities: Passport, Visa, Health requirements, Taxes, Customs, Currency, Travel insurance, Baggage and airport information; Special Permits, Protected Area Permits, Restricted Area Permits.

Knowledge about special arrangement for travellers, Complain handling skills.

Knowledge about First Aid and life saving measures, Importance of Physical Health Culture for a Guide.

Unit-IV

Co-ordination: Coordinating with participants, Conducting various types of tours, Relevant and accurate information delivery.

Knowledge in foreign exchange, Reading of maps and charts, Reaction in emergency situation, Disaster management; Ensuring cooperation from police and other authorities and dealing with them.

Unit-V

Practical: Real life guiding project on reputed nearby attractions (Cultural & pilgrimage attractions, Wildlife & Natural landscapes)

Unit-VI

Practical: Field level exposure on leadership skills, Collection and dissemination of information.

Text Books:

1. Pond, K.L., *The Professional Guide: Dynamic of Tour Guiding*, Van Nostrand Reinhold, New York, 1993.
3. Chowdhury, N., *Handbook for Tour Guides*, Matrix Publishers, New Delhi, 2013.

References:

1. Collins, V. R., *Becoming a Tour Guide*, Continuum, London, 2002.
- Goddy B. & Parkin I., *Urban Interpretation- Issues and Settings, Techniques and Opportunities*, Working Papers, School of Planning, Oxford Polytechnic, 1991

TM 602 TOURISM ENTREPRENEURSHIP

L2- T0- P1-CH4=CR3

Unit-I Introduction to Entrepreneurship:

Entrepreneurship- Definition, Role and expectation. Entrepreneurial motivations, Types; Entrepreneurship opportunities in tourism; Entrepreneurial skill for travel, Tourism and hospitality trade; Problems of entrepreneurship in travel trade.

Unit-II Small Scale Enterprises:

Characteristics of an entrepreneur, Functions, Entrepreneurial traits and qualities; Classifications of entrepreneurs, Entrepreneur vs Manager, Entrepreneurial competencies, Understanding enterprises, Franchises & buyouts, Family business, Small business and large business, Company, etc. Small Scale Enterprises, Characteristics and relevance of small scale enterprises.

Unit-III Government Policy on Tourism:

Institutional interface and Set up; Government policy; Tourism enterprises/units eligible for assistance under MoT scheme. Relevance of “Start-up India, Stand-up India” in the context of tourism.

Unit-IV Entrepreneurial Process:

Identification of opportunity, Market assessment, Analysing competitive situation, Understanding trade practices, Resource mobilization. Ownership structures and organizational framework.

Unit-V Management Issues:

Management issues in tourism and hospitality industry- Financial management issues, H R issues, Strategies for growth and stability, Entrepreneurial case studies of major Travel Agencies/ Tour Operators viz. Cox & Kings, Raj Travels, SOTC, etc. and Hotels viz. Taj, Radisson, Welcome, etc.

Unit-VI Business Plan:

Technology determination, Site selection, Financial planning, Financial institutions for small enterprises;
Elements of Business Plan, Preparation of Business Plan, Feasibility report.

Text Book:

1. Lowry, L., *Introduction to Entrepreneurship - Resources for Feasibility Study Research Business*, Librarian James A. Gibson Library Brock University, 2007

References:

1. Drucker, P.F., *Innovation & Entrepreneurship*, Harper Business, 2006.
2. Page, S. & Ateljevic, J., *Tourism and Entrepreneurship: International Perspectives*, Routledge, 2009.
3. Khanka, S. S., *Entrepreneurial Development*, S. Chand & Company Ltd, New Delhi, 4th Edition, 2007.
4. Bhuyan, A., *Tourism Entrepreneurship in Assam*, VDM Verlag, 2010.
5. Botha, M., Wessels, F.F. & Lubbe, B., *Tourism Entrepreneurs*, Juta Legal and Academic Publishers, 2007
6. Rimmington, M., Williams, C. & Morrison, A., *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*, Routledge, 1st Edition, 2009
7. Sharma, J. K., *Hotel Management and Hospitality Enterprise*, Kanishka Publishing House, 2009.

TM 604 HOSPITALITY MANAGEMENT

L2- T0- P1-CH4=CR3

Unit-I

Introduction to hospitality industry: Definition and spread, Its composition and role as a part of tourism; History of accommodation sector.

Unit II

Different types of accommodation: 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.

Unit III

Front Office Management: 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.

Unit IV

Housekeeping (HK): 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, Calculating staff strengths and planning duty rosters, Team work and leadership in HK, Training, Inventory level for non-recycled items; Budget and budgetary controls; Purchasing systems – methods of buying; Storage, including different storage modes. Stock records – issuing and control; HK in institutions and facilities other than professional accommodation sector; Energy and water conservation; Knowledge on first aid; Business Process Outsourcing in HK.

Practical exposure on stain removal, Handling of chambermaid trolley and other laundry equipment, Inspection of guest rooms and public areas with check list, Use of cloth and their

types, Abrasives, Polishes, Chemical agents and commercial products, Bed-making and cleaning.

Unit V

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, Portion sizes and its importance, Practical difficulties; Planning- Space allocation, Equipment selection, Staffing; Volume feeding – Institutional catering, Scope and Problems of institutional catering; Hospital catering- catering for patients, Staff and Visitors; Off premises catering; Introduction to regional Indian cuisines, Exposure to National and International cuisines,

Different types of beverages- Alcoholic beverages (Wines, Beer, Spirits, Aperitifs, Liqueurs)

Food Service: Table Lay-up; Tray/trolley set-up; Procedure of serving meal; Social skill.

Food Safety Regulations, Licencing, Nutrition, and Hygiene & Sanitation.

Unit VI

Brief discussion on Indian and International commercial hospitality organisations including hotel chains. Function and scope of Federation of Restaurant and Hotel Associations of India (FRHAI)

Text Books (one recommended book from each functional area):

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, 2011.

Training Manuals:

1. Andrews, S. *Hotel Front Office Training Manual*, Tata McGraw Hill Education Pvt. Ltd, 3rd edition, 2013.
2. Andrews, S., *Hotel Housekeeping Training Manual*, Tata McGraw Hill Education Pvt. Ltd, 3rd edition, 2013.
3. Andrews, S., *Hotel Food and Beverage Service Training Manual*, Tata McGraw Hill Education Pvt. Ltd, 1st edition, 2013.

Reference Books:

1. Dhawan, V., *Food And Beverage Service*, Frank Bros, 2008.
2. Arora, R. K., *Front Office- Operation and Management*, APH Publishing Corporation, 2010.
3. Negi, J., and Gaurav, M.J. , *Reception and Front Office Management*, Kanishka Publishiners Distributors. 2011.
4. Lennox, M., and Branson, J. C., *Hotel, Hostel & Hospital Housekeeping*, BP, 5th Edition, 1990.
5. Arora, R. K. *Professional Housekeeping*, APH Publishing Corporation, 2010.
6. Sharma, A., & Bagchi, S.N., *Food and Beverage Service*, Aman Publications, 2007.
7. Lillicrap, D., and Cousins, J., *Essentials of Food and Beverage Service*, Edward Arnold, 7th edition, 2006.
8. Montagne, P., Courtine, R.J., *Larousse Gastronomique: The world's Greatest Cookery Encyclopedia*, Octopus Publishing Group, 2007.
9. David, F., and Ceserani, V., *The Theory of Catering*, Hodder Education, 2007.
10. Philip, T. E. *Modern Cookery: For Teaching and Trade, Vol- I, II, III*, Orient BlackSwan, 6th Edition, 2010

TM 501 FUNDAMENTALS OF TOURISM

L3- T0- P0-CH3=Cr3

Unit -I

The History of Tourism, Motivation for travel, Tourism and Tourist Defined, Types and Typology of Tourism, Major motivation based segments of tourism - Business Tourism and leisure tourism; Popular groups of tourists - Domestic tourists, foreign tourists; Inbound tourists, Outbound tourists; Inclusive Tourists, Independent tourists; Long haul tourists, short haul tourists, excursionists.

Unit -II

Understanding the basic components of tourism: Accessibility, Accommodation, Attraction, Amenities, and Activities.

Tourism Promoters: N.T.O., Travel Agent, Tour Operator, Meeting, Incentive and Convention Planners, Direct Marketing;

Tourism Service Suppliers: Destination, Accommodation, Food and Beverage, Entertainment and Recreation, Transportation, souvenir shops;

External Environment: Economy, Politics, Environment, Technology, Society and Culture

Unit -III

Mass Tourism: Characteristics of mass tourists, Components responsible for growth of mass tourism.

Alternative forms of tourism: Sustainable tourism; Ecotourism- community based ecotourism. Exposure to other forms of tourism - Cultural tourism, Heritage tourism, Adventure tourism, Ethnic tourism, Rural tourism.

Pilgrimage: its role and significance.

Healthcare Tourism: trend and future.

Unit -IV

General Impacts of tourism;

Economic Impacts: Contribution of tourism to the GDP, Tourism as a Foreign exchange earner, Employment generation through tourism, Multiplier Effect of tourism spending, Role in infrastructure development in host region,

Non-economic Impacts: International understanding, Conservation of cultural heritage through tourism.

Unit -V

Environmental concerns;

Social impacts: euphoria, apathy, annoyance, antagonism;

Cultural Tension: Demonstration effects.

Role of alternative tourism in reducing the ill-effects of tourism

Unit -VI

Understanding Tourism Statistics: International, National and Regional level tourist arrival and spending, Global trend: Past, Present and Future.

Text Books:

1. Seth, P. N., *Successful Tourism Management*, Sterling Publishers, New Delhi, 2011.
2. Bhatia, A.K., *International Tourism Management*, Sterling Publishers, New Delhi, 2014

References:

1. Lea, J., *Tourism and Development in the Third World*, Methuen, New York, 1998
 2. Walker, John R. & Walker, Josielyn T, *Tourism: Concepts and Practices*, Pearson, New Delhi, 2011.
 3. Fennell, DA., *Ecotourism*, Routledge, London, 1999
- Goeldner, Charles, R. And Ritchie, Brent, *Tourism: Principles, Practices, Philosophies*, J.R. John Wiley and Sons, New Jersey, 2013.

TM 503 FUNDAMENTALS OF MANAGEMENT

L3- T0- P0-CH3=CR3

Unit-I

Need for Management; Evolution of management thoughts -Scientific management, Modern management, Hawthorne study, Other contributors of Behavioral Sciences, McKinsey's 7s Framework; Managerial skills propounded by Henry Mintzberg; Definitions of Management.

Unit-II

Need for planning; Types of plans – Vision, Mission, Objectives, Strategies, Policy, Procedures, Rules, Budgets; Steps in planning.

Unit-III

Tows Matrix; Porter's Industry Analysis and Generic Competitive Strategies; Successful implementation of strategies, Understanding why strategies fail, Requirements for successful implementation of strategies.

Unit-IV

Meaning of Organizing- Formal and Informal organization; Different forms of Departmentation - By product, By process, By region, By customer, By time, By number; Understanding a Matrix Organization- Forming a Matrix Organization, problems associated with Matrix Organization, How to make Matrix effective; Strategic Business Unit (SBU)- why is SBU required, Differences between SBU and Matrix;

Meaning of Line and Staff, Role of line and staff; Span of Management – Meaning, Determinants of Span of Management; Factors affecting Centralization and Decentralization; Delegation- Need for delegation, Factors affecting delegation.

Unit-V

Motivation: Meaning and importance; Theories of motivation -Maslow's Hierarchy of Needs, Herzberg's Theory of Motivation, Vroom's Expectancy theory.

Essence of Leadership; Likert's Four Systems of Management; Blake and Mouton's Managerial Grid; Contingency Theory of Leadership.

Unit-VI

Control: Definition, Critical points and standards; Control mechanisms- Feedback system, Real time control, Feed forward system, Requirements for effective control.

Text Books:

1. Koonz, H. & Heinz, W., *Management – A Global Perspective*, McGraw Hill, 2011.
2. Parmar, T.S., *Management and Administration of Tourism: Code and Guidelines*, Cyber Tech, 2008.

References:

1. Bose, C., *Principles of Management and Administration*, Prentice Hall of India, New Delhi, 2000.
2. Sinha, P.C, *International Encyclopedia of Tourism*, Concept, New Delhi, 1997.
3. Billington, R., Strawbridge, S., Greensides, L. and Fitzsimons, A., *Culture, Society: A Sociology of Culture*. Macmillan, London, 1991.

TM 504 TOURISM AND TRAVEL INDUSTRY

L3- T0- P0-CH3=CR3

Unit – I

Understanding the travel market: Leisure, business, Corporate, Commercial, Institutional, Family, Special Interest travel; Special segments like Road service, Cruise liners, Airlines, Railways, Full service agency, Incentive agency, and Implant agency.

Manuals of Travel Business

Unit – II

Details of transportation service: Air, Surface-road and rail, Water transportation, Transport associations and organizations operating with travel and tourism industry, International Union of Public Transport (UITP).

Waterways- National Waterways of India

Roadways- Highways - State, National, Express, International; Classified and Unclassified road, Toll Road; Vehicle- types of vehicles used in tourism industry; Luxury Coach; Car rental industry- Present scenario in car rentals market and future challenges.

Unit – III

Railways- History of railways around the world , and in India, Packaged rail travel, Rail distributions, Rail product developments, Future of rail travel, Major Railway Systems of World -Euro Rail, Amtrak, Britrail, Japan Railways, Canadian Railways in Africa & Australia; General information about Indian Railways, Types of rail tours in India: Luxury Trains, Toy Trains. Indrail pass. Role of IRCTC in promotion of rail tourism.

Unit - IV

Airways- Different types of aircrafts available, Major global commercial Airlines, Airlines operating in India, Chartered flights; Cargo-only airlines.

Unit – V

Major organisations in the global travel industry: Thomas Cook, Cox & Kings, SITA travels, Other important tour operators of India.

Accommodation industry- Hotel, Resort, Lodge, Condominium, Cruise, Houseboat. Exposure to major global hotel chains, Major Indian hotels; Classification of hotels in India.

Unit – VI

National and state level tourism policies; National and International regulations applicable for travel business, relevant provisions of the Motor Vehicles Act, 1988; Regulatory framework for hotel and food service in India,

Text Books:

1. Seth, P. N., *Successful Tourism Management*, Sterling Publishers, New Delhi, 2011.
2. Pender, L., *Travel, Trade and Transport: An Introduction*, Continuum, London 2001

References:

1. Parmar, T.S., *Management and Administration of Tourism: Code and Guidelines*, Cyber Tech, 2008.
2. Foster, D., *Travel and Tourism Management*, McMillan, London, 1983
3. *National Tourism Policy*, Department of Tourism, Ministry of Tourism & Culture, Govt. of India, 2002
4. *Assam Tourism Policy*, Dept. of Tourism, Govt. Of Assam, 2008

TM 511 SOFT SKILLS DEVELOPMENT

L2- T0- P1-CH4=CR3

Unit – I

Communications and its Barriers: Process and Methods of Communication- Oral, Written, Non-verbal, Body Language; Forms of organisational communication; Overcoming the Barriers for Effective Communication.

Unit – II

Communicating through Media: Public relation and mass communication, Development of handouts, brochures, webpages; Use of YouTube, Facebook, Twitter and other social media for effective communication.

Unit – III

Oral Skills: Public speaking, Neutral accent, Presentations -preparation of text, using visual Aids; Etiquette in telephonic or other types of communication. Interview skills, Group discussion, Nominal Group Technique.

Unit –IV

Written and Computer Skills: Application writing- Components and layout of business letter, Business Writing Principles – Work Selection and Sentence Construction, Complaints and claims, Report and Agenda preparation. Computer Applications: MS word, MS Excel, MS Power-point, MS Access.

Unit – V

Other Skills: Listening skills, Role of positive attitude in successful communication, Negotiation Skills. The Selling Process.

Unit – VI

Personality Development: Meaning of Personality and Lifestyle, Personality Factors- External, Internal. Effective or winning personality, Personal grooming and business etiquette, physical fitness, dressing sense- formal and business casuals, Behaviour with clients, Introduction to corporate culture.

Text Books:

1. Hayes, J., *Interpersonal Skills at Work*, Tata McGraw-Hill Education Pvt Ltd, Noida, 2012.
2. Chaturvedi, P.D. & Chaturvedi, M., *Business Communication-Concepts, Cases and Applications*, Pearson Education (Singapore) Pte. Ltd, 2011.

References:

1. Luthans, F., *Organizational Behaviour*, McGraw Hill International, Singapore, 12th Edition, 2010.
2. Evans, V., *Successful Writing Proficiency*, Express Publishing, Athens. 1997.
3. Lloyd, G.H., H. and Goodall, S., *Communicating in Professional Contexts: Skills, and Technologies*, Wadsworth/Thomson Learning, Belmont, California, 2005.
4. Carr, P., *English Phonetics and Phonology- An Introduction*. OUP, Oxford, 1988.
5. Milton, T. A. and James, R. A., *Convention Management and Service*, Waterbury Press & Education Institute, U.S.A., 1998.

TM 541 FINANCE AND ACCOUNTING FOR TOURISM

L3-T0-P0-CH3=CR-3

Unit-I

Accounting: Concepts and conventions, Journal and Ledger, preparation of Business Income statement, Balance Sheet. Cash flow statement and Fund flow statement

Unit-II

Finance: Meaning, Goals, Functions, Role of financial management, Sources of finance- Methods of finance in tourism-leasing, hire-purchase, long term loan, venture capital, private equity

Unit-III

Forecasting and financial planning, Break even analysis

Unit-IV

Management of current Assets: Working Capital Management-Meaning and characteristics of working capital, financing current assets, Cash management, Receivables management and inventory management

Unit-IV

Management of fixed Assets: importance of Capital Budgeting, analytical techniques-non Discounted, Discounted techniques.

Unit-VI

Sources of financing tourism projects: Tourism Finance Corporation of India (TFCI), Government sponsored schemes and other agencies. Hotel and Travel Agency accounting.

Text Books:

1. Chandra, P., *Financial Management*, Tata McGraw Hill Publishing Company, New Delhi, 2011.
2. Maheswari, Maheswari & Maheswari. *Financial Accounting*, Vikas Publishing House, New Delhi, 2012.

References

1. Stickney, Clyde P. & Weil, Roman L., *Financial Accounting: An Introduction to Concepts, Methods and Uses*, Thomson Learning Company, 2007.

TM 542 MARKETING IN TOURISM

L3- T0- P0-CH3=CR3

Unit-I

Concepts of Marketing: Introduction to tourism marketing, Constituents of tourism market environment, Environment scanning.

Unit-II

Strategic planning in marketing: Strategic planning, Segmentation, Targeting and positioning, Marketing mix in Tourism; marketing mix, Tourism Life Cycle, Introduction to tourism Life Cycle Theories.

Unit-III

Tourist Behaviour: Tourist behaviour, Factors influencing tourist behaviour, Tourists' decision making process, tourism behaviour typologies.

Unit-IV

Tourism Product Development and Packaging: Tourism Product, Creating Experience Set, Product development, Tourism product packaging.

Unit-V

Tourism Pricing and Distribution: Factors influencing tourism pricing, Methods of price fixation, Pricing strategies, Tourism distribution, Distribution channel.

Unit-VI

Tourism promotional Mix: introduction, Integrated Marketing Communication, Tourism Marketing Communication (TMC)

Text Books:

1. Chaudhary, M., *Tourism Marketing*, Oxford University Press, New Delhi, 2010.
2. Kotler, P., *Principles of Marketing*, Prentice hall of India, New Delhi, 2003.

References:

1. Kenner, H.K., *Selling Tourism*, CENGAGE Delmar Learning, 2002.
2. Dahiya, V.S., *Tourism Marketing and Advertising*, Oscar Publication, 2006.
3. Briggs, S., *Successful Tourism Marketing: a Practical Handbook*, Cogan Page, London, 2001.
4. Dasgupta, D., *Tourism Marketing*, Pearson, New Delhi, 2011.

TM 543 HUMAN RESOURCE MANAGEMENT

L3- T0- P0-CH3=CR3

Unit-I

Concept of HRM, Its importance and challenges, Objectives and functions, Policies, Procedure and Programme. Contemporary Issues in HRM.

Unit-II

HRM in service industry, Differences of tourism HRM with other industrial sectors, Emerging trends and perspectives of HRM in Tourism.

Unit-III

HR Planning: Definition, Need and process, Job analysis, Job description and specifications

Unit-IV

Recruitment and selection: different methods of recruitments, Process of recruitment and selection, Placement and induction process.

Employee Training and Development: Need of training, Methods for evaluation of training needs and its process, Career planning.

Unit- V

Performance Monitoring and Appraisal: Meaning, Importance and Purpose, Techniques of appraisal; Discipline and Disciplinary action, Employee grievance handling process

Unit-VI

Compensation and reward management: Principles, Purpose and Components of compensation and salary administration, Salary structures, Reward and incentives, Benefits and welfare.

Text Books:

1. Nickson, D., *Human Resource Management for Hospitality and Tourism Industries*, Elsevier (Butterworth-Heinemann), 2007.
2. Dessler, G., *Human Resource Management*, Pearson, New Delhi, 2008.

Reference:

1. Ashwathappa, K., *Human Resource and Personnel Management*, Tata Mc Graw Hill, New Delhi, 3rd Ed. 2004.
2. Madhukar M., *Human Resource Management in Tourism*, Rajat Publishing, New Delhi, 2000.

TM 601 RESEARCH METHODS

L3- T0- P0-CH3=CR3

Unit-I

Introduction to Research and Statistics: Role of research in business - especially in tourism business, Value of information, Cost of information, Ethics in research
Research process, Decision to undertake research, Introduction to Research Design, Types of research

Unit - II

Sources of Data: Sources of secondary data in India, Quality of secondary data. Effects of changes in technology in overall research design, Use of Information Technology in tourism research.

Unit-III

Scales of Measurement, Validity and Reliability

Methods of primary data collection: Questionnaire design, Components of the questionnaire, Steps in questionnaire design, Question content, Response format: Open ended question Vs. Multiple choice questions including various types for question formats. Question wordings – various principles thereof, Common blunders while designing questionnaires, Creative questionnaire design.

Various types of Interviews: Mail interview, Person to person interviews, Telephonic interviews, Face to face interviews and Digital interview.

Data collection through electronic interface.

Observation- Various types; Criteria of selection of an ideal method in different situations,

Pilot survey and how to conduct one

Unit-IV

Sampling: Population defined, Sampling Frame, Sampling Vs. Census, Steps in selecting a sample.

Various types of Sampling Methods – Probabilistic: Simple Random Sampling, Stratified Random Sampling, Cluster Sampling. Non Probabilistic: Convenience Sampling, Judgment Sampling, Quota Sampling and snowball sampling. Dangers of Non Probabilistic Sampling Procedures.

Sample Size determination

Concepts of errors in research – Sampling and Non sampling errors and measures to reduce errors,

Unit-V

Quantitative Data Analysis: Introduction to SPSS package; Data processing: Editing, Coding, Decoding, and data entry;

Hypothesis formulation, Hypothesis Testing, Type I error, Type II error

Univariate Data Analysis Techniques: z- test, t-test

Bivariate Data Analysis Techniques: Chi Square, Z- test for difference between means, Paired Sample T test (t- tests for difference between means)

Introduction to Multivariate Data Analysis Techniques

Unit-VI

Qualitative Data Analysis: Making use of literature in qualitative research, Designing qualitative research, Verbal data, Observation and mediated data. Writing qualitative research.


Research Report Writing: The structure, major referencing styles.

Text Book:

1. Mishra, P., *Business Research Methods*, Oxford University Press India, 2015.
2. Flick, U., *An Introduction to Qualitative Research*, SAGE Publications Ltd, 2014.

Reference:

1. Levin, R.I. & Rubin, D.S., *Statistics for Management*, Pearson India, 7th Edition.
2. Malhotra, N. K. & Dash, S. B., *Marketing Research: An Applied Orientation*, Pearson India, 7th Edition.


Controller of Examinations
Tezpur University
Tezpur, Assam

TM 603 FOUNDATION OF INFORMATION TECHNOLOGY AND COMPUTERISED RESERVATION SYSTEM

L2- T0- P1-CH4=CR3

Unit I: Computer Fundamentals

Computer Basics: Basics of Computer Hardware and its functional units, Concept of Software: Application and System Software, Basics of Operating Systems, Computer Codes.

Networking Basics: Computer Network, Network Categories, Network Structure, TCP/IP Reference Model, IP address, Cloud Computing.

Unit II: Handling Basic Packages

Handling MS Office: Creating basic applications of Microsoft Word like Mail Merge, Preparing spreadsheet using MS Excel, Designing presentation with MS PowerPoint.

Handling Web Designing Packages: Designing websites using web designing packages like Microsoft FrontPage.

Unit III: Database Concepts

Introduction to Database, DBMS vs RDBMS concepts, Creating tables using MS Access, Creating relations between Tables in MS Access, Designing Forms, Queries and Reports in MS Access.

Unit IV: Introduction to Airlines

Introduction to Airline Management- Types of Aircrafts and facilities, Coding and decoding technique, Air ticketing related terminology, Multinational regulations for air transportation and travel industry-freedoms of Air, Chicago, Montreal, and Warsaw conventions, Function of IATA, DGCA and ICAO.

Unit V: Basics of Computerised Reservation System (CRS)

Concept of CRS, Familiarization of Official Air Guide (OAG) Book, Division of World by IATA. Global indicators and sales indicators

Types of journeys- One Way (OW), Return (RT), Circle Trip (CT), Open Jaw, Round the World, Transfer and Stopovers, Universal Air Travel Plan (UATP), Air Itinerary Planning and practice.

Unit VI: Basic Concepts of Ticketing

Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel,

Air fare construction: Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check, Add-ons. Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares etc., baggage rules.

Hands-on training using Galileo: Checking airlines time table and seat availability and procedure to booking seat, Create PNR. Itinerary Planning for passenger.

Text Books:

1. Goel, A., *Computer Fundamentals*, 3rd Edition, Pearson India, 2010.
2. Behl, R., *Information Technology for Management*, 2nd Edition, Tata McGraw Hill, 2012.
3. Negi, J., *Air Travel Ticketing & Fare Construction*, Kanishka Publishing House, 2009.

References:

1. Kulkarni, P., Jahirabadkar, S. & Chande, P., *E-Business*, Oxford University Press, 2013.
2. Gupta, S. K., *International Airfare and Ticketing-Methods and Technique*, UDH Publisher, 2007.

TM 611 TOURISM IN NORTH EAST INDIA

L3- T0- P0-CH3=CR3

Unit I:

Trends in domestic and foreign tourists' arrivals in India- especially in Northeast India;

Major tourist attractions in Northeast India: Guwahati, Kaziranga National Park, Majuli, Sivasagar, Haflong, Sualkuchi, Tezpur, Shillong, Cherrapunji, Mawlynnong, Aizawl, Champhi, Lawngtlai, Lunglei, Imphal, Bishnupur, Tamenglong, Kohima, Dimapur, Mokokchung, Agartala, Tawang, Roing, Ziro, Bhalukpong, Pasighat, Namdapha National Park, Mechuka.

Unit II:

Fairs and Festivals: Kherai dance, Mohoho, Joydam Festival, Hangseu 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)

Unit III:

Folk Dances and Folk Songs: 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).

Unit IV:

Wildlife (National Parks and Wildlife Sanctuaries): Kanchendzonga National Park, Kaziranga National Park, Dibru-Saikhowa National Park, Manas National Park, Nameri National Park, Orang National Park, Balphakram National Park, Nokrek National Park, Namdhapa National Park, Keibul Lamjao National Park, Shirui National Park, Murlen National Park, Phawngpui National Park, Ntangki National Park, Trishna Wildlife Sanctuary.

Unit V:

Pilgrimage: Kamakhya Temple, Vasistha Temple, Hajo Poa Mecca, Satras of Majuli, Temples of Sivasagar, Umananda, Tawang Monastery, Malini Than, Parsuram Kund, **Rumtek Dharma Chakra Centre, Pemayangtse Monastery, Enchay Monastery**, Buddha Temple, Venuban Vihar in Agartala, Buddha temple at Kanchanpur

Unit VI:

Other Attractions:


Hill stations: Shillong, Gangtok, Kurseong, Pelling, Aizawl, Darjeeling, Mirik, Cherrapunji, Tawang, Kalimpong, Haflong, Dong, Mayudia.

Endangered Orchids of Northeast India: Arundina Graminifolia, Ascocentrum Ampullaceum, Papilionanthe Vandarum, Phaius Tankervilleae, Dendrobium Ochreatum, Dendrobium Cucullatum, Coelogyne Corymbosa , Calanthe Mannii.

Text books:

1. Bora, S., & Bora, M., *The Story of Tourism-An Enchanting Journey Through India's North-East*, UBS Publishers' Distributors Ltd, 2006.

Reference Books:


Controller of Examinations
Tezpur University
Tezpur, Assam

1. Datta, Birendranath, N.C, Sarma and Prabin Das (eds.) *A Handbook of Folklore Materials of North East India*. Guwahati, ABILAC, 1984.
2. Das, B.M , *People of Assam*, Gyan Book (P) Ltd., 2003
3. Goswami, P., *Festivals of Assam*, Guwahati, ABILAC, 1995
4. Dikshit, K.R., & Dikshit, J.K., *North-East India: Land, People and Economy*, Springer Netherlands, 2014.
5. Sarma, M. K., *Traditional Crafts of Assam: Development Dynamics Through Touristic Marketing*, Anshah Publications, 2008.

TM 641 DESTINATION PLANNING AND MANAGEMENT

L3- T0- P0-CH3=CR3

Unit-I

Introduction to tourism destination, Its types- Natural and man-made, Various forms of destinations, Characteristics of tourism destinations, Understanding destination as a core product of tourism, Primary destination, Secondary destination, Destination Life Cycle (Butler's product life cycle model), Concept of destination management-its need and importance for sustainable growth of destination and its business.

Unit-II

Planning- Levels of tourism planning and development, Tourism Master Plan, Assessment of tourism potential.

Carrying Capacity- The concept of destination carrying capacity, Physical Vs. Psychological carrying capacity.

Planning a sustainable destination- WTO Guidelines for tourism planning.

Unit-III

Destination Uniqueness: Understanding the USP of a destination, Applicability of marketing theory in destination management, Market scanning, Segmenting, Targeting, and Positioning. Importance of authenticity in destination planning, Involvement of local people in destination planning and management;

Image Management: Development of a destination image, Measurement of destination image, Branding and rebranding of the destinations, Web based destination branding, Role of User Generated Content in destination image.

Unit-IV

Managing quality of the destination Vis-a-vis tourism facility and activities planning, Condition of health & hygiene, Sanitation system, Reuse and use of renewable resource, Natural resource, Ancillary services development, etc.

Unit-V

6 A's framework for tourism destinations, Tourism stakeholders- Dynamic nature of tourism stakeholders, Host population, Tourism enterprises, Government and local bodies, Destination partnership and importance of team work.

Destination marketing mix, Development of destination as a product, Destination competitiveness.

Distribution channels- traditional channels and modern channels based on ICT.

Unit-VI

Destination Promotion and publicity: Promotional Mix for destination, Role of advertisement and publicity, Media Familiarization, Travel Writer Tours and Visiting Journalist Programmes

Sales promotion, Role of fairs, Festivals and exhibitions in destination promotion.

Case studies on destination promotion.

Tour report (Excursion) - The Department organizes all India tourist destination visits including Campuses of IITM for exposer. After completion of the visit, the students have to prepare a tour report and present before the faculty and the students.

Text Book:

1. Pearce, D. G., & Butler, R., *Contemporary Issues in Tourism Development*, Psychology Press. 1999.

Reference Books:

1. Morrison, A. M., *Marketing and Managing Tourism Destination*, Routledge, 2013.
2. Harrill, R., *Guide to Best Practices in Tourism and Destination Management*, Educational Institute of the American Hotel and Lodging Association, 2011

TM 661 MANAGERIAL AND FINANCIAL DECISIONS FOR SMALL BUSINESS

L3- T0- P0-CH3=CR3

Unit I: Introduction to Small Business and Management

Evolution and development of small business, Definition and concept of small business, Importance of small business, Environmental analysis -PEST framework, Porter's Five Forces Model, Internal environment analysis - SWOT framework, Pointers for prospects in Small Business management, Competitive strategies- Cost leadership, Differentiation and focus, Principles of competitive advantage, Value chain analysis.

Unit II: Managerial Aspects of Small Business

Managerial traits, Nature of managerial qualities, Pros and cons of managerial qualities, Gap analysis, bridging the gaps, Honing the skills, Tools and techniques of enhancing managerial skills, Long range perspective, Best models.

Unit III: Marketing Aspects of Small Business

Approaches to marketing, Core concept of marketing, Assessment of needs and wants of customers, Adaption of Marketing Mix strategies for small business, Understanding buyer behaviour, Competitor analysis, Market segment analysis, Marketing opportunities.

Unit IV: Technical aspects of Small Business

Productivity improvement, Material and machines, Alternate modes of operation, Importance of selection process and technologies, Balancing the resources to optimise costs, Maintaining quality for customers acceptability.

Unit V: Financial aspects of Small Business

Financial statement analysis- Cash flow, Fund flow, Ration analysis; Cost-Volume-Profit analysis; Budgets- Types, Preparation of budget, Budgetary control.

Unit VI: Cost aspects of Small Business

Cost management, Elements of cost, Classification of costs; Apportionment and allocation of costs, Product costing, Marginal costing, Standard costing, Activity based costing.

Text Book:

1. Kakkar, A. *Small Business Management: Concepts & Techniques for Improving Decisions*, Global India Publications, 2009
2. Arora, M. N., *Cost and Management Accounting*, Vikash Publishing House, 2013

Reference Books:

1. Dan S., John F. B., *Small Business Management Fundamentals*, Tata McGraw-Hill Education, 1993
2. Longenecker, J. G., *Small Business Management: Launching and Growing New Ventures*, Cengage Learning, 2009
3. Khan, M.Y. and Jain, P.K., *Financial management Text, Cases and Problems*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2007

TM 663 TOURIST BEHAVIOUR

L3- T0- P0-CH3=CR3

Unit-I:

Introduction to Tourist Behaviour, Models of tourist behaviour, Market segmentation; Bases for segmentation, Criteria for effective targeting of market segments, Implementing segmentation strategies.

Unit-II:

Need and Motivation; Dynamic nature of motivation, Types and systems of needs, Frustration, Defence mechanism. Segmentation of tourists based on needs and motivation.

Unit-III:

Personality and Tourist Behaviour; Theories of personality, Personality and understanding tourist diversity, Self and self-image. Service and destination selection based on personality types. Positioning strategies for different segments of tourists based on self-image.

Unit-IV:

Perception, Dynamic of perception, Consumer imagery, Perceived risk, Risk handling by tourists, Developing strategies for reduction of perceived risk.

Unit-V:

Learning and Tourist Involvement; Behavioural learning theories, Cognitive learning theory, Brand loyalty.

Unit-VI:

Attitude-Formation and Change; Attitude formation, Attitude change, Measuring attitude for different destinations and tourism products. Identifying attributes with negative belief of specific destinations and other tourism products and developing strategies for attitude change.

Text Books:

1. Pearce, P., *Tourist Behaviour: Themes and Conceptual Schemes*. Channel View Publications, 2005.
2. Swarbrooke, J., & Horner, S., *Consumer Behaviour in Tourism*. Butterworth Heinemann, 2nd edition, 2007.

Reference Books:

1. Middleton, V., & Clarke, J., *Marketing in Travel and Tourism*. Butterworth Heinemann, 2001.
2. Pizam, A., & Mansfeld, Y., (Eds.), *Consumer Behaviour in Travel and Tourism: Concepts and Analysis*. Butterworth-Heinemann, 1999.
3. Bowen, D., & Clarke, J., *Contemporary Tourist Behaviour: Yourself and Others as Tourists*. CABI Publishing, 2009.
4. Dann, G., (Ed.), *The Tourist as a Metaphor of the Social World*. CABI Publishing, 2002.
5. Decrop, A., *Vacation Decision-Making*. Wallingford, CABI Publishing, 2006.
6. Fullagar, S., Markwell, K., & Wilson, E., (Eds.). *Slow Tourism: Experiences and Mobilities*. Channel View Publications, 2012.
7. March, R., & Woodside, A., *Tourism Behaviour: Travellers' Decisions and Actions*. CABI Publishing, 2005.
8. Reisinger, Y., & Turner, L. *Cross-Cultural Behaviour in Tourism: Concepts and Analysis*. Butterworth-Heinemann, 2003.