

# University of Mumbai

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Academic Authorities,  
Meetings & Services (AAMS)  
Room No. 128, M. G. Road, Fort,  
Mumbai – 400 032.  
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC  
Category- I University Status awarded by UGC

No. AAMS\_UGS/ICD/2024-25/452

Date : 24<sup>th</sup> March, 2025

To,  
The Director,  
Garware Institute of Career Education  
and Development,  
Vidyanagari  
Santacruz (East)  
**Mumbai – 400 098.**

**Sub : Master of Tourism & Travel Management**  
**(Two year)(Sem – I & II).**

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4<sup>th</sup> September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9<sup>th</sup> August, 2023** vide Item No. 9.2 have been accepted by the **Academic Council** at its meeting held on **1<sup>st</sup> November, 2023** vide Item no. 9.3 (A) 1 (N) and subsequently approved by the **Management Council** at its meeting held on **14<sup>th</sup> August, 2024** vide Item No. 6 that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Master of Tourism & Travel Management (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no. for Eligibility	Duration
A	P.G Diploma in Tourism & Travel Management	O.GPA – 21 A	O.GPA – 22 A	Two year
B	Master of Tourism & Travel Management	O.GPA – 21 B	O.GPA – 22 B	
C	Master of Tourism & Travel Management	O.GPA – 21 C	O.GPA – 22 C	One year



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: 2 :

Regulation Nos	
Duration	R. GPA – 46
Intake Capacity	R. GPA – 47
Scheme of examination	R. GPA – 48
Standard of Passing	R. GPA – 49
Credit Structure	R. GPA – 50 A
	R. GPA – 50 B
	R. GPA – 50 C
	R. GPA – 50 D

  
(Dr. Prasad Karande)  
REGISTRAR

**A.C/9.3(A)1 (N)/01/11/2023**  
**M.C/6/14/8/2024**

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Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Commerce & Management,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

<b>Copy forwarded for information and necessary action to :-</b>	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), <a href="mailto:dr@eligi.mu.ac.in">dr@eligi.mu.ac.in</a>
2	The Deputy Registrar, Result unit, Vidyanagari <a href="mailto:drresults@exam.mu.ac.in">drresults@exam.mu.ac.in</a>
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari <a href="mailto:dr.verification@mu.ac.in">dr.verification@mu.ac.in</a>
4	The Deputy Registrar, Appointment Unit, Vidyanagari <a href="mailto:dr.appointment@exam.mu.ac.in">dr.appointment@exam.mu.ac.in</a>
5	The Deputy Registrar, CAP Unit, Vidyanagari <a href="mailto:cap.exam@mu.ac.in">cap.exam@mu.ac.in</a>
6	The Deputy Registrar, College Affiliations & Development Department (CAD), <a href="mailto:deputyregistrar.uni@gmail.com">deputyregistrar.uni@gmail.com</a>
7	The Deputy Registrar, PRO, Fort, (Publication Section), <a href="mailto:Pro@mu.ac.in">Pro@mu.ac.in</a>
8	The Deputy Registrar, Executive Authorities Section (EA) <a href="mailto:eau120@fort.mu.ac.in">eau120@fort.mu.ac.in</a>  He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), <a href="mailto:rapc@mu.ac.in">rapc@mu.ac.in</a>
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in <a href="mailto:ar.tau@fort.mu.ac.in">ar.tau@fort.mu.ac.in</a>
11	The Deputy Registrar, College Teachers Approval Unit (CTA), <a href="mailto:concolsection@gmail.com">concolsection@gmail.com</a>
12	The Deputy Registrars, Finance & Accounts Section, fort <a href="mailto:draccounts@fort.mu.ac.in">draccounts@fort.mu.ac.in</a>
13	The Deputy Registrar, Election Section, Fort <a href="mailto:drelection@election.mu.ac.in">drelection@election.mu.ac.in</a>
14	The Assistant Registrar, Administrative Sub-Campus Thane, <a href="mailto:thanesubcampus@mu.ac.in">thanesubcampus@mu.ac.in</a>
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, <a href="mailto:ar.seask@mu.ac.in">ar.seask@mu.ac.in</a>
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, <a href="mailto:ratnagirisubcentar@gmail.com">ratnagirisubcentar@gmail.com</a>
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, <a href="mailto:director@idol.mu.ac.in">director@idol.mu.ac.in</a>
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha <a href="mailto:pinkumanno@gmail.com">pinkumanno@gmail.com</a>
19	Director, Department of Lifelong Learning and Extension (DLLE), <a href="mailto:dlleuniversityofmumbai@gmail.com">dlleuniversityofmumbai@gmail.com</a>

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, <a href="mailto:vice-chancellor@mu.ac.in">vice-chancellor@mu.ac.in</a>
2	P.A to Pro-Vice-Chancellor <a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>
3	P.A to Registrar, <a href="mailto:registrar@fort.mu.ac.in">registrar@fort.mu.ac.in</a>
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), <a href="mailto:camu@accounts.mu.ac.in">camu@accounts.mu.ac.in</a>

To,

1	The Chairman, Board of Deans <a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>
2	<p><b>Faculty of Humanities,</b></p> <p><b>Dean</b></p> <p>1. Prof.Anil Singh <a href="mailto:Dranilsingh129@gmail.com">Dranilsingh129@gmail.com</a></p> <p><b>Associate Dean</b></p> <p>2. Dr.Suchitra Naik <a href="mailto:Naiksuchitra27@gmail.com">Naiksuchitra27@gmail.com</a></p> <p>3.Prof.Manisha Karne <a href="mailto:mkarne@economics.mu.ac.in">mkarne@economics.mu.ac.in</a></p> <p><b>Faculty of Commerce &amp; Management,</b></p> <p><b>Dean</b></p> <p>1. Dr.Kavita Laghate <a href="mailto:kavitalaghate@jbims.mu.ac.in">kavitalaghate@jbims.mu.ac.in</a></p> <p><b>Associate Dean</b></p> <p>2. Dr.Ravikant Balkrishna Sangurde <a href="mailto:Ravikant.s.@somaiya.edu">Ravikant.s.@somaiya.edu</a></p> <p>3. Prin.Kishori Bhagat <a href="mailto:kishoribhagat@rediffmail.com">kishoribhagat@rediffmail.com</a></p>

	<b>Faculty of Science &amp; Technology</b> <b>Dean</b> 1. Prof. Shivram Garje <a href="mailto:ssgarje@chem.mu.ac.in">ssgarje@chem.mu.ac.in</a> <b>Associate Dean</b> 2. Dr. Madhav R. Rajwade <a href="mailto:Madhavr64@gmail.com">Madhavr64@gmail.com</a> 3. Prin. Deven Shah <a href="mailto:sir.deven@gmail.com">sir.deven@gmail.com</a>
	<b>Faculty of Inter-Disciplinary Studies,</b> <b>Dean</b> 1. Dr. Anil K. Singh <a href="mailto:aksingh@trcl.org.in">aksingh@trcl.org.in</a> <b>Associate Dean</b> 2. Prin. Chadrashekhhar Ashok Chakradeo <a href="mailto:cachakradeo@gmail.com">cachakradeo@gmail.com</a>
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, <a href="mailto:dboee@exam.mu.ac.in">dboee@exam.mu.ac.in</a>
5	The Director, Board of Students Development, <a href="mailto:dsd@mu.ac.in">dsd@mu.ac.in</a> <b>DSW</b> <a href="mailto:directr@dsd.mu.ac.in">directr@dsd.mu.ac.in</a>
6	The Director, Department of Information & Communication Technology, <a href="mailto:director.dict@mu.ac.in">director.dict@mu.ac.in</a>

**As Per NEP 2020**

# **University of Mumbai**



## **Title of the program**

A- P.G. Diploma in Tourism & Travel Management

B- Master of Tourism & Travel Management (Two Year) } 2023-24

C- Master of Tourism & Travel Management (One Year) -2027-28

**(Garware Institute of Career Education and Development)**

## **Syllabus for Semester- Semester I and II**

**Ref: GR dated 16<sup>th</sup> May,2023 for Credit Structure of PG**



# UNIVERSITY OF MUMBAI



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: <u>GPA-21A</u>	A	P.G. Diploma in Tourism & Travel Management
	O: <u>GPA-21B</u>	B	Master of Tourism & Travel Management (Two Year)
	O: <u>GPA-21C</u>	C	Master of Tourism & Travel Management (One Year)
2	Eligibility O: <u>GPA-22A</u>	A	Graduate in any faculty <b>OR</b> Passed Equivalent Academic Level 5.5
	O: <u>GPA-22B</u>	B	1. The candidate who has successfully completed P.G. Diploma in Tourism & Travel Management. 2. The candidate whose Post Graduate Diploma credits are 60% equivalent to Master of Tourism & Travel Management & he/she earns minimum 8 Credits from P.G. Diploma in Tourism & Travel Management. 3. As per NEP criteria on the basis of RPL-Recognition of Prior Learning, Candidate to be admitted to 2 <sup>nd</sup> Year subject to He/she securing minimum 50% in the 1 <sup>st</sup> Year assessment of PGDTTM & proof of employment of minimum 2 Years <b>OR</b> Passed Equivalent Academic Level 6.0
	O: <u>GPA-22C</u>	C	Any Graduate with 4 year U.G. Degree (Honours / Honours with Research) or equivalent academic level 6.0  <b>OR</b> Graduate with four years UG Degree (Honours / Honours with Research) program with maximum credits required for award of Minor degree is allowed to take up the Post graduate program in Minor subject provided the student has acquired the required number of credits as prescribed by NEP.

3	Duration of Program R: <u>GPA-46</u>	A	1 Year
		B	2 Years
		C	1 Year
4	R: <u>GPA-47</u> Intake Capacity	60	
5	R: <u>GPA-48</u> Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: <u>GPA-49</u>	50% in each component	
7	Credit Structure R: <u>GPA-50A</u> R: <u>GPA-50B</u> R: <u>GPA-50C</u> R: <u>GPA-50D</u>	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	A	2023-24
		B	
		C	2027-28

*Keyurkumar*

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED

*K. Laghate*

Prof.(Dr.) Kavita Laghate  
Dean,  
Faculty of Commerce & Management



## **Preamble**

### **1) Introduction:**

Tourism is a fast growing industry with large potential of growth and employment opportunities. India has great assets for tourism development. Training of human resources has become a need and priority of present times. The Central and State governments have formed policies and States have given Status of "Industry" to tourism.

There is a good employment potential for young professionals in this field. This course is designed very comprehensively to increase and develop proficiency of persons who want to make their career in this field. GICED has conducted Tourism Training since 1985. Trained persons have occupied jobs at various levels.

This course is particularly designed to train managers in the tourism industry. Apart from Knowledge, Skills this Programme also grooms persons to develop proper Attitude to increase their work efficiency in this service industry. Teaching and assessment methodologies are modern and suitable for actual learning.

As tourism is a global industry this program covers some international exercises to expose students to global and international operations. Some joint projects are planned with foreign university students to enhance global understanding of different work cultures and understand the needs of international travelers.

### **2) Aims & Objective:**

This Masters program trains students to work in tourism industry,

- At managerial levels in various sections of the industry such as transport, accommodation, information or intermediary services.
- The trained persons can become entrepreneurs by starting their own business. With experience of joint international exercise these students gain proficiency to operate as international level managers/operators.
- Thus this program trains the students to function as a manager/operator or entrepreneur, however students completing only upto 02 Semesters exit point will get PG diploma to get jobs at entry level.

- 3) **Learning Outcomes:** With in depth study of India and International Tourism the students will be able to suggest and curate holidays for places in India and the world. With Airline Dynamics and GDS the student can assist guests with air travel reservation. Study of Documentation will help the student to get in depth information of documents needed to travel. MICE will help students to assist with Corporate Travel and learning about Entrepreneurship Management will provide opportunity to set up their own travel venture

#### 4) Basket of Electives:

In case of selection of more than one elective by majority of the students then there will be a chance of more than one elective being taught. The extra credits will be transferred to the student's ABC bank of credits.

Elective Basket For Semester I, II, III & IV				
Option	Subject	Marks	Credits	Hours
1	FINANCIAL MANAGEMENT	100	4	60 Hours
2	SALES MANAGEMENT	100	4	60 Hours
3	HRM	100	4	60 Hours
4	INDIAN CULTURAL HERITAGE	100	4	60 Hours
5	INDIAN TOURISM	100	4	60 Hours
6	TOURISM PLANNING	100	4	60 Hours
7	CONVERSATIONAL SKILLS & PERSONALITY DEVELOPMENT	100	4	60 Hours
8	TOURISM MARKETING	100	4	60 Hours
9	BUSINESS LAW	100	4	60 Hours
10	DIGITAL MARKETING	100	4	60 Hours

## Master of Travel & Tourism Management

<b>Year</b>	<b>Level</b>	<b>(1 Yr)</b>	<b>Major</b>		<b>RM</b>	<b>OJT/ FP</b>	<b>RP</b>	<b>Cum. Cr.</b>	<b>Degree</b>
<b>(1 Year)</b>			<b>Mandatory*</b>	<b>Electives Any one</b>					
I	6.0	Sem I	Course 1: (Credits 4) Tourism Overview  Course 2: (Credits 4) International Tourism  Course 3: (Credits 4) ICT in Tourism  Course 4: (Credits 2) Documentation	Any One  (4 Credits)  (1) Financial Management  (2) Sales Management  (3) Human Resource Management  (4) Indian Cultural Heritage  (5) Indian Tourism	Research Methodology       (Credits 4)	-	-	22	PG Diploma
		Sem II	Course 1: (Credits 4) GDS Basic & Dynamics of Airline Industry  Course 2: (Credits 4) Communication Skills for Customer Service in Tourism Industry  Course 3: (Credits 4) Principles of Management  Course 4 : (Credits 2) Airline Industry Operations & Airport Management	Any One (4 Credits)  (1) Financial Management  (2) Sales Management  (3) Human Resource Management  (4) Tourism Planning  (5) Conversational Skills & Personality Development	-       	4  Credits  Industrial Training		22	
Cum. Cr. For PG Diploma			28	08	04	04	-	44	
Exit Option: PG in Travel and Tourism									

Year (2)	Level	(2 <sup>nd</sup> Yr)	Major		RM	OJT/ FP	RP	Cum. Cr.	Degree
			Mandatory*	Electives Any one					
	6.5	Sem III	Course 1: (Credits 4) Tourism Operations	Credits 4 (1) Financial Management		-	Research Project	22	PG Diploma
			Course 2: (Credits 4) GDS Advance & Dynamics of Airline Industry	(2) Sales Management (3) Human Resource Management			(4 Credits)		
			Course 3: (Credits 4) Mice: Meetings, Incentives, Conferences & Events	(4) Tourism Marketing					
			Course 4 : (Credits 2) Responsible & Sustainable Tourism						
		Sem IV	Course 1: (Credits 4) Changing Trends in Tourism Industry	Credits 4 (1) Tourism Marketing	Research Project	22			
Course 2: (Credits 4) Entrepreneurship Management	(2) Digital Marketing (3) Business Law	6 Credits							
Course 3: (Credits 4) Contracting, Negotiations & Pricing									
Cum Credit for 2 <sup>nd</sup> year			26	08	-	-	10		
Cum. Cr. For PG Degree			54	16	04	04	10	88	
2 Years 4 Semester Master(PG) Degree(88 Credits) after 3 Year UG Degree									

*Keyurkumar*

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED

*K. R. Laghate*

Prof.(Dr.) Kavita Laghate  
Dean,  
Faculty of Commerce & Management



[illegible]

SEMESTER- II									
	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks 50	External Marks 50	Total Marks (CA) 50/100	Theory Hours	Practical hours	Total Hours	Total Credits
Major Mandatory									
	MTTMS2 MJP7	GDS BASIC & DYNAMICS OF AIRLINE INDUSTRY	100	-	100	60	--	60	4
	MTTMS2 MJP8	COMMUNICATION SKILLS FOR CUSTOMER SERVICE IN TOURISM INDUSTRY	50	50	100	60		60	4
	MTTMS2 MJP9	PRINCIPLES OF MANAGEMENT	50	50	100	60	--	60	4
	MTTMS2 MJP10	AIRLINE INDUSTRY OPERATIONS & AIRPORT MANAGEMENT	25	25	50	30	--	30	2
Major ELECTIVES: Set 1									
	MTTMS2 MJFP11A	FINANCIAL MANAGEMENT	50	50	100	60	--	60	4
Major ELECTIVES: Set 2									
	MTTMS2 MJSP11B	SALES MANAGEMENT	50	50	100	60		60	4
Major ELECTIVES: Set 3									
	MTTMS2 MJHP11C	HRM	50	50	100	60		60	4
Major ELECTIVES: Set 4									
	MTTMS2 P11D	Tourism Planning	100	50	100	60	--	60	4
Major ELECTIVES: Set 5									
	MTTMS2P 11E	CONVERSATIONAL SKILLS & PERSONALITY DEVELOPMENT	100	50	100	60	--	60	4
OJT									
	MTTMS2 P12	OJT	100		100	60	-	60	4
		<b>Total</b>	<b>375</b>	<b>175</b>	<b>550</b>	<b>330</b>	<b>60</b>	<b>330</b>	<b>22</b>

SEMESTER- III									
	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks 50	External Marks 50	Total Marks (CA) 50/100	Theory Hours	Practical hours	Total Hours	Total Credits
Major Mandatory									
	MTTMS3 MJP13	TOURISM OPERATIONS	50	50	100	60	--	60	4
	MTTMS3 MJP14	GDS ADVANCE & DYNAMICS OF AIRLINE INDUSTRY	100		100	60	--	60	4
	MTTMS3 MJP15	MICE: MEETINGS, INCENTIVES, CONFERENCES & EVENTS	50	50	100	60	--	60	4
	MTTMS3 MJP16	RESPONSIBLE & SUSTAINABLE TOURISM	25	25	50	30	--	30	2
Major ELECTIVES: Set 1									
	MTTMS3 MJFP17A	FINANCIAL MANAGEMEN T	50	50	100	60	--	60	4
Major ELECTIVES: Set 2									
	MTTMS3 MJSP17B	SALES MANAGEMEN T	50	50	100	60		60	4
Major ELECTIVES: Set 3									
	MTTMS3 MJHP17C	HRM	50	50	100	60		60	4
Major ELECTIVES: Set 4									
	MTTMS3 MJHP17D	TOURISM MARKETING	50	50	100	60		60	4
Research Project									
	MTTMS3P 18	RESEAR CH PROJEC T	100	-	100	60	-	60	4
		Total	375	175	550	330	60	330	22

SEMESTER- IV									
	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks 50	External Marks 50	Total Marks (CA) 50/100	Theory Hours	Practical hours	Total Hours	Total Credits
Major Mandatory									
	MTTMS4 MJP19	CHANGING TRENDS IN TOURISM INDUSTRY	50	50	100	60	--	60	4
	MTTMS4 MJP20	ENTREPRENEURSHIP MANAGEMENT	50	50	100	60	--	60	4
	MTTMSS4 MJP21	CONTRACTING, NEGOTIATIONS & PRICING	50	50	100	60	--	60	4
Major ELECTIVES: Set 1									
	MTTMS3 MJFP22A	TOURISM MARKETING	50	50	100	60	--	60	4
Major ELECTIVES: Set 2									
	MTTMS3 MJSP22B	DIGITAL MARKETING	50	50	100	60		60	4
Major ELECTIVES: Set 3									
	MTTMS3 MJSP22C	BUSINESS LAW	50	50	100	60	--	60	4
Research Project									
	MTTMS4 MJP23D	RESEARCH PROJECT (INDUSTRIAL TRAINING)	100		100	90	--	90	6
		<b>Total</b>	<b>300</b>	<b>200</b>	<b>500</b>	<b>330</b>	<b>0</b>	<b>330</b>	<b>22</b>



# **Sem.-I**

**MTTM REVISED (NEP 2020)**

**UNIT WISE SYLLABUS**

	<h1>SEMESTER 1</h1>
1.1	<h2>TOURISM OVERVIEW</h2> <p>Course Objective:</p> <ol style="list-style-type: none"> <li>1 To understand the basics of tourism &amp; its socio-economic, cultural significance</li> <li>2. To understand the various forms and of tourism</li> <li>3. To understand various governmental bodies &amp; associations, their roles &amp; policies in tourism development</li> </ol> <p>Course Outcome: After successful completion of the course the learner will be able to:</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> <li>1. The student will be able to identify various forms oftourism that will be possible in various destinations</li> <li>2. The student will be able to understand how policies facilitate development of tourism</li> <li>3. The student will understand the contribution of various governmental &amp; non-governmental organisations &amp; associations for the orderly development of tourism</li> </ol> <p><b>Unit 1- Tourism &amp; its theories</b> Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Types &amp; Forms of Tourism, Significance of tourism- economic &amp; socio-cultural, Different Tourism Systems- Leiper’s Geo-spatial Model, Butler’s Tourism Area Life Cycle (TALC) Crompton’s Push and Pull Theory, Stanley Plog’s Allo-centric and psyco-centric Model of Destination Preferences</p> <p><b>Unit 2- Development of Tourism</b> Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport Business, Old and New Age Tourism, Accounts of famous travelers.</p> <p><b>Unit 3- Travel behaviour &amp; Motivation</b> Origin of Travel Motivation, Meaning of Motivation &amp;Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism &amp; Cultural Relationships, Cultural Exchanges, GIT, FIT &amp; Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism</p> <p><b>Unit 4- Tourism Industry &amp; Its linkages</b> Travel agents &amp; Tour Operators: scope of business, departments &amp; functions, job role Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities &amp; Amenities</p> <p><b>Unit 5- Tourism organizations</b> Roles and Functions of national &amp; international organisations- WTO, WTTC, MoT, MTDC, TAAI, TAFI, Tourism year plan of MTDC &amp; MoT</p> <p><b>Unit 6- Map work of the world- physical &amp; political</b></p> <p><b>References:</b> Bhatia A.K.: International Tourism Management, New Delhi, Sterling Publishers</p>

## 1.2 INTERNATIONAL TOURISM

### Course Objective:

1. To understand the world- Asia, Africa & Australia, Europe and North America as a tourism product
2. To gain knowledge of popular countries in the above continents wrt what to see
3. To understand what is the best time to see various destinations in the world
4. To know the various modes of accessibility of a destination.

### Course Outcome:

After successful completion of the course the learner will be able to:

### Learning Outcomes:

1. The student will be able to understand tour products of popular countries across the world.
2. The student will understand what works in these destinations, the tour routes & circuits
3. The student will be able to give complete information about the popular tours to these destinations to any outbound traveler

Unit 1- Political & physical map of all continents, brief of World as a tourist destination wrt Indian market

Unit 2- Asia: Far East, East, Middle East, Indian sub-continent- places to see and popular itineraries

Unit 3- Africa: places to see (wrt Indian travelers)

Unit 4- Australia & New Zealand- places to explore with various routes

Unit 5- North America: USA, Canada- places to explore and popular routes

Unit 6- Europe: West, East, Central, Scandinavia, Mediterranean countries places to explore

### References:

Insight Guides Lonely Planet

Australia, Lonely Planet Publications

Fodor's Guide of independent countries

New York, Fodor's Travel Publications

Websites of tourism boards of the nations

[www.tripadvisor.com](http://www.tripadvisor.com)

Blogs on international site like Our Awesome Planet, Keep Calm & Travel

### **1.3 ICT (Advanced Excel Certification and 6 field visits)**

Course Objective:

1. To understand the need and significance of system and the software
2. To understand MS Word and its need
3. To be well-versed with software required for work management MS Excel
4. To be able to make quality presentations in PowerPoint

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able to apply the software in the right manner to compliment & ease their work
2. The student will be able to maintain required data in the right manner
3. The student will be able to make effective presentations to aid product development, sales etc
4. The student will be able to appreciate the heritage of the city of Mumbai

Unit 1- Acquaintance with Excel, Creating Basic worksheet, Using Ranges

Unit 2- Crating and using formulas, copy-paste formulas, columns & rows, formatting worksheets, worksheets tools, setting worksheet layout, printing worksheets

Unit 3- Working with ranges

Unit 4 – Conditional formatting cell styles, conditional formatting & formulas

Unit 5- Auditing worksheet, consolidating worksheets, editing & formatting charts

Unit 6- Tables, Pivot tables

Unit 7- sorting & filtering data, using what if analysis, table related functions, security functions, working with macros, slicing

Unit 8- visits to Elephanta Caves, Mumbai Darshan, Discovery of India, Worli Koliwada, 2 Heritage walks showcasing built heritage of the city in a particular area like CST, Art Deco etc

### **1.4 DOCUMENTATION:**

Course Objective:

1. To understand the various documents and types of the same required for travel like passport, VISAS
2. To understand the importance of the various travel documents
3. To understand the process of acquiring these travel documents
4. To understand the FOREX rules, custom rules, travel insurance

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able to make their own passport or passports of different categories
2. The student will apply for different category visas of various countries
3. The student will be able to issue travel insurance, medical insurance



4. The student will be able to assist the customer with Forex

Unit 1-Passport- types, documents required for various types and process of acquiring a passport

Unit 2- VISAS- types, documents required for application of various VISAS

Unit 3- Travel insurance, medical insurance, health regulations, FOREX

Unit 4- Travel vouchers for accommodation & travel related services

Unit 5- Master Data file, Tour manager's file, rooming list

**References:**

Hotel & Restaurant Guide

[www.passportindia.gov.in](http://www.passportindia.gov.in)

[india.travisa.com](http://india.travisa.com)

[indiatourism.net](http://indiatourism.net)

Immigration sites of countries

[www.who.int/ith/](http://www.who.int/ith/)

**ELECTIVES (ANY ONE)****OPTION 1- FINANCIAL MANAGEMENT**

Course Objective:

1. To develop economic fundamentals in context of corporate entity.
2. To able students understand accounting principles, tools & techniques to aid decision making.
3. To acquaint the students with different dimensions of financial management aimed at shareholder's wealth maximization.
4. To understand taxation, what are the various taxes to be collected & how & when to collect.

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able to describe the accounting terms & principles.
2. The student will be able to summarize the financial transactions in terms of financial statements.
3. The student will be able to understand the role and importance of financial management.
4. The student will understand GST & TCS regulations.

Unit 1- Objectives & Overviews, Sources of Finance, Operations

Unit 2- Basics of accounting

Unit 3- Cost Benefit Analysis, Cash Flow Management,

Unit 4- Expense Management, Return on Investment

Unit 5- Pricing & Profit, Return on Investment & other ratios

Unit 6- Banking terminologies: - SWIFT, NOSTRA a/c; travel booking

Unit 7- GST regulation

**References:**

Khan and Jain: Financial Management New Delhi,

Tata McGraw-Hill Pandey I.M.: Financial

Management New Delhi, Vikas Publishing House

Sinha Pradeep Kumar: Financial Management New Delhi,

Excel Books

Ref Book : Balance Sheet :- a book written by Mr. Lamba To understand finance , Investments and fund Mgt

**OPTION 2- SALES MANAGEMENT**

Course Objective:

1. To understand the sales process
2. To understand the relationship between sales and marketing
3. To appraise the sales force structure along with customer relationship management
4. To understand how to estimate sales potential and forecasting sales along with manning territories

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able to profile client & identify the level of sales funnel.
2. The student will be able to pitch the right product.

3. The student will be able to enhance his sales techniques to achieve targets.
4. The student will be able to forecast sales for the defined period.

Unit 1- What is sales, Principles of selling & salesmanship

Unit 2- Client profiling, building customer relationships. generating & following up sales leads

Unit 3- Making ongoing sales, Methods of selling

Unit 4- Sales forecasting, techniques of sales forecasting

Unit 5- Targets: - Setting, achieving & monitoring sales targets

Unit 6- Channels of distribution

Unit 7- Media & its importance, sales promotion, public relation, sales letters & literature, direct selling, internet as sales tool; web design & social media selling

### **References:**

Delighting Your Customer- Susan Nash & Derek Nash Think Like

A Leader- Dr Harry Alder

How To Give Quality Service To Your Customers- D.Keith Denton

The Power Of Sales Analysis- A. Zolter, Prabhakar Sinha and Sally Lorimer

## **OPTION 3- HUMAN RESOURCE MANAGEMENT**

Course Objective:

1. To be able to effectively manage and plan key human resource functions within organizations. To examine current issues, trends, practices, and processes in HRM.
2. To contribute to employee performance management and organizational effectiveness.
3. To enhance the skills and competencies to achieve goals.

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able work in team
2. The student will be able to identify group dynamics
3. The student will be able to develop integrated perspective on the role of HRM in modern business.
4. The student will have the ability to plan human resources and techniques of job designing.

Unit 1- Strategic Role of HRM & HRD, Effective use of HRM to increase productivity

Unit 2- Recruitment VS Selection-- Employee Testing & Interview

Placement, Induction, Promotion, Transfers, Performance Appraisal,

Unit 3- Job Evaluation, Employee engagement & talent management

Unit 4- Competency approach to Job analysis, Pay for performance, Its pros & cons

Unit 5- Employee training, OJT, Group dynamics & Group behavior

Unit 6- Executive development, Career planning & mgt

Unit 7- Collective bargaining, Trade unions, Industrial relations & Conflicts

Unit 8- e-HRM, HRIS, International HRM

### **Ref Books:**

Ashwathappa

C.B. Mamoria

Human Resource Management: Adrian Wilkinson

## **OPTION 4- INDIAN CULTURAL HERITAGE**

Course Objective:

1. To understand the cultural heritage of India with focus on both tangible & intangible heritage

2. To be able to understand the importance of the heritage of our country
3. To be able to cite the significance of the rich cultural heritage of India

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will get in-depth knowledge of our rich cultural heritage, and learn to appreciate the same.
2. The student will learn to identify various styles of architecture, structural monuments, the era they were built, the changes in styles, various arts & crafts of different regions.
3. The student will be able to explain the same to foreign guests and domestic travellers

Unit 1- Brief of Indian Cultural History

Unit 2- Religions of India-Religious Shrines & Pilgrimage Centers

Unit 3- Non-Material Cultural Heritage: Performing Arts, Dance Forms , Music – Vocal & Instruments

- Folk Arts - Indian Paintings and Sculpture- Fair and Festivals , Indian Cuisine , Traditional Arts and Crafts.

Unit 4- Architectural Heritage – Significance & Places of Importance

Unit 5- World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India

Unit 6- Paintings, literature, Sculptures, Iconography

References:

Seth Sujan: Ancient and Early Medieval History of India Delhi,

Government Publications Division

Deva Krishna: Temples of India Vol.1 and 2 Delhi,

Aryan Books International

Maity S.K.: Masterpieces of Pallav Art Mumbai,

D.B. Taraporevala Sons

Gupta R.S.: Iconography of the Hindus, Buddhist

and Jains Mumbai, D.B. Taraporevala Sons

### **OPTION 5: INDIAN TOURISM**

Course Objective:

1. To understand India as a tourist product, know the various states, union territories geographically
2. To learn each state in detail with its various places to visit
3. To understand the best time to visit and why
4. To understand how to reach the destinations & understand how much time to spend

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will learn to understand each state & union territory with respect to tourism
2. The student will learn popular places of tourist interest along with off-beat, its accessibility, amenities & various activities that are possible
3. The student will be able to make various products of each region of the country

Unit 1- India, brief account of tourism in India

Unit 2- Physical & political map of India

Unit 3- North zone state-wise study of tourist interest

Unit 4- West zone state-wise study of tourist interest

Unit 5- East zone state-wise study of tourist interest

<p>Unit 6- North East zone state-wise study of tourist interest Unit 7- South zone state-wise study of tourist interest Unit 8- Union territories and their places of tourist interest Unit 9- Study of popular circuits or routes of India</p> <p>All states and union territories natural as well as built heritage are taught</p> <p><b>References:</b> Atlas- India Maps: physical and political Insight Guides India Lonely Planet India <a href="http://www.incredibleindia.org">www.incredibleindia.org</a> <a href="http://www.tourism.gov.in">www.tourism.gov.in</a> <a href="http://www.tripadvisor.in">www.tripadvisor.in</a> websites of state tourism promotion boards</p>
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**Course Objective:**

1. To understand the importance of research along with its types.
2. To understand research process.
3. To understand the validity and reliability in research.
4. To understand the various technologies and techniques used for research methodology.
5. To identify the role of research in tourism & travel industry.

**Course Outcome:**

After successful completion of the course the learner will be able to:

**Learning Outcomes:**

1. The student will be able to describe the research process and list the characteristics of various types of research.
2. The student will be able to formulate research problem, objectives and hypothesis from a given research problem.
3. The student will be able to describe various research designs and the methods of data collection.
4. The student will be able to create a database & use statistical technique in analysis.

Unit 1- Nature, Scope, Significance of Research

Unit 2- Research problem

Unit 3- Literature survey

Unit 4- Research questionnaire

Unit 5- Sampling techniques

Unit 6- Quantitative methods

Unit 7- Qualitative Methods

Unit 8- Data Coding Presentation

**References:**

Kothari C.R.: Research Methodology New Delhi, New Age International Rao A.R.: Research Methodology New Delhi, Excel Books

Kotler

Rajan Saxena Dr. Khanka

**Sem.-II**



	<b>SEMESTER 2</b>
<b>2.7</b>	<p><b>GDS- CRS &amp; Dynamics of airline industry</b></p> <p>Course Objective:</p> <ol style="list-style-type: none"> <li>1. To understand the global distributionsystem &amp; learn to make reservations on the same.</li> <li>2. To learn PRINT commands for PNRcreation.</li> <li>3. To learn OSI/ SSR commands for anybooking file.</li> <li>4. To learn about the dynamics of Airline pricing.</li> </ol> <p>Course Outcome:</p> <p>After successful completion of the course the learner will be able to:</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> <li>1. The student will be able to check flight timetable</li> <li>2. The student will be able to check flight availability.</li> <li>3. The student can book a flight seat.</li> <li>4. The student will be able to make specialrequests for their guests like meals, wheelchair, special assistance.</li> </ol> <p><b>PART 1</b></p> <p><b>GDS- CRS (any one of the available systems)</b></p> <p>Unit 1- Introduction to GDS- what is GDS, what is its use, why used</p> <p>Unit 2- encoding, decoding; distance calculation, time difference between cities</p> <p>Unit 3- timetable, availability</p> <p>Unit 4- PRINT commands for simple PNR creation for an adult, child and infant</p> <p>Unit 5- SSR, OSI entries</p> <p><b>PART 2</b></p> <p><b>Dynamics of Airline Industry</b></p> <p>Unit 6- Anatomy of a journey &amp; ticket</p> <p>Unit 7- Airline pricing: - factors affecting pricing, strategies, model</p> <p>Unit 8- Pricing algorithms, limitations</p> <p>Unit 9- OTA functions &amp; integrations</p> <p>Unit 10- Artificial intelligence &amp; Machine Learning in OTA &amp; hospitality</p> <p>Reference:</p> <p>GDS handouts</p> <p>Future of Pricing: Andrew Boyd Revenue</p> <p>Management: Robert Cross</p>

<p><b>2.8</b></p>	<p><b>COMMUNICATION SKILLS FOR CUSTOMER SERVICE IN TOURISM INDUSTRY</b></p> <p>Course Objective:</p> <ol style="list-style-type: none"> <li>1. To understand importance and barriers to communication.</li> <li>2. To understand importance of oral communication, speeches, group discussion, presentation.</li> <li>3. To understand the main aspects of written communication and learn to write reports, letters, emails.</li> </ol> <p>Course Outcome: After successful completion of the course the learner will be able to:</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> <li>1. The student will gain confidence to make a conversation to clients.</li> <li>2. The student will learn how to use non-verbal techniques of communication at work place.</li> <li>3. The student will learn to use written means of communication to his advantage when communicating with business clients.</li> </ol> <p>Unit 1- Introduction, Importance and types, Basics of grammar, 7 C's of communication</p> <p>Unit 2- Verbal communication: Presentations, Role Plays, Group Discussions, Telephone manners</p> <p>Unit 3- Non- verbal: Body Language, Personal presentation &amp; grooming, listening skills, posture &amp; gestures, eye contact, expression &amp; voice control</p> <p>Unit 4- Written: email etiquette, report, letters, resume</p> <p>Unit 5- Handling customers</p> <p><b>References:</b> Das &amp; Rao: Communication Skills Basic Oral Communication Skills- Glenn R Capp Communicating Effectively In English- Patricia Porter and Margaret Grant Email etiquette made easy- Judith Kallos</p>
<p><b>2.9</b></p>	<p><b>PRINCIPLES OF MANAGEMENT</b></p> <p>Course Objective:</p> <ol style="list-style-type: none"> <li>1. To understand the concept of management, various functionalities &amp; profiles.</li> <li>2. To understand human behaviour &amp; learn to stimulate.</li> <li>3. To understand personal management.</li> <li>4. To learn to become the right manager.</li> </ol> <p>Course Outcome: After successful completion of the course the learner will be able to:</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> <li>1. The student will be able to demonstrate the skill, role &amp; functions of management.</li> <li>2. The student will be able to analyse effective application of knowledge.</li> <li>3. The student will be able to help diagnose &amp; solve organisational problems &amp; develop optimal managerial decisions.</li> <li>4. The student will be able to determine the most effective action to take in specific situations.</li> </ol>

<p>Unit 1- Definition, Concept &amp; Importance of Mgt, Mgt. as Science, Mgt. as profession</p> <p>Unit 2- Applying mgt. theories in practice, Maslow theory</p> <p>Unit 3- Motivation, MBO, Leadership, Successful leadership VS effective Leadership</p> <p>Unit 4- Decision making &amp; problem Solving, Developing &amp; managing managers</p> <p>Unit 5- Concept of Line &amp; Staff structure, Matrix organisation, Mackinsy 7-Sframework</p> <p>Unit 6- Responsibilities of Management. Social &amp; Ethical Issues, Its social Impact</p> <p><b>References:</b> Peter Drucker</p> <p>L M Prasad</p>
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2.10	<p><b>AIRLINE INDUSTRY OPERATIONS &amp; AIRPORT MANAGEMENT</b></p> <p>Course Objective:</p> <ol style="list-style-type: none"> <li>1. To understand IATA Areas of World and concept of Global Indicators</li> <li>2. To differentiate between the various types of fares</li> <li>3. To know about the various inflightservices</li> </ol> <p>Course Outcome: After successful completion of the course the learner will be able to:</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> <li>1. The student will understand global indicators for the right direction of air travel.</li> <li>2. The student will be able to identify the various types of fares and suggest the same to guests.</li> <li>3. The student will be appraised with all airline related terminologies which is used in travel industry.</li> <li>4. The student will be able to make air travel itineraries.</li> </ol> <p>Unit 1- World time differences and time zones, IATA TC areas, Global indicators Unit 2- ICAO, IATA, Freedoms of air, CHI convention, WAW convention Unit 3- Travel terminologies, airport formalities, pax requiring special assistance Unit 4- codes: 3 letter city/airport codes, 2 letter airline codes, meal codes, special request codes Unit 5- inflight services, class of services, air itineraries, Free carry-on items Restricted articles and dangerous goods Excess baggage charges</p> <p><u>References-</u></p> <p>IATA training modules</p> <p>T.I.M.E. visa guide</p> <p><a href="http://www.iata.org">www.iata.org</a></p>
2.11	<p><b><u>ELECTIVES (ANY ONE)</u></b></p> <p><b><u>OPTION 1- FINANCIAL MANAGEMENT</u></b></p> <p>Course Objective:</p> <ol style="list-style-type: none"> <li>1. To develop economic fundamentals in context of corporate entity.</li> <li>2. To able students understand accounting principles, tools &amp; techniques to aid decision making.</li> <li>3. To acquaint the students with different dimensions of financial management aimed at shareholder's wealth maximization.</li> <li>4. To understand taxation, what are the various taxes to be collected &amp; how &amp; when to collect.</li> </ol> <p>Course Outcome:</p>

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able to describe the accounting terms & principles.
2. The student will be able to summarize the financial transactions in terms of financial statements.
3. The student will be able to understand the role and importance of financial management.
4. The student will understand GST & TCS regulations.

Unit 1- Objectives & Overviews, Sources of Finance, Operations

Unit 2- Basics of accounting

Unit 3- Cost Benefit Analysis, Cash Flow Management

Unit 4- Expense Management, Return on Investment

Unit 5- Pricing & Profit, Return on Investment & other ratios

Unit 6- Banking terminologies: - SWIFT, NOSTRA a/c; travel booking

Unit 7- GST regulation

**References:**

Khan and Jain: Financial

Management New Delhi, Tata

McGraw-Hill Pandey I.M.: Financial

Management New Delhi, Vikas

Publishing House

Sinha Pradeep Kumar: Financial

Management New Delhi, Excel Books

Ref Book : Balance Sheet :- a book written by Mr.

Lamba To understand finance , Investments and fund

Mgt

**OPTION 2- SALES MANAGEMENT**

Course Objective:

1. To understand the sales process
2. To understand the relationship between sales and marketing
3. To appraise the sales force structure along with customer relationship management
4. To understand how to estimate sales potential and forecasting sales along with manning territories

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able to profile client & identify the level of sales funnel.
2. The student will be able to pitch the right product.
3. The student will be able to enhance his sales techniques.

Unit 1- What is sales, Principles of selling & salesmanship

Unit 2- Client profiling, building customer relationships. generating & following up sales leads

Unit 3- Making ongoing sales, Methods of selling

Unit 4- Sales forecasting, techniques of sales forecasting

Unit 5- Targets: - Setting, achieving & monitoring sales targets  
Unit 6- Channels of distribution  
Unit 7- Media & its importance, sales promotion, public relation, sales letters & literature, direct selling, internet as sales tool; web design & social media selling

**References:**

Delighting Your Customer- Susan Nash & Derek  
Nash Think Like A Leader- Dr Harry Alder  
How To Give Quality Service To Your Customers- D.Keith Denton  
The Power Of Sales Analysis- A. Zolter, Prabhakar Sinha and Sally Lorimer

**OPTION 3- HUMAN RESOURCE MANAGEMENT**

Course Objective:

1. To be able to effectively manage and plan key human resource functions within organizations.
2. To examine current issues, trends, practices, and processes in HRM.
3. To contribute to employee performance management and organizational effectiveness.
4. To enhance the skills and competencies to achieve goals.

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able work in team
2. The student will be able to identify group dynamics
3. The student will be able to develop integrated perspective on the role of HRM in modern business.
4. The student will have the ability to plan human resources and techniques of job designing.

Unit 1- Strategic Role of HRM & HRD, Effective use of HRM to increase productivity

Unit 2- Recruitment VS Selection-- Employee Testing & Interview

Placement, Induction, Promotion, Transfers, Performance

Appraisal

Unit 3- Job Evaluation, Employee engagement & talent management

Unit 4- Competency approach to Job analysis, Pay for performance, Its pros & cons

Unit 5- Employee training, OJT, Group dynamics & Group behavior

Unit 6- Executive development, Career planning & mgt

Unit 7- Collective bargaining, Trade unions, Industrial relations & Conflicts

Unit 8- e-HRM, HRIS, International HRM

**Ref Books:**

Ashwathappa  
C.B. Mamoria

#### **OPTION 4: TOURISM PLANNING**

Course Objective:

1. To understand process of tourism planning and the importance of the same.
2. To understand the role of state & private sector in tourism planning.
3. To know the various stages in tourism product life cycle.

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

1. The student will be able identify short & long term plans needed in development.
2. The student will be able to assess economic feasibility of the project.
3. The student can identify the stage of product life cycle and take measures to enhance tourism experience in a destination.
4. The student will be able to make sustainable tourism plans.

Unit 1- Nature of planning & its importance

Unit 2- Relation between planning & management, strategic planning

Unit 3- Demand & supply pattern in tourism

Unit 4- Steps & phases of planning with economic feasibility

Unit 5- Planning & policies in leisure, recreation tourism

Unit 6- Role of State & private sectors

Unit 7- Tourism products, their life cycles

Unit 8- Product development- heritage site/ destination/ circuit with feasibility report along with a visit to the site

#### **References:**

Social aspects & P.R.

Bhatia A.K.: Tourism Development

New Delhi, Sterling Publishers

Taneja Ranjit: Tourism Planning

Alfa Publications

Kamra Krishna K.: Managing Tourist Destination

Kanishka Publications,

Hariyyappa

#### **OPTION 5: CONVERSATIONAL SKILLS & PERSONALITY DEVELOPMENT**

Course Objective:

1. To understand English grammar, its relevance & right usage.
2. To understand different personality traits and how they affect a person's interactions with others.
3. To acquire skills and knowledge to communicate effectively.
4. To create understanding and engagement with peers, customers & colleagues.

Course Outcome:

After the successful completion of the course the learner will be able to:

Learning Outcome

1. The student will develop their personality
2. The student will develop their language and gain confidence to speak with colleagues and guests.
3. The student will be able to articulate with clarity & appropriate usage of English grammar.



	<p>4. The student will be able to develop skills that facilitate their ability to work collaboratively.</p> <p>Unit 1- Introductions to personality, Influences on personality development.  Unit 2- Understanding and managing one's innate leadership qualities, developing team building and synergy, improving interpersonal communication skills, making the first impression, and understanding the dynamics of relationships.  Unit 3- Developing communication skills, Giving &amp; receiving feedbacks  Unit 4- English Grammar</p>
<b>2.12</b>	<p><b>INDUSTRIAL TRAINING (ON THE JOB TRAINING)</b></p> <p>Course Objective:</p> <ol style="list-style-type: none"> <li>1. To expose the students to real work environment experience.</li> <li>2. To enhance the skill set needed to work in the travel industry.</li> <li>3. To convert the theoretical knowledge gained into practical experience.</li> <li>4. To increase the value of theoretical knowledge and remove the limitations of the same.</li> </ol> <p>Course Outcome:  After successful completion of the course the learner will be able to:</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> <li>1. The student will develop work habits and attitudes necessary for job success like technical competence, professional attitude, organisational skills.</li> <li>2. The student will improve their knowledge and relevant skills.</li> <li>3. The student will be able to relate, apply and adapt concepts, theories within an organisational practice and ethics.</li> <li>4. The student will acquire knowledge and skills to compete in job market with the experience and exposure.</li> </ol> <p>Practical training for minimum <b>4 weeks</b> of on-job training in tourism industry (as per NEP) to correlate theoretical knowledge with practical work  Students will be assisted with resume preparation, interview preparation  Reports to be made by everyone on-induction, after 4 weeks of joining  Periodic feedback session will also be conducted to ensure students learning &amp; issues if any. On successful completion the students will be assessed on work learnt &amp; done, contribution to business.</p>

## Exit Point with PG Diploma in Travel & Tourism Management

### Job opportunities-

1. Can work with travel agents in various departments of ticketing, sales support, guest relations, documentation and various business laterals of GIT, & FIT.
2. Can work with tour operators in various departments of documentation, agent relations & support.
3. Can work with Visa application processing centres like VFS.
4. Can work Tour Guides or Brand Ambassadors of the city with various tour companies.

**PASSING PERFORMANCE GRADING :**

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

**Letter Grades and Grade Point**

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:  $SGPA = \sum CG / \sum C$  for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner:  $CGPA = \sum CG / \sum C$  for all semesters taken together.

**PASSING STANDARD:**

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

## **ALLOWED TO KEEP TERMS (ATKT)**

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

### **OR**

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

### **OR**

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

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# Team for Creation of Syllabus

## UNIVERSITY OF MUMBAI'S GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT

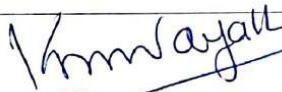


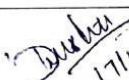

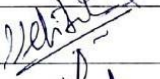

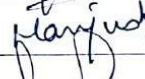

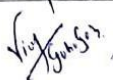


### COURSE COMMITTEE MEETING

#### Master Tourism & Travel Management

Date: 17<sup>th</sup> June 2023

Time 1:30 pm

#### Attendance Sheet

Sr. No.	Name of the Member	Signature
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED and Chairman -BOS	
2	Mrs. Anita Chandrasekhar Course Coordinator	 17/6/23
3	Dr Suraj Pandit Head-Buddhist Studies & Ancient Indian Culture, Sathaye College	 17/06/23
4	Dr. Anya Diekmann, Professor of Tourism, University Libre de Bruxelles, Belgium	AB
5	Ms. Drishti Naik Asst Manager- Contracting, Thomas Cook- MICE	 17/06/23
6	Ms. Rashmi Ahuja Commercial Coordinator, MSC Cruises	
7	Ms. Sonali Chitale, Faculty - UM-GICED	
8	Mr. Sajan Nair, Visiting Faculty UM-GICED.	 18/06/23
9	Mrs. Manjusha Sunil Visiting Faculty UM-GICED.	 17/6/23
10	Mr. Kunal Kothari, Industry Experts	
11	Mr. Viraj Guhagakar Industry Experts Founder, SVA Holidays	 17/06/2023
12	Mr. Ashish Chitnis Industry Experts Head-BeSpoke, FCM travel Solutions	
13	Smt. Shilpa Borkar, Placement Officer, UM-GICED	



Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof.(Dr.) Kavita Laghate  
Dean,  
Faculty of Commerce & Management

## Justification for Master Tourism &amp; Travel Management

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce two years Full time Master Tourism and Travel Management. The travel & tourism industry is vibrant, committed to service excellence and professionalism. The industry requires skilled tourism and travel managers who can deal competently with a wide range of activities and who possess the knowledge, skills and attributes required by the industry.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course has been launched in the year 2017-18.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is Two years (Four Semesters). The course cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 60 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	After completion of this course the students get an opportunity to work at Travel Agency, Tour operator, Airlines, Tourism boards and intermediary services as Managers or Tour Mangers at branches or in head offices and can even be posted abroad. There are opportunities and positions of Travel officers in multinationals or Travel desks in hotels. Entrepreneurship opportunities are available in the form of their own business and freelancers.



Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof.(Dr.) Kavita Laghate  
Dean,  
Faculty of Commerce & Management