



UNIVERSITY OF LADAKH

DEPT. OF TRAVEL AND TOURISM MANAGEMENT

SYLLABUS FOR

**MASTERS IN TRAVEL AND TOURISM MANAGEMENT
(MTTM)**

2022

COURSE STRUCTURE OF MTTM PROGRAMME OFFERED THROUGH
UNIVERSITY OF LADAKH

SEMESTER –I (Total credits: 20) Marks: 500

2022

Course Code	Paper	Credits	L-T-P	Max. Marks
TTMC-101	Travel Agency and Tour Operations	4	4-0-0	100
TTMC-102	Tourism concepts and Linkages	4	4-0-0	100
TTMC-103	Tourism Resources of India	4	4-0-0	100
TTMC-104	Accounts and Financial Management	4	4-0-0	100
TTMC-106	Minor project	2	0-0-2	50
TTMC-107	Foreign Language (French / Chinese)	2	2-0-0	50

SEMESTER –II (Total credits: 20) Marks: 500

Course Code	Paper	Credits	L-T-P	Max Marks
TTMC-201	Tourism World Geography	4	4-0-0	100
TTMC-202	Marketing for Hospitality and Tourism	4	4-0-0	100
TTMC-203	Tour Guiding and Interpretation	4	4-0-0	100
TTMC-204	Sustainable Tourism Management	4	4-0-0	100
TTMC-205	Minor Project	2	0-0-2	50

TTMC-206	Foreign Language (French /Chinese)	2	2-0-0	50
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SEMESTER –III (Total credits: 20) Marks: 500

Course Code	Paper	Credits	L-T-P	Max Marks
TTMC-301	Business Research Methods	4	4-0-0	100
TTMC-302	Tourism Resources Of Ladakh	2	2-0-0	50
TTMM-303	MOOC available on SWAYAM/NPTEL/Minor project	2	0-2/2	50
TTMO-1001	Open- Foundation Course in Hospitality Management	4	4-0-0	100

STREAM – TOURISM (Any two)

TTME-304	Itinerary Preparation and Tour Packaging	4	4-0-0	100
TTME-305	Tourism Entrepreneurship	4	4-0-0	100
TTME-306	Special Interest Tourism	4	4-0-0	100
TTME-307	Event Management and MICE	4	4-0-0	100
TTME-308	Strategic Management	4	4-0-0	100
TTME-309	E-Tourism and Digital Marketing	4	4-0-0	100

STREAM – HOSPITALITY (Any two)

TTME-310	Front Office Management	4	4-0-0	100
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TTME-311	House Keeping Management	4	4-0-0	100
TTME-312	Food and Beverage Management	4	4-0-0	100
TTME-313	Customer Relationship Management	4	4-0-0	100

**** The students will have to opt either of the streams i.e either Hospitality or Tourism**

SEMESTER –IV (Total credits: 20) Marks: 500

Course Code	Paper	Credits	L-T-P	Max Marks
TTMC-401	On the Job Training (3.5/4 months) and report presentation and comprehensive viva	16	0-0-16	400
TTMC-402	Dissertation	4	4-0-0	100

*** Students will work full time in the industry where they will sharpen their skills before offered to Tourism Industry for placements.**

**** Dissertation report shall be based on the project undertaken by the students during the semester.**

Total number of Credits:

SEMESTER I	20
SEMESTER II	20
SEMESTER III	20
SEMESTER IV	20
TOTAL	80

TTMC – Core papers
TTME – Elective papers

TMDC – Dissertation Compulsory
TTMO – Optional papers
TTMM - Online MOOC programs

Note:

1. Apart from the courses being offered in MTTM, the student will have to undergo 1(One) course of 4 credits from any other department of University of Ladakh during Semester III of his/her study for completion of the MTTM degree.
2. The MTTM department also offers UOLTTMO 1001 (Title: Foundation Course in Hospitality Management) of 4 credits as Open Choice Courses for the students of other Departments during Semester III.
3. **The National Study** Tour shall be organized during the program in order to expose students and enable them to grasp practical knowledge of the tourism industry. The National study tour shall cover places of tourist interest located in and/or outside the Union Territory of Ladakh. Evaluation shall be done by the faculty accompanying the tour, on a 5 point scale – A,B,C,D & E on a proper Performa to be designed by the department with regard to his/her participation, work responsibility shared, behavior, conduct etc during the tour. Evaluation shall be sent by the department to the Controller of Examination. The grade shall be reflected in the mark sheet but shall not count in the total marks obtained by the candidate in the MTTM programme.
4. **On the Job training** shall be evaluated by the company manager along with power point presentation/Viva-Voce conducted by the panel of experts. The evaluation of On the Job Training consists of two parts. Firstly, evaluation shall be done by the company manager where students is placed and secondly, evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Tourism, University of Ladakh from the panel of experts through Presentation/Viva-Voce of the students..
 - a) **Head, Department of Tourism as Chairman**
 - b) **One external examiner from the panel submitted by Head of the Department and approved by Hon’ble Vice Chancellor.**
 - c) **Two teachers from the department to be nominated by the Head of the department.**
5. Dissertation shall be evaluated by the external subject expert along with an internal expert.
6. **Minor project Viva** evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Tourism, University of Ladakh from the panel of experts through Viva-Voce of the students and shall have weightage of 2 credits.
 - d) **Head, Department of Tourism as Chairman**
 - e) **One external examiner from the panel submitted by Head of the Department and approved by Hon’ble Vice Chancellor.**
 - f) **Two teachers from the department to be nominated by the Head of the department.**

EXAMINATION SCHEME:

External Exam (70 Marks)

1. The end term question paper will contain:
 - (i) There will be two sections A and B.
 - (ii) There will be 9 questions in all.
 - (iii) **Section A:** (Short Answer Type Questions) One compulsory question with four sub-parts, one from each unit. Each short answer type question will carry 2.5 marks, thus in total the question will carry 10 maximum marks
 - (iv) **Section B:** (Long Answer Type Questions). There will be one question from each unit with an option. Thus, in total there will be eight questions of which one will have to attempt four with internal choice, one from each unit. Each question will carry maximum mark of 15.
 - (v) All short answer type questions will carry 2½ marks each. Thus, question No 1 will carry weightage of 10 marks. Whereas, each question from no 2 to 5 will carry equal marks of 15 marks.
2. All questions in Section B will carry equal marks (15 marks each).
3. The students are required to attempt 05 questions in all, 01 question from each unit and the compulsory question from Section A

Internal Exam (30 Marks)

The Components of Internal Exams are as follows:

a) 02 Internal Exams	= 05 Marks
b) 02 Class Assignments	= 05 Marks
c) 02 Class Presentations	= 05 Marks
d) Attendance	= 05 Marks
e) Continuous assessment/Grading	= 10 Marks
TOTAL	= 30 Marks

Course Title

Travel Agency and Tour Operations

Course : MTTM

Semester : I

Course Code : UOLTTMC-101

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

This course has been designed to familiarize the students about the working of travel agency, its organization and management as well as different operations carried out by it which will help them to develop adequate knowledge and skills required in the sector.

Unit 1

Travel Agency - meaning, concept, importance; Evolution of travel agency business; functions of travel agency; types of travel agents –full service agency, commercial agency, implant agency, group / incentive agency; sources of Income of a travel agency; skills and competencies for Travel agency; Tour Operations – meaning, concept, importance; difference between travel agency and tour operator; types of tour operators – inbound, outbound, domestic, specialized; organizational structure – departments and their functions.

Unit 2

Types and Classification of Tours – Independent tour, escorted tour, hosted tour, incentivized tour, packaged tours, specialized tours with case studies from leading international and national tour operators; Inbound and Outbound Tours; Tour planning - market research, negotiation with suppliers and vendors, costing, financial evaluation and pricing, marketing (brochures, advertising and sales promotion, trade & publicity), execution of a tour, post tour management ; Accreditation and approval agencies

Unit 3

Airline Reservations – carrier and airline IATA codes; elements of air fares; IATA traffic conference areas; Types of airlines; Hub and Spoke System; IATA bill settlement plan; International Sales Indicators – SITI, SITO, SOTI, SOTO; Computerized Reservation Systems (CRS) – Amadeus and Galileo; Railway Reservation – types of classes, booking, cancellation, concessions, refund rules; Accommodation and Hotel reservations.

Unit 4

Documentation : Passport , Citizenship, Types of passport, Procedure to apply for Passport, Procedure for new and duplicate passport, Tatkal scheme, documents to pass a port, VISA; Concept and definition, Travel Information manual, Types of VISA, VISA Requirements for popular tourism destination countries, Health Regulation for International Travel, Custom regulations, Foreign Exchange (Buying and Selling rates), Tax paid by travelers, Travel Insurance.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Negi, Jagmohan (2006). *Travel Agency and Tour Operation- Concepts and Principles*. New Delhi: Kanishka Publishers, Distributors.
- Chand, Mohinder (2009). *Travel Agency Management- An Introductory Text*, 2/e. New Delhi: Anmol Publications Pvt. Ltd.
- Gee, Chuck and Makens, Y. (2000). *Professional Travel Agency Management*, New York: Prentice Hall.
- Syrratt, Gwenda and Archer, Jane (2003). *Manual of Travel Agency Practice*, 3/e. Burlington: Butterworth-Heinemann.
- Bhatia, A.K. (2017). *The Business of Travel Agency and Tour Operations Management*, Sterling Publishers

Course Title

Tourism Concept and Linkages

Course : MTTM

Semester : I

Course Code : UOLTTMC 102

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

This course has been designed to familiarize the students with tourism concepts and its linkages with various organizations of Tourism Industry, its impacts and to understand the various other elements of the Industry.

Unit 1

Concept of Tourism - Definition, Approaches and evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor; Typology of Tourist; Travel Motivations; Tourism Systems-Elements, Kinds and Uses, Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC)-Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preference.

Unit 2

Tourism Product- Features of Tourism Product; Types of Tourism Product; Tourism Typology; Tourism Industry- Components (Tourist Destinations and Attractions); Operating Sectors of the Tourism Industry; Tourism Paradigms- Eco, Green, Farm, Rural, Soft, Alternate, Heritage, Cultural, Ethnic, Senior Citizen and Sustainable Tourism; Special Interest Tourism- Definition, Adventure, Beach and Island, Health, Wildlife and Sports Tourism.

Unit 3

Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying capacity of destinations; Tourism Demand and Supply – introduction, meaning, factors affecting demand; Determinants of supply; Tourism Circuits – concept, importance and types.

Unit 4

Tourism Organizations-Role and Function of Tourism Organisations, WTO, ICAO, PATA, UFTAA, ASTA, FHRAI, IATO, TAAI, ITDC & JKTDC; Stakeholders in Tourism Development; Tourism Planning- Planning Process, Levels of Tourism Planning, Importance of Planning; Emerging Trends in Tourism.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Swain, S.K. and Mishra, J.M. (2012). *Tourism Principles and Practices*. Oxford Publication.
- Chand, M. (2004). *Basics of tourism: theory, operation and practice*. Kanishka Publishers.
- Sharma, K. (2014). *Introduction to Tourism Management*. Tata McGraw-Hill Education.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. Oxford University Press.
- Walker, J. R., & Walker, J. T. (2011). *Tourism concepts and practices*. Pearson Education India.
- Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.
- Goeldner, C.R and Ritchie, J.R (2012). *Tourism – Principles, Practices and Philosophies*, John Wiley & Sons, Inc.
- Venu Vasudevan, Vijayakumar B and by Saroop Roy B.R (2017). *An Introduction to the Business of Tourism*. Sage Publications

Course Title
Tourism Resources of India

Course : MTTM

Semester : I

Course Code : UOLTTMC-103

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

This course has been designed to familiarize the students with various Tourism Resources, Heritage, Culture and various other Natural Resources in India. Students should be able to understand the significance of tourism products and develop adequate knowledge applicable in travel industry.

Unit 1

Tourism Resources: Concept, definition and classification; difference between tourism resources and products; Culture– definition and components; Heritage – meaning and types; Philosophies of different religions of India; Popular religious centers – Hinduism (Char Dham, Jyotirlinga Yatra, Mathura – Vrindavan, Haridwar, Tirupati, Vaishno Devi), Islam (Ajmer Sharif, Haji Ali Dargah, Nizamuddin Dargah), Buddhism (Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi), Jainism (Dilwara Temples, Vaishali), Christianity (Churches of Goa), Sikhism (Golden Temple, Patna Sahib).

Unit 2

World Heritage Sites in India - Monuments (Mahabalipuram, Khajurao, Hampi), Forts (Red Fort, Amer Fort,); Caves (Ajanta, Ellora, Elephanta); Others (Taj Mahal, Sun Temple); Museums – meaning, classification, major museums of India; Palaces (Mysore, Laxmi – Vilas, City Palace – Jaipur); Excavated Sites in India (Nalanda, Ambaran, Dholavira).

Unit 3

Living Culture in India - Fairs, festivals (national, regional, religious, harvest and seasonal); Performing arts: music (Classical and Folk), dances (Classical and Folk) and theatre; Handicrafts; Regional cuisines of India; Amusement Parks and Shopping Centers.

Unit 4

Natural Resources in India – National Parks and Wildlife Sanctuaries, Biosphere Reserves; Major Hill Stations, Beaches, Waterfalls, Major Treks; Botanical and Zoological Gardens.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Robinet Jacob, Mahadevan P. and Sindhu Joseph, *Tourism Products of India : A National Perspective*, Abhijeet Publication, New Delhi, 2012
- Dixit, Manoj, *Tourism Products*, New Royal Book Co., Lucknow. 2007
- Sajnani, M.,*Encyclopedia of Tourism Resources in India*, Volume 1-2, Kalpaz Publication, Delhi, 2011
- Gupta, K.R And Amita Gupta Ed., *Encyclopedia OF India: Natural And Cultural Tourist Destinations*, Atlantic Publications, Delhi, 2012
- Dallen J. Timothy, *Managing Heritage and Cultural tourism Resources*, Routledge, England, 2007.
- *India Travel Guide*, Lonely Planet

Course Title

Accounts and Financial Management

Course : MTTM

Semester : I

Course Code : UOLTTMC-104

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

To provide basic knowledge about accounting procedures and to understand the tools and techniques of financial management.

Unit-1

Accounting: Accounting Objectives, Advantages and Limitations; Accounting Terminology
Branches of Accounting; Fundamental Accounting Assumptions & Principles; Concept of Journal,
Ledger, Trial Balance.

Unit-2

Double Entry System: Features and Advantages of Double Entry System; Financial Statement:
Objectives and Importance, Preparation of Trading & Profit and Loss Account: Closing Entries,
Adjustments and Balance Sheet: Opening Entries, Limitations of Financial Statements.

Unit-3

Ration Analysis: Liquidity Ration: Current Ration, Acid Test Ration, Inventory Turnover Ratio,
Solvency Ratio: Debt Equity Ratio, Profitability Ratio: Gross Profit Margin, Operating Profit
Ratio, Return on Asset and Return on Capital Employed.

Unit-4

Financial Decision Making, Financial System: Functions, Financial Markets, Financial
Intermediaries, Regulatory Framework in India, Time Value of Money, Future Value, Sources of

Long Term Finance: Equity Capital, Internal Accruals, Preference Capital, Term Loans, Debentures, Working Capital Management- Concept of Current Assets & Current Liabilities.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Khan, M. Y., & Jain, P. K. (2000). Management accounting.
- Pandey, I. M. (1995). *Essentials of Financial Management, 4th Edition*. Vikas publishing house.
- Banerjee, B. (2015). *Fundamentals of financial management*. PHI Learning Pvt. Ltd.
- Juneja, Arora, Chawla (2012). *Elements of Book Keeping*. Kalyani Publishers.
- Rao. (2012). *Fundamentals of Accounting*. PHI Learning Pvt. Ltd.

Course Title

Foreign Language – I (Chinese)

Course : MTTM

Semester : I

Course Code : UOLTTMC 107

No. of Credits : 2

Contact Hours : 30

Semester Exam : 35

Maximum Marks : 50

Internal Assessment : 15

Objective

To orient the students with the basics of any foreign language enabling them to develop competencies to interact with international tourists.

The Course will particularly emphasis on the commonly spoken language (putonghua) in present day China. Students in this course focus on learning essential vocabulary, practicing pronunciation, and understanding simple and complex grammatical structure. This knowledge prepares students to effectively communicate in Mandarin on a limited range of topics. Class activity and course assignments aim to assist students as they develop the oral proficiency and confidence necessary to initiate simple conversation. Apart from having proficiency in the language, students will also be exposed to the cultural and heritage of China.

Examinations and Credit Pattern

Semester	End semester Exam	Internal and Viva	Credit course
Sem. 1 st Paper I, Paper II & Paper III	35	15	2
Sem. 2 nd Paper IV, Paper V	35	10+5	2

Viva shall be conducted at the end of 2nd semester

Semester-I

Paper-I

Introduce to Chinese language

- Phonetics
- Tones
- Radicals
- Stroke orders
- Phonetic script

Reading Materials:

- Elementary Chinese Readers – Book-I, compiled by the Beijing Language Institute.

Paper – II

- Character writings
- Text and Translation
- Numbers

Recommended Books:

- Elementary Chinese Readers – Book-I, compiled by the Beijing Language Institute. Revised Edition, Foreign Language Press, Beijing. From Chapters- 1 to 6.

Paper- III

- Grammar
- Text and Translation

Recommended Books:

- Elementary Chinese Readers – Book-I, compiled by the Beijing Language Institute, From Chapter – 7 to 10.

Course Title

Foreign Language – II(French)

Course : MTTM

Semester : I

Course Code : UOLTTMC 107

No. of Credits : 2

Contact Hours : 30

Semester Exam : 35

Maximum Marks : 50

Internal Assessment : 15

Objective

To orient the students with the basics of any foreign language enabling them to develop competencies to interact with international tourists.

Theory Maximum
Marks : 35
Practical/Assignment/
Viva : 15
Contact hours : 30 hrs
Credit Course : 2

I. Grammaire :

- 1) Les articles définis, indéfinis, contractés et partitifs en français.
- 2) La négation
- 3) Les marques du féminin et du masculin, du singulier et du pluriel
- 4) Les pronoms personnels sujets : *je, tu, il / elle, nous /on, vous, ils / elles*
- 5) Les prépositions de lieu
- 6) Interrogation (la question avec *Est-ce que...etc.*)
- 7) Réponse : *Oui, Si, Non*
- 8) *Il y a / Il n'y a pas*
- 9) Les adjectifs possessifs
- 10) Les adjectifs qualificatifs
- 11) Les adjectifs démonstratifs
- 12) Les adjectifs interrogatifs
- 13) Les pronoms toniques

- 14) Le présent de l'indicatif
- 15) Le futur proche
- 16) L'impératif
- 17) Le passé composé
- 18) L'imparfait
- 19) La conjugaison pronominale
- 20) Futur simple
- 21) L'expression de la durée (depuis, pendant)
- 22) L'appartenance (être à + pronom)
- 23) L'explication (pourquoi – parce que / pour)
- 24) Le pronom relatif qui
- 25) Le pronom en, y
- 26) Les constructions comparatives et superlatives
- 27) L'expression de continuité (toujours/encore/ne...plus)
- 28) Faire une supposition (si+ verbe au présent)
- 29) L'expression de la quantité (*un peu de – beaucoup de –etc.*)
- 30) Les verbes : *Les verbes du 1er groupe –ER, 2e groupe et 3e groupe (Être, Connaître, Comprendre, Ecrire, Venir, Voir, Dire, Avoir, Faire, Finir, Prendre, Vouloir, pouvoir, partir descendre, recevoir devoir, payer, vendre, croire, vivre, plaire, etc.)*

Grammar

- 1) Articles: Definite, Indefinite, Contracted form and Partitive.
- 2) Negative sentences
- 3) Nouns: singular and plural (number,) masculine and feminine (gender)
- 4) Pronouns
- 5) Preposition (place)
- 6) Interrogation (Question form with *Est-ce que...etc.*)
- 7) Answer: *Oui, Si, Non*
- 8) *Il y a / il n'y a pas (French expression)*
- 9) Possessive adjectives
- 10) *Qualitative Adjectives /*
- 11) Demonstrative Adjectives
- 12) Interrogative adjectives
- 13) Disjunctive pronouns
- 14) Present Tense
- 15) Imperative
- 16) Past Tense
- 17) The pronominal conjugation
- 18) Simple future
- 19) The expression of duration (since, during)
- 20) Belonging (being to + pronoun)
- 21) The explanation (why - because / for)
- 22) The relative pronoun “qui”

- 23) The pronoun “en, y”
- 24) Comparative and superlative constructions
- 25) The expression of continuity (always / again / no longer)
- 26) Hypothesis in French (if “si” + verb in the present tense)
- 27) Near future (Two future tenses: simple future and near future in French)
- 28) Expressions of Quantity (*un peu de – beaucoup de –etc.*)
- 29) Verbs : Verb of first group –ER, second group and third group (*Être, Connaître, Comprendre, Ecrire, Venir, Voir, Dire, Avoir, Faire, Finir, Prendre, Vouloir, pouvoir, partir descendre, recevoir devoir, payer, vendre, croire, vivre, plaire, etc.*)

II. Thèmes et actes de Communication :

- 1) Se présenter ou présenter quelqu'un, Donner des informations sur soi (nom, prénom, nationalité, profession, adresse),
- 2) Les actes essentiels de politesse
- 3) Identifier des personnes et des choses (Qui-est-ce ?- Qu'est-ce que c'est ?- Quel...?) (Les adjectifs interrogatifs)
- 4) Premier, deuxième...etc. (les nombres ordinaux)
- 5) Les jours de la semaine et les moments de la journée. Les mois et les saisons de l'année.
- 6) Les lieux de la ville, situer et s'orienter
- 7) Les nombres 1-1000
- 8) La famille
- 9) Comprendre et dire l'heure, la date et l'année
- 10) Exprimer ses goûts, ses préférences et ses loisirs
- 11) Raconter la vie quotidienne et ses habitudes
- 12) Exprimer sa possession
- 13) Expressions pour demander quelque chose et donner des informations
- 14) Parler de la météo
- 15) Parler de la nourriture
- 16) Exprimer son accord et son désaccord
- 17) Rapporter les paroles de quelqu'un
- 18) Exprimer un problème
- 19) Publicité et programmes de voyage
- 20) Le moyen de transports, les documents de voyage, les annonces,
- 21) Décrire un déplacement
- 22) Les vêtements
- 23) Les cadeaux
- 24) Les moyens de paiement
- 25) Les couleurs
- 26) Le travail et la profession (biographie, personnalité intérêts)
- 27) Formules écrites pour : féliciter, remercier, s'excuser, inviter, formuler un souhait.

- 28) Comprendre un message téléphonique
- 29) Les spectacles, les sports, la télévision
- 30) Raconter un souvenir
- 31) Le logement : le quartier, l'habitation
- 32) Prendre rendez-vous
- 33) Décrire un itinéraire
- 34) L'expression de la nécessité

Communication themes and acts in learning language

- 1. How to introduce oneself and someone., Give information about yourself (last name, first name, nationality, profession, address).
- 2. How to show politeness
- 3. Identify people and things (Who is it? - What is it? - What ...?) (Interrogative)
- 4. Ordinal numbers (premier/première and second/seconde...etc)
- 5. Days of the week, months of the year, and seasons
- 6. Places in a city, situated (place) and how to find one's way
- 7. The numbers: 1-1000
- 8. Telling time, Date and year
- 9. Family
- 10. Express your tastes, preferences and your hobbies.
- 11. My daily routine and my habits
- 12. Expression of possession
- 13. Expressions for asking and giving information
- 14. Talking about the weather
- 15. Food and drinks
- 16. Expressions for agreeing and disagreeing
- 17. Direct and Indirect speech
- 18. Express a problem
- 19. Demonstrative adjectives
- 20. Advertisement and travel programs
- 21. Means of transport, travel documents, announcements
- 22. Describe a trip
- 23. Clothing,
- 24. Gifts
- 25. Means of payment
- 26. Colours
- 27. Work and the profession (biography, personality interests)
- 28. Writing skill for: congratulating, thanking, apologizing, inviting, making a wish.
- 29. Understanding a telephone message / conversation.
- 30. Shows, sports, television
- 31. Reminisce
- 32. Accommodation: locality, housing
- 33. Make an appointment
- 34. Describe an itinerary
- 35. Expression of the necessity

III. Expression écrite :

Écrire un Blog, Écrire une Cartes d'invitation / d'annonce, Écrire cartes postales, Écrire des lettres, Écrire un email/ courrier électroniques, Raconter la routine quotidienne, Écrire : salutations, remerciements et vœux

Written expression :

Blog writing,

Invitation/announcement cards, Post card writing, Letter writing, Email writing, Describing the daily routine of yourself or a person, Writing corresponding wishes/greetings for given situations.

IV. Phonétique :

Vue d'ensemble de la prononciation du français, l'accent et le rythme, les voyelles orales et nasales, les consonnes

La question par intonation, les marques orales du féminin et du masculin, du singulier et du pluriel, la prononciation de la phrase négative, le son [y], le son [v], l'enchaînement, l'intonation de la question, les voyelles nasales [ã] et [õ], les sons [ə] [œ] [v] [f] [s] [z] [k] [g], le rythme de la phrase négative.

Phonetic :

French pronunciation, accent and rhythm, oral and nasal vowels, consonants. Intonation. Differences of pronunciation : feminine and the masculine, the singular and the plural, the pronunciation of the negative sentence, the sound [y], the sound [v], Connecting sounds,

Intonation in question, nasal vowels [ɑ̃] and [ɔ̃], sounds [ə] [œ] [v] [f] [s] [z] [k] [g], the rhythm of the negative sentence.

V. Initiation à la civilisation et Culture et civilisation françaises

- Histoire et géographie de France
- Les grands auteurs français.
- Culture et gastronomie françaises
- Villes françaises
- Mode, peinture et cinéma.
- Francophone
- Union européenne.

Initiation to French culture and civilization (Small introduction in few lines)

- French history and geography
- France's great authors.
- French culture and cuisine
- French cities
- Fashion, paintings and cinema.
- Francophone
- European Union.

Suggested Reading and sites:

- 1) TV5Monde <https://apprendre.tv5monde.com/fr>
- 2) Le point du FLE <https://www.lepointdufle.net/>
- 3) Larousse dictionnaire <https://www.larousse.fr/dictionnaires/anglais-francais>
- 4) RFI Apprendre Français facile <https://francaisfacile.rfi.fr/fr/>
- 5) Cosmopolite A1 Textbook + Workbook (2 Book Set) Unknown Binding – 1 January 2017ch 2017 + Guide pédagogique
- 6) Cosmopolite A2 Textbook + Workbook (2 Book Set) Unknown Binding – 1 January 2017ch 2017
- 7) Tourisme.com
- 8) Hotellerie/restauration.com
- 9) Latitudes 1, Méthode de français, A1/A2, Fred Vargas Régine Mérieux, Yves Loiseau, Didier (11 July 2008) + Latitudes 1 cahier d'activité
- 10) Latitudes 2, Méthode de français, A2/B1, Fred Vargas Régine Mérieux, Yves Loiseau, Didier (1 September 2008) + Latitudes 2 cahier d'activité
- 11) Pons visual dictionary French- English
- 12) Collins Robert French dictionary.
- 13) Le Robert and Collins Cadet
- 14) Bescherelle La grammaire

- 15) Grammaire progressive de français (débutant, intermédiaire)
- 16) Orthographe progressive de français (débutant, intermédiaire)
- 17) Phonétique progressive de français (débutant, intermédiaire)
- 18) Vocabulaire progressif de français (débutant, intermédiaire)
- 19) Civilisation progressive de français (débutant, intermédiaire)

Course Title
Minor Project

(Presentation and Viva-Voce)

Course : MTTM

Semester : I

Course Code : UOLTTMC-106

No. of Credits : 2

Objective: The evaluation of summer training shall be 50 marks (2 credits) which is on the basis of a minor project conducted by the students during the semester. A committee of 3 members from faculty shall evaluate the report. The evaluation shall be done on the basis of report and presentation (50 marks).

Course Title

Tourism World Geography

Course : MTTM

Semester : II

Course Code : UOLTTMC 201

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

The syllabus is for the examination to be held in July 2020.

Learning Objective:

This course has been designed to familiarize the students with global geography with reference to tourism and understand the basic components of the same with respect to tourism

Unit 1

Importance of Geography in Tourism; Earth in Space – Rotation and Revolution; Representations of Earth – Earth Shape and Size, Latitude and Longitude, Great Circles, Parallels and Meridians, International Date Line, Time Zones; World Continents and Oceans; Climatic Regions of the World.

Unit 2

Europe and Asia: Political Map of Europe and Asia: Europe - France, Germany, Italy, Spain, Switzerland, Turkey, UK; Asia – China, Malaysia, Singapore, Sri Lanka, Thailand, UAE; Major Seas and Rivers; Major Mountain Ranges; Major Deserts; Major Languages; Popular Tourist Attractions; Transportation Network with Major Airports and Ports in the above specified countries.

Unit 3

North and South America, Australia: Political Map; North America – Canada, Mexico, USA; South America – Argentina, Brazil; Australia – Australia and New Zealand; Africa – Egypt, South Africa; Major Seas and Rivers; Major Mountain Ranges; Major Deserts; Major Languages; Popular Tourist Attractions; Transportation Network with Major Airports and Ports in the above specified countries.

Unit 4

Political Geography of India – States and Territories, International Borders; Physiographic Regions – Mountain Ranges, Plateaus, Deserts, Coastal Areas, Islands; Major Rivers and Lakes in India; Wetlands in India; Climatic Regions of India, Transportation Network with Major Airports and Ports.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Williams, S., & Lew, A. A. (2014). *Tourism geography: Critical understandings of place, space and experience*. Routledge.
- Page, S. J., & Hall, C. M. (2014). *The geography of tourism and recreation: Environment, place and space*. Routledge.
- Brian G. Boniface, Chris Cooper, Robyn Cooper (2012) *Worldwide Destinations: The Geography of Travel and Tourism*, Routledge.
- *World and Indian Atlas*
- *Lonely Planet Series*

Course Title

Marketing for Hospitality and Tourism

Course : MTTM

Semester : II

Course Code : UOLTTMC-202

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

This course has been designed to familiarize the students about the Marketing for Hospitality and Tourism which will enable the Students to understand the significance of Marketing, know the current trends and practices in the tourism and hospitality sector and develop adequate knowledge and skills applicable in industry.

Unit 1

Marketing: concept, definition, importance, process; core marketing concepts – needs, wants, demand, customer value, customer satisfaction, quality, relationship marketing; core marketing philosophies; marketing environment - macro-environment and micro-environment.

Unit 2

Marketing Information System and Marketing Research; Marketing Intelligence; Market Segmentation – levels of segmentation, bases of segmentation, effective segmentation criterion; Market Targeting - meaning, evaluating and selecting market segments; Market Positioning- meaning, choosing and implementing a positioning strategy; Differentiation – concept and approaches; Competitor Analysis.

Unit 3

Marketing Mix - meaning and definition; Product Decision - product levels, new product development, product life cycle (PLC) strategies, and branding strategies; Pricing Decisions - factors to consider while setting prices; general pricing approaches, Pricing Strategies; Promotion Decisions - integrated marketing communication process, major decisions in advertising, public relations process, sales promotion techniques; Distribution Channels – nature, types and importance, channel decisions.

Unit 4

Services Marketing – concept, characteristics; service quality GAPS Model; Extended marketing mix; Service failure and Service Recovery; Service Guarantees; Service Blueprint.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Kotler, P., Bowen, J., & Makens, J. (2009). *Marketing for Hospitality and Tourism*. 4th Ed., Prentice Hall / Pearson Education: New Delhi.
- Bowie, D. et al. (2017). *Hospitality Marketing*. 3rd Ed., Routledge: New York.
- Lovelock, C., Wirtz, J. & Chatterjee, J. (2011). *Services Marketing: People, Technology, Strategy*, 7th Ed., Pearson India.
- Zeithaml, V. A., et al. (2008). *Services Marketing*. 4th Ed., Tata McGraw-Hill, India.
- Shanker, R. (2002). *Services Marketing – The Indian Perspective*. Excel Books: New Delhi.

Course Title
Tour Guiding and Interpretation

Course : MTTM

Semester : II

Course Code : UOLTTMC-203

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

This course has been designed to familiarize the students about the Tour Guide and Interpretation; its significance, current trends and skills applicable in tourism industry.

Unit 1

Tour Guiding- Introduction to tour guiding and tour escorting; Roles and Importance of a tour guide; types of tour guides; difference between tour guide and tour escort; characteristics of a Tour Guide; code of conduct for tour guides in India – Ministry of Tourism; steps to become a tour guide; ethics in tour guiding.

Unit 2

Tour guiding in India; dynamics of tour guiding – top visual priority, position triangle; do's and don'ts of a tour guide; mechanics of tour guiding; tools of tour guiding trade; designing and conducting heritage tours.

Unit 3

Guiding during coach tour, religious sites; designing and conducting heritage walks; Guiding at museum; guiding at ASI site, guiding at walking tours, guiding during cycling tours, guiding during adventure trips, guiding during forest tours, guiding during market tours.

Unit 4

Responsible guiding; handling difficult tourists; handling questions; handling cross cultural issues; handling emergencies -medical emergencies, local unrest, theft, loss of passport; itinerary planning and implementation.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Chowdhary, N. (2013). *Handbook of Tour Guides*. Matrix Publications
- Mitchell, G.E. (2005). *How to start a Tour guiding business*.
- Lansangan, Z. (2008). *Principles and Ethics of Tour Guiding*.
- Perks. J. and Barrie, J. *How to be award winning Tour guide*.

Course Title
Sustainable Tourism Management

Course : MTTM

Semester : II

Course Code : UOLTTMC 204

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Objective:

To understand the concept of sustainable tourism management and also the impact of tourism on environment, society, economy and culture.

Unit 1

Sustainable Development - concept, definition, principles, dimensions and theories; sustainable tourism – definition, goals and objectives; global sustainable tourism council – introduction and objectives; Indian sustainable tourism council – introduction, objectives and activities; guiding principles of sustainable tourism; United Nations sustainable development goals; role of NGO's in sustainable tourism; sustainable tourism criteria of India.

Unit 2

Community Based Tourism – definition, concept, need, benefits; typologies of community participation – Arnstein (1969), Petty (1995), Tosun (2000); barriers to community participation; strategies to promote community participation in tourism; Pro-poor tourism; Responsible Tourism – definition, objectives, guidelines.

Unit 3

Eco Tourism – definition, concept, need, benefits; role of stakeholders in eco-tourism; pro-environmental behaviour; profiling the eco-tourism; environmental management system in tourism organizations; guidelines of eco-tourism; eco-hotels – concept and certifications; international and national eco-tourism destinations; ethics in eco-tourism.

Unit 4

Standardization and certification for tourism sustainability; ISO 14000; Role of WTTC, UNWTO, PATA, UNEP, IUCN in sustainable tourism development; climate change and tourism development; Paris Convention on Climate Change (2015); Tourism disaster planning and management.

Note for paper setting:

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings:

- Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
- Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.
- Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
- Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
- Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.
- Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

Course Title
Minor Project

(Presentation and Viva-Voce)

Course : MTTM

Semester : II

Course Code : UOLTTMC-205

No. of Credits : 2

Objective: The evaluation of summer training shall be 50 marks (2 credits) which is on the basis of a minor project conducted by the students during the semester. A committee of 3 members from faculty shall evaluate the report. The evaluation shall be done on the basis of report and presentation (50 marks).

Course Title

Foreign Language – I(Chinese)

Course : MTTM

Semester : II

Course Code : UOLTTMC 206

No. of Credits : 2

Contact Hours : 30

Semester Exam : 35

Maximum Marks : 50

Internal Assessment : 15

Objective

To orient the students with the basics of any foreign language enabling them to develop competencies to interact with international tourists.

Chinese Language

The Course will particularly emphasis on the commonly spoken language (putonghua) in present day China. Students in this course focus on learning essential vocabulary, practicing pronunciation, and understanding simple and complex grammatical structure. This knowledge prepares students to effectively communicate in Mandarin on a limited range of topics. Class activity and course assignments aim to assist students as they develop the oral proficiency and confidence necessary to initiate simple conversation. Apart from having proficiency in the language, students will also be exposed to the cultural and heritage of China.

Examinations and Credit Pattern

Semester	End semester Exam	Internal and Viva	Credit course
Sem.1 st Paper I, Paper II & Paper III	35	15	2
Sem. 2 nd Paper IV, Paper V	35	10+5	2

Viva shall be conducted at the end of 2nd semester

Semester – II

Part - II

Paper – IV

- Grammar
- Character Writings
- Text and Translation

Recommended Books:

- Elementary Chinese Readers – Book-I, compiled by the Beijing Language Institute, From Chapter – 11 to 16.

Paper-V

- Text and Translation
- Grammar
- Translation of Paper headlines
- Topical Vocabulary on Chinese politics and history
- Listening exercises and reading comprehension
- Short essay writing

Recommended Books:

- Elementary Chinese Readers – Book-I, compiled by the Beijing Language Institute, From Chapter – 17 to 19

Viva Voce

Course Title

Foreign Language – II (French)

Course : MTTM

Semester : II

Course Code : UOLTTMC 206

No. of Credits : 2

Contact Hours : 30

Semester Exam : 35

Maximum Marks : 50

Internal Assessment : 15

Objective

To orient the students with the basics of any foreign language enabling them to develop competencies to interact with international tourists.

Theory Maximum Marks :
35

Practical/Assignment/Viva
: 15

Contact hours : 30 hrs

Credit Course : 2

VI. Grammaire :

- 31) Les articles définis, indéfinis, contractés et partitifs en français.
- 32) La négation
- 33) Les marques du féminin et du masculin, du singulier et du pluriel
- 34) Les pronoms personnels sujets : *je, tu, il / elle, nous /on, vous, ils / elles*
- 35) Les prépositions de lieu
- 36) Interrogation (la question avec *Est-ce que...etc.*)
- 37) Réponse : *Oui, Si, Non*
- 38) *Il y a / Il n'y a pas*
- 39) Les adjectifs possessifs
- 40) Les adjectifs qualificatifs
- 41) Les adjectifs démonstratifs
- 42) Les adjectifs interrogatifs
- 43) Les pronoms toniques
- 44) Le présent de l'indicatif
- 45) Le futur proche
- 46) L'impératif
- 47) Le passé composé
- 48) L'imparfait

- 49) La conjugaison pronominale
- 50) Futur simple
- 51) L'expression de la durée (depuis, pendant)
- 52) L'appartenance (être à + pronom)
- 53) L'explication (pourquoi – parce que / pour)
- 54) Le pronom relatif qui
- 55) Le pronom en, y
- 56) Les constructions comparatives et superlatives
- 57) L'expression de continuité (toujours/encore/ne...plus)
- 58) Faire une supposition (si+ verbe au présent)
- 59) L'expression de la quantité (*un peu de – beaucoup de –etc.*)
- 60) Les verbes : *Les verbes du 1er groupe –ER, 2e groupe et 3e groupe (Être, Connaître, Comprendre, Ecrire, Venir, Voir, Dire, Avoir, Faire, Finir, Prendre, Vouloir, pouvoir, partir descendre, recevoir devoir, payer, vendre, croire, vivre, plaire, etc.)*

Grammar

- 30) Articles: Definite, Indefinite, Contracted form and Partitive.
- 31) Negative sentences
- 32) Nouns: singular and plural (number,) masculine and feminine (gender)
- 33) Pronouns
- 34) Preposition (place)
- 35) Interrogation (Question form with *Est-ce que...etc.*)
- 36) Answer: *Oui, Si, Non*
- 37) *Il y a / il n'y a pas (French expression)*
- 38) Possessive adjectives
- 39) *Qualitative Adjectives /*
- 40) Demonstrative Adjectives
- 41) Interrogative adjectives
- 42) Disjunctive pronouns
- 43) Present Tense
- 44) Imperative
- 45) Past Tense
- 46) The pronominal conjugation
- 47) Simple future
- 48) The expression of duration (since, during)
- 49) Belonging (being to + pronoun)
- 50) The explanation (why - because / for)
- 51) The relative pronoun "qui"
- 52) The pronoun "en, y"
- 53) Comparative and superlative constructions
- 54) The expression of continuity (always / again / no longer)
- 55) Hypothesis in French (if "si" + verb in the present tense)
- 56) Near future (Two future tenses: simple future and near future in French)
- 57) Expressions of Quantity (*un peu de – beaucoup de –etc.*)
- 58) Verbs : Verb of first group –ER, second group and third group (*Être, Connaître, Comprendre, Ecrire, Venir, Voir, Dire, Avoir, Faire, Finir, Prendre, Vouloir, pouvoir, partir descendre, recevoir devoir, payer, vendre, croire, vivre, plaire, etc.*)



VII. Thèmes et actes de Communication :

- 35) Se présenter ou présenter quelqu'un, Donner des informations sur soi (nom, prénom, nationalité, profession, adresse),
- 36) Les actes essentiels de politesse
- 37) Identifier des personnes et des choses (Qui-est-ce ?- Qu'est-ce que c'est ?- Quel...?) (Les adjectifs interrogatifs)
- 38) Premier, deuxième...etc. (les nombres ordinaux)
- 39) Les jours de la semaine et les moments de la journée. Les mois et les saisons de l'année.
- 40) Les lieux de la ville, situer et s'orienter
- 41) Les nombres 1-1000
- 42) La famille
- 43) Comprendre et dire l'heure, la date et l'année
- 44) Exprimer ses goûts, ses préférences et ses loisirs
- 45) Raconter la vie quotidienne et ses habitudes
- 46) Exprimer sa possession
- 47) Expressions pour demander quelque chose et donner des informations
- 48) Parler de la météo
- 49) Parler de la nourriture
- 50) Exprimer son accord et son désaccord
- 51) Rapporter les paroles de quelqu'un
- 52) Exprimer un problème
- 53) Publicité et programmes de voyage
- 54) Le moyen de transports, les documents de voyage, les annonces,
- 55) Décrire un déplacement
- 56) Les vêtements
- 57) Les cadeaux
- 58) Les moyens de paiement
- 59) Les couleurs
- 60) Le travail et la profession (biographie, personnalité intérêts)
- 61) Formules écrites pour : féliciter, remercier, s'excuser, inviter, formuler un souhait.
- 62) Comprendre un message téléphonique
- 63) Les spectacles, les sports, la télévision
- 64) Raconter un souvenir
- 65) Le logement : le quartier, l'habitation
- 66) Prendre rendez-vous
- 67) Décrire un itinéraire
- 68) L'expression de la nécessité

Communication themes and acts in learning language

36. How to introduce oneself and someone., Give information about yourself (last name, first name, nationality, profession, address).

37. How to show politeness
38. Identify people and things (Who is it? - What is it? - What ...?) (Interrogative)
39. Ordinal numbers (premier/première and second/seconde...etc)
40. Days of the week, months of the year, and seasons
41. Places in a city, situated (place) and how to find one's way
42. The numbers: 1-1000
43. Telling time, Date and year
44. Family
45. Express your tastes, preferences and your hobbies.
46. My daily routine and my habits
47. Expression of possession
48. Expressions for asking and giving information
49. Talking about the weather
50. Food and drinks
51. Expressions for agreeing and disagreeing
52. Direct and Indirect speech
53. Express a problem
54. Demonstrative adjectives
55. Advertisement and travel programs
56. Means of transport, travel documents, announcements
57. Describe a trip
58. Clothing,
59. Gifts
60. Means of payment
61. Colours
62. Work and the profession (biography, personality interests)
63. Writing skill for: congratulating, thanking, apologizing, inviting, making a wish.
64. Understanding a telephone message / conversation.
65. Shows, sports, television
66. Reminisce
67. Accommodation: locality, housing
68. Make an appointment
69. Describe an itinerary
70. Expression of the necessity

VIII. Expression écrite :

Écrire un Blog, Écrire une Cartes d'invitation / d'annonce, Écrire cartes postales, Écrire des lettres, Écrire un email/ courrier électroniques, Raconter la routine quotidienne, Écrire : salutations, remerciements et vœux

Written expression :

Blog writing,

Invitation/announcement cards, Post card writing, Letter writing, Email writing, Describing the daily routine of yourself or a person, Writing corresponding wishes/greetings for given situations.

IX. Phonétique :

Vue d'ensemble de la prononciation du français, l'accent et le rythme, les voyelles orales et nasales, les consonnes

La question par intonation, les marques orales du féminin et du masculin, du singulier et du pluriel, la prononciation de la phrase négative, le son [y], le son [v], l'enchaînement, l'intonation de la question, les voyelles nasales [ã] et [õ], les sons [ə] [œ] [v] [f] [s] [z] [k] [g], le rythme de la phrase négative.

Phonetic :

French pronunciation, accent and rhythm, oral and nasal vowels, consonants. Intonation. Differences of pronunciation : feminine and the masculine, the singular and the plural, the pronunciation of the negative sentence, the sound [y], the sound [v], Connecting sounds, Intonation in question, nasal vowels [ã] and [õ], sounds [ə] [œ] [v] [f] [s] [z] [k] [g], the rhythm of the negative sentence.

X. Initiation à la civilisation et Culture et civilisation françaises

- Histoire et géographie de France
- Les grands auteurs français.
- Culture et gastronomie françaises
- Villes françaises
- Mode, peinture et cinéma.
- Francophone
- Union européenne.

Initiation to French culture and civilization (Small introduction in few lines)

- French history and geography
- France's great authors.
- French culture and cuisine
- French cities

- Fashion, paintings and cinema.
- Francophone
- European Union.

Suggested Reading and sites:

- 20) TV5Monde <https://apprendre.tv5monde.com/fr>
- 21) Le point du FLE <https://www.lepointdufle.net/>
- 22) Larousse dictionnaire <https://www.larousse.fr/dictionnaires/anglais-francais>
- 23) RFI Apprendre Français facile <https://francaisfacile.rfi.fr/fr/>
- 24) Cosmopolite A1 Textbook + Workbook (2 Book Set) Unknown Binding – 1 January 2017ch 2017 + Guide pédagogique
- 25) Cosmopolite A2 Textbook + Workbook (2 Book Set) Unknown Binding – 1 January 2017ch 2017
- 26) Tourisme.com
- 27) Hotellerie/restauration.com
- 28) Latitudes 1, Méthode de français, A1/A2, Fred Vargas Régine Mérieux, Yves Loiseau, Didier (11 July 2008) + Latitudes 1 cahier d'activité
- 29) Latitudes 2, Méthode de français, A2/B1, Fred Vargas Régine Mérieux, Yves Loiseau, Didier (1 September 2008) + Latitudes 2 cahier d'activité
- 30) Pons visual dictionary French- English
- 31) Collins Robert French dictionary.
- 32) Le Robert and Collins Cadet
- 33) Bescherelle La grammaire
- 34) Grammaire progressive de français (débutant, intermédiaire)
- 35) Orthographe progressive de français (débutant, intermédiaire)
- 36) Phonétique progressive de français (débutant, intermédiaire)
- 37) Vocabulaire progressif de français (débutant, intermédiaire)
- 38) Civilisation progressive de français (débutant, intermédiaire)

Course Title

Business Research Methods

Course : MTTM

Semester : III

Course Code : UOLTTMC-301

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Objective

This course has been designed to familiarize and appraise the students with various statistical and research methods and their relevance and application with special reference to tourism

Unit 1

Statistics and its Relevance; Data – Types, Sources; Measures of central tendency – Mean , Median , Mode; Measures of Dispersion – Range , Quartile Deviation, Standard Deviation, Coefficient of Variation ; Skewness and Kurtosis - Karl Pearson , Bowley and Kelly's coefficient.

Unit 2

Correlation Analysis – Significance, Types; Methods of Correlation - Karl Pearson coefficient, Spearman's Rank Correlation; Coefficient of Determination; Regression Analysis – Meaning, Simple and Multiple Regression, Estimating regression equations (Y on X and X on Y).

Unit 3

Time series Analysis – components of time series, importance of components of time series in tourism, methods of least squares, Moving average method, Measurement of Seasonal Variation.

Unit 4

Sampling – Probability and Non Probability sampling methods; Hypothesis Testing – Procedure; Level of significance; Student t-distribution; Chi- square Distribution; Analysis of variance (one-way only).

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings:

- *Business Statistics*, J K Sharma, Pearson Education
- *Fundamentals of Statistics*, S C Gupta, Himalaya Publishing House
- *Statistical Methods*, S P Gupta, Sultan Chand
- *Statistics for Management*, Levin and Rubin, Pearson Education

Course Title
Tourism Resources of Ladakh

Course : MTTM

Semester : III

Course Code : UOLTTMC-302

No. of Credits : 2

Contact Hours : 30

Semester Exam : 35

Maximum Marks : 50

Internal Assessment : 15

Learning Objective

To know about the various tourism products and tourism potential of Jammu & Kashmir State.

Unit 1

Understanding Ladakh as a unique geographical feature, Climate, food and culture, Fair and Festival in Ladakh.

Unit 2

Tourism Products of Leh and Nubra- Interesting places; Pilgrimage Tourism Sites and Important Monasteries of Leh and Nubra; Adventure Tourism including Rafting and Trekking in Leh and Nubra; Important Lakes & Rivers of Leh and Nubra; Sports; Historic Sites, Handicrafts.

Unit 3

Tourism Products of Kargil and Zaskar- Interesting places; Pilgrimage Tourism Sites and Important Monasteries of Kargil and Zaskar; Adventure Tourism including Rafting and Trekking in Kargil and Zaskar; Important Lakes & Rivers of Kargil and Zaskar; Sports; Historic Sites, Handicrafts.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 2 marks each from all the units. The Candidate has to attempt all the questions. (5 x 2 marks =10 marks)

Section B: 02 questions from each unit with internal choice carrying 5 marks per question. The candidate has to attempt one question from each unit. (4 x 5 marks = 20 marks)

Total = 30 marks

Suggested Readings:

- Jammu Kashmir and Ladakh, Dr. DeshBandhu Gupta, Anmol Publications, 2009.
- Jammu, Kashmir & Ladakh, Parwaiz Dewan, Manas Publications, 2004.

Course Title
MOOC available on SWAYAM/NPTEL/ Minor Project

Course : MTTM

Semester : III

Course Code : UOLTTMM-303

No. of Credits : 2

Objective: A MOOC course available on SWAYAM/NPTEL can be availed by the student or he/she can also opt for a minor project. It shall be of 50 marks (2 credits) conducted by the students during the semester. A committee of 3 members from faculty shall evaluate the course.

Course Title
Itinerary Preparation and Tour Packaging

Course : MTTM
Course Code : UOLTTME-304
Contact Hours : 60
Maximum Marks : 100

Semester : III
No. of Credits : 4
Semester Exam : 70
Internal Assessment : 30

Learning Objective

To familiarize the students with concepts, progresses and preparation of an Itinerary. The emphasis would also be on trends and challenges related to itinerary preparation.

Unit 1

Package tours: definition, forms and components, basic principles in packaging; Itinerary Preparation: Concept, Typology: Duration, GITs, FITs, Do's and don'ts of itinerary preparation, steps of itinerary preparations, Limitations and Constraints of Itinerary, Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary, Seasonal Itinerary, Product based itinerary, All inclusive itinerary.

Unit 2

Costing a Tour: Meaning, Components and Considerations; Factors influencing tour cost; Types of costs: Fixed and variable cost, direct and indirect cost; Cost sheet, Advantages of cost sheet; FIT Costing and Group Costing; accommodation costing: Differential Tariff Plan, Accommodation Cost; Transportation Cost; Meals Plans cost; Ancillary costs; Pricing Strategies and Distribution Mechanism; Steps of tour handling: Creation of Docket/ File, bookings and Reconfirmation with Airlines, Hotels and ground service providers, final tour operations, crisis management in tour, preparation of feedback or guest comment sheet and its analysis.

Unit 3

Package Tour: Preparing a feasible itinerary of various circuits: Golden triangle, Buddhist Circuit, Char- Dham, Sufi Circuit; Preparation of some important itineraries of Goa, Rajasthan, Madhya Pradesh, Ladakh, Kerala and North- East.

Unit 4

Preparation of product-oriented package tour: Ayurveda, health and wellness, yoga, meditation and nature cure; Preparation of International itineraries: Europe; Singapore, Malaysia, Thailand; Australia, New Zealand; USA, Hajj and Umrah.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Negi, J. (2006), *Travel Agency and Tour Operations: Concepts and Principles*, Kanishka Publishers.
- Chand M. (2009), *Travel Agency Management: An introduction text*, Anmol Publications Pvt. Ltd.
- The business of travel agency and tour operations management by A.K Bhatia, Sterling publications.
- Swain, S.K and Mishra, J.M. *tourism principles and practices*, Oxford university press.
- Roday.S, Biwal.A and Joshi.B. 2009, *tourism operations and management*, Oxford university press.
- Walker, J.R. and walker, J.J. 2011. *Tourism concepts and practices*, Pearson New delhi.

Course Title
Tourism Entrepreneurship

Course :MTTM

Semester :IV

Course Code :UOLTTME 305

No. of Credits :4

Contact Hours :60

Semester Exam :70

Maximum Marks :100

Internal Assessment :30

Learning Objective

The objective of this course is to recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism industry. The basic aim of the course is to expose the students to the basic concepts of entrepreneurship and small business management.

Unit 1

Entrepreneurship: Meaning, Concept, Importance and Features; Classification of Entrepreneurship; Entrepreneurial Competencies: Entrepreneurial Traits, Characteristics & Skills; Role of Entrepreneurship in Economic Development; Barriers to Entrepreneurship; Scope of Entrepreneurship in India; Entrepreneurial Culture: Definition & Features, Steps to Change Entrepreneurship Culture.

Unit 2

Entrepreneurial Process: Identification of opportunities; Business Planning Process: concept of Business Plan, Preparing a Business Plan, Project Report Preparation; Market Plan: Market Segmentation, and Marketing Mix; Operation Plan: definition, types of layout, capacity plan, Inventory management, TQM.

Unit 3

Entrepreneurial Process: Financial Plan: Sources of Finance, Working Capital Management, Profit & Loss Account, Institutions in Aid of Entrepreneurship Development- IIE, NSIC, SIDIBI, MDI, NIESBUD, EDII; Organizational Plan: Concept, staffing, organizational structure.

Unit 4

Entrepreneurship Training: Importance, Objectives & Methods for Entrepreneurship Development; Management Issues in Tourism & Hospitality Industry: Financial Management Issues, HR Issues; Managing Family Enterprises; Women Entrepreneurship; Corporate Entrepreneurship: Innovation, Creativity & Entrepreneurship.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Desai, Vasant. *Entrepreneurship & Small Scale Business Management*. Himalaya Publishing House.
- Drucker, Peter. *Innovation & Entrepreneurship*. Harper Business.
- Khanna, S.S. *Entrepreneurial Development*. S. Chand & Company Ltd.
- Gupta, C.B., Srinivasan, N.P. *Entrepreneurial Development*. Sultan Chand & Sons.
- Mishra, D.N., *Entrepreneurship & Entrepreneurial Development & Planning in India*, South Asia Books.
- Lall, Madhurima, Sahai, Shikha, *Entrepreneurship*, Excel Books.
- Desai, Vasant. *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House.
- H. Holt David, *Entrepreneurship*, PHI Learning Private Limited

Course Title
Special Interest Tourism

Course : MTTM

Semester : IV

Course Code : UOLTTME 306

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

To familiarize the students with concepts of Special Interest Tourism and its types. The emphasis would be on issues and challenges in these forms of tourism.

Unit 1

Special interest tourism -concept, definition, importance; classification of special interest tourism; determinants of special interest tourism; trends in special interest tourism development. Culture and heritage tourism –definition, concept, benefits, challenges, forms of cultural heritage; culture and heritage tourism products; institutional framework – UNESCO, ASI, INTACH, ICCROM, ITRHD; educational tourism- definition, forms, importance and global trends.

Unit 2

Medical tourism - concept, definition, benefits, trends, global scenario of medical tourism, major destinations; health and wellness tourism in India; Adventure Tourism - concept, definition, types, guidelines for adventure tourism related activities, major destinations for adventure tourism; Sports Tourism – concept, benefits, trends, classification; major sporting events and destinations.

Unit 3

Gastronomy and Culinary Tourism -definition, importance and trends; cultural dimensions of culinary tourism, Food and drink festivals, major food and wine destinations; shopping tourism- concept and importance, major shopping destinations, shopping festivals, future trends in shopping tourism; Movie inspired tourism- definition, forms and importance, government initiative and plans to promote film tourism, important film tourism destinations.

Unit 4

Dark and doom tourism - definition and types, motivation for dark and doom tourism, famous dark and doom tourism destinations; Rural tourism- definition, types, opportunities and challenges, major destinations; Avitourism - Definition, types and benefits of birding travel, top birding travel destinations.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). *Special Interest Tourism: Concepts, Contexts and Cases*. CABI.
- Douglas, N., & Derrett, R. (2001). *Special interest tourism*. John Wiley and Sons Australia, Ltd.
- Hall, C. (2013). *Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility*. Routledge.
- Hjalager, A. M., & Richards, G. (Eds.). (2003). *Tourism and gastronomy*. Routledge.
- Beeton, S. (2016). *Film-induced tourism*. Channel view publications.
- Timothy, D. J. (2005). *Shopping tourism, retailing and leisure*. Channel View Publications.
- Lennon, J. J., & Foley, M. (2000). *Dark tourism*. Cengage Learning EMEA.

Course Title
Event Management and MICE

Course : MTTM

Semester : III

Course Code : UOLTTME-307

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

To familiarize the students with the essentials of event management and MICE.

Unit 1

Event Management – meaning, definition, importance, types; need and functions of events, key elements of events; key players in event industry; structure of event industry; principles of event management; major elements of events; role of events in tourism and hospitality.

Unit 2

Event planning – concept, features, planning process steps, defining scope, developing programmes, analyzing staging requirements, APEX event specification guide; event coordination – establishing business relationships, request for proposals, event budgeting; On site operations – risk management, plan and organize work flow, event team management.

Unit 3

Event marketing – research, marketing plan, developing marketing strategy; Visitor management; Post Event management – feedback; evaluation of event performance – concept research, formative evaluation, objective evaluation, summative evaluation; correcting deviations; preparation of documents / reports, bill settlement.

Unit 4

MICE – definition, concept, need, trends; Meetings – types, planning, layout; Incentives – motivations, types, role of destinations; Conventions – process, components of convention / conference markets, key players, impacts of conferences and conventions; Exhibitions – purpose, types, attracting visitors, leading hospitality and tourism trade fairs (WTM, ITB, SATTE, GITB, TTF), role of exhibitions in industry development.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Lynn Van der Wagen, Lauren White ,Event Management: For Tourism, Cultural, Business and Sporting Events
- Gaur, S.S. and Saggere, S.V. (2003). Event Marketing and Management , Vikas Publishing
- Fenich, G. (2011). Meetings, Expositions, Events and Conventions. Pearson Education Inc.
- Goyal, S.K. (2010). Event Management. Adhyan Publishing
- Montgomery, R.J. and Strick, S.K. (1995) Meetings, Conventions and Expositions, New York,

Course Title
Strategic Management

Course :MTTM

Semester :IV

Course Code :UOLTTME 308

No. of Credits :4

Contact Hours :60

Semester Exam: 70

Maximum Marks :100

Internal Assessment :30

Learning Objective

To introduce the concept of strategic management and familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.

Unit 1

Strategy – concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.

Unit 2

Strategy Formulation – concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.

Unit 3

Corporate Level Strategies; Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice.

Unit 4

Strategy Implementation – Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategy Evaluation and Control

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- *Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies*
- *Nag, A. (2011). Strategic Management – Analysis, Implementation and Control, Vikas Publishing House*
- *Kachru, U. (2005). Strategic Management – Excel Books*

Course Title

E- Tourism and Digital Marketing

Course : MTTM

Semester :IV

Course Code : UOLTTME 309

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Objectives:

This course has been designed to familiarize the students with the importance of Digital marketing in E- Tourism and to make them aware about current trends, issues and changing pattern in tourism and hospitality Industry.

Unit-1

Introduction to E-Tourism, Scope of E-Tourism, Benefits of E-Tourism, Typologies of E-Tourism, Problems of E- tourism, Future of E-Tourism, Digital Marketing overview, Principles of digital marketing, Components of Digital Marketing, Tools of Digital marketing, Digitizing Marketing Processes, Steps in digitizing marketing, Digital Marketing plan.

Unit 2

Advertising, Online advertisement, Types of advertising, rules/guidelines of online advertising E-Mail Marketing, Internet Promotion: PR, Online direct marketing, Consumer to Consumer, Search Engine Optimization (SEO),Search Engine Marketing (SEM), Blogging, Social Media Marketing (SMM), Benefits, Social Media Strategy, Impact of Social Media on SEO, Email Marketing, Online Focus groups Web surveys, Email surveys.

Unit 3

Definition of E-Customers, Customer support: Online quality, lower costs, online publishing, electronic distribution; Virtual problem solving: inexpensive communications, online quality enhancements, online customer supports, personalization and marketing, choice assistance

customization, relationship marketing, implementing personalization; Online mass customization: Transparent customization, collaborative customization, internet marketing plan.

Unit-4

Digital Marketing and the Laws, Ethical practices in digital Marketing, Strategic legal issues for marketers, Real-time legal issues for marketers, Ethical concerns with social media, Privacy, Fears and Phobias of Online Customers, cyber laws, Emerging Issues In Digital Marketing.

Note for Paper Setting:

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Reading:

- Barwise, P., Elberse, A., & Hammond, K. (2002). *Marketing and the Internet: a research review* (pp. 01-801). London: London Business School.
- Chaffey, D., & Ellis-Chadwick, F. (2012). *Digital marketing: strategy, implementation and practice* (Vol. 5). Harlow: Pearson.
- Hanson, W. A., & Kalyanam, K. (2000). *Principles of Internet marketing*. Cincinnati: South-Western College Pub.
- Hanson, W. A., & Kalyanam, K. (2007). *Internet marketing & e-commerce*. Mason, OH: Thomson/South-Western.

Course Title
Front Office Management

Course : MTTM

Semester : III

Course Code : UOLTTME-310

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

To provide requisite framework to the Front Office operations of hotel industry.

Unit 1

Front Office Organisation & Personnel: Basic Layout and Design; Departmental Organisational Structure; Departmental Hierarchy; Attitude & Attributes and Salesmanship; Job Description and Job Specifications of F.O Personnel.

Unit 2

Front Office Responsibilities: Functions On Arrival Of The Guest; Guest History, Maintenance And Importance; Communication Internal And Interdepartmental; Emergency Situations; Telecommunications-Equipment & Communication over Telephones, Guest Complaint Handling; Concept of No- Shows .

Unit 3

Front Office Operations: The Front-Office Desk-Equipment In Use; The Guest Room - Types & Status Terminology; Key Controls; Tariff Plans; Types Of Rates; Reservations: Need, Definition & Importance; Types of Reservations; Sources & Modes of Reservations; Individual and Group Bookings; Booking Instruments-Whitney Slips, Whitney Racks, Density Charts, Booking Conventional Charts. A&D Register etc.

Unit 4

Front Office cash/ check out settlement: Functions at the time of Departure; F.O. Cashier-role and responsibilities; F.O. Cash-Importance, Take Over & Handover; checkout & ill settlement-individual and group; Night Audit; Unpaid Account Balances.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- *Front Office Management, J.R Tewari, Oxford Publications, 2009.*
- *Check-In & Check-out, Gary k. Vallen & Jerome J. Vallen, Pearson Publications, 2013.*
- *Front office management , S K Bhatnagar, Frank Bros & company, 2011.*
- *Professional Hotel Management, Jagmohan Negi, S Chand & Company Pvt Ltd. 2012.*
- *Font office management & operation, Sudhir andrews, McGraw -Hill Companies, 2013.*

Course Title
House Keeping Management

Course : MTTM

Semester : III

Course Code : UOLTTME-311

No. of Credits : 4

Contact Hours : 60

Semester Exam :70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

To familiarize the students with theoretical concepts related to house-keeping department of hotel.

Unit 1

Introduction to HK Department: Meaning, definition & importance of H/K department; role H/K in hospitality industry; Layout of HK department; Organisational Structure of H/K department; H/K Personnel: Inter departmental relationship (emphasis on F.O and Maintenance); Role of key personnel in H/K department; Job description and Specification of H/K staff.

Unit 2

Planning work of HK departments: Briefing; control desk (importance role and coordination); role of control desk during emergency; duty ROTA & work schedules; care and cleaning of room procedure

Unit 3

Functions: Laundry Operations; H/K control; General Daily H/K operations; maintenance of hotel upkeep & functions; rules on the guest floor; key handling procedure.

Unit 4

Linen/Uniform/ Tailor Room: Par Stock; Types Of Linen; Procedure For Requisitioning Fresh Linen; Procedures For Requisitioning Guest And Cleaning Supplies; Records Kept In Floor Linen Room; Linen Exchange Procedure; Functions of Tailor Room

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- *Hotel Housekeeping operations and management, G.Raghubalan, Oxford Publications, 2013.*
- *Housekeeping Operations , Malini singh, Jaico Publishing House, 2008.*
- *Hotel Housekeeping Management & Operations, Sudhir Andrews, McGraw-Hill Publishing Company, 2013.*
- *Hotel Housekeeping Training manual , Sudhir andrews, McGraw-Hill Publishing Company, 2013.*

Course Title
Food and Beverage Management

Course : MTTM

Semester : III

Course Code : UOLTTME-312

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

To provide the requisite knowledge of the food and beverage management operations of hotel industry.

Unit 1

Introduction to F&B service industry: the evolution of catering industry; F&B service personnel-staff organisation; basic etiquettes for catering staff; duties & responsibilities of service staff; attitudes & attributes of F&B service personnel.

Unit 2

F&B service Areas in a hotel: Restaurants and Their Subdivisions -Coffee Shop, Room Service, Bars, Banquets, Discotheques, Grill Room, Snack Bar, Night Club, Business Centers, Executive Lounges, Back Areas- Still Room, Wash Room, Hot Plate, Plate Room, and Kitchen Stewarding.

Unit 3

F&B service methods: Table service: silver/English, family. American, Butler/French, Russian, Self-Service; Buffet, Cafeteria Service, Specialized Service; Guerdon Trolley, Room Single Point Service: Takeaway, Vending, Kiosks, Food Courts, Bars.

Unit 4

Beverages and F&B Equipment: Types of Beverages; Introduction, Definition & Classification of Wares: Glasses & Service Equipment- Crockery, Cutlery, Holloware, Flatware; Menus & cover Types: Types of Meals-Breakfast-Introduction, Types-Brunch, Lunch, Hi-Tea; The Covers-Standard Types of Covers; Taking an Order' Beverage Service.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- *Food and Beverage service, Sudhir Andrews, Tata McGraw Hill, 2013.*
- *Food and Beverage service, Lillicrap D R , Hodder Education, 2012.*
- *Food & Beverage Service, Vijay Dhawan, Frank Bros & Co, 2011.*

Course Title
Customer Relationship Management

Course : MTTM

Semester : III

Course Code : UOLTTME 313

No. of Credits : 4

Contact Hours : 60

Semester Exam : 70

Maximum Marks : 100

Internal Assessment : 30

Learning Objective

The Objective of this course is enabling the students to develop an understanding of the concept and application of the principles of customer relationship management (CRM) in hospitality and tourism context. The course stresses the importance of understanding the needs and aspirations of the customer as the basis of building an effective, long term relationship.

Unit 1

Introduction to customer relationship management (CRM), facets of CRM, importance of CRM; CRM categories.

Unit 2

Customer-supplier relationships; relationship oriented organisation; customer Knowledge; market driven CRM, CRM payback.

Unit 3

Customer acquisition; customer retention; customer satisfaction; customer loyalty; loyalty programs.

Unit 4

Customer equity; customer profitability analysis; lifetime value of customer satisfaction- profit chain. CRM implementation; CRM as a competitive advantage; strategies to win customer loyalty.

Note for paper setting

The end term question paper will contain two sections,

Section A: 05 compulsory questions carrying 4 marks each from all the units. The Candidate has to attempt all the questions. (5 x 4 marks =20 marks)

Section B: 02 questions from each unit with internal choice carrying 10 marks per question. The candidate has to attempt one question from each unit. (4 x 10 marks = 40 marks)

Total = 60 marks

Suggested Readings

- Customer Relationship Management, Ed Peelen, Pearson, 2008.
- Customer Relationship Management, H Perru Mohamed , Vikas Publishing House, 2013.
- Customer Relationship Management, Getting it right! , Judith W. Kincaid, Pearson, 2014.
- Customer Relationship Management, Kristin Anderson, Tata McGraw Hill, 2007.

Course Title

On the Job Training- Report presentation

Course :MTTM

Semester :IV

Course Code :UOLTTMC-401

No. of Credits :16

Objective: The students shall go for industrial training for a period of 4 months and after completing the Industrial Training / On the Job Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.

Course Title

Dissertation

(Presentation and Viva-Voce)

Course : MTTM

Semester : IV

Course Code : UOLTTMC-402

No. of Credits : 4

Objective: The evaluation of dissertation shall be of 100 marks (4 credits) which is on the basis of a dissertation report conducted by the students during the semester. A committee of 3 members from faculty shall evaluate the report. The evaluation shall be done on the basis of report and presentation (100 marks).