

SEMESTER-V

Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
V	CC-A5	B23-TTM-501	Travel Documentati on	4	4	30	70	100	3
	CC-B5	B23-TTM-502	Geography of Tourism	4	4	30	70	100	3
	CC-C5	B23-TTM-503	Airlines Management and Ticketing (Theory)	3	3	20	50	70	3
			Airlines Management and Ticketing (Practical)	1	2	10	20	30	3
	CC-VOC M5	B23-TTM-504	Eco Tourism	4	4	30	70	100	3
		Internship (Done in summer break)	Training Report/Viva-Voce	4	4-6 Weeks	50	50	100	1
TOTAL CREDITS=20									

SEMESTER-VI

Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
VI	CC-A6	B23-TTM-601	Marketing of Tourism and Hospitality	4	4	30	70	100	3
	CC-B6	B23-TTM-602	Tourism Planning (Theory)	3	3	20	50	70	3
			Tourism Planning (Practical)	1	2	10	20	30	3
	CC-C6	B23-TTM-603	Sustainable Tourism	4	4	30	70	100	3
	CC-M6	B23-TTM-604	Tourism Economics	4	4	30	70	100	3
	CC-M7 (VOC)	B23-TTM-605	Computer Application in Tourism (Theory)	2	2	15	35	50	2
			Computer Application in Tourism (Practical)	2	2	15	35	50	2
TOTAL CREDITS=20									

SEMESTER-VII

Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
VII	CC-H1	B23-TTM-701	Event Management	4	4	30	70	100	3
	CC- H2	B23-TTM-702	Tourism Technology (Theory)	3	3	20	50	70	3
			Tourism Technology (Practical)	1	2	10	20	30	
	CC-H3	B23-TTM-703	Destination Management	4	4	30	70	100	3
	DSE-H1	B23-TTM-704	Adventure Tourism	4	4	30	70	100	3
	PC-H1	B23-TTM-705	Business Communication (Theory)	3	3	20	50	70	3
			Business Communication (Practical)	1	2	10	20	30	3
	CC-HM1	B23-TTM-706	Research Methodology (Theory)	3	3	20	50	70	3
			Research Methodology (Practical)	1	2	10	20	30	3
	TOTAL CREDITS=24								

SEMESTER-VIII

Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
VIII	CC-H4	B23-TTM-801	Cruise Tourism	4	4	30	70	100	3
	CC- H5	B23-TTM-802	Wellness & Medical Tourism	4	4	30	70	100	3
	CC-H6	B23-TTM-803	Personality Development	4	4	30	70	100	3
	DSE-H2	B23-TTM-804	Digital Marketing in Tourism	4	4	30	70	100	3
TOTAL CREDITS=24									

Third Year									
Sem	Subject-1 Core Course	Subject-2 Core Course	Subject-3 Core Course	Minor/ Vocational	Multidisciplinary Course	Ability Enhancement Course	Skill Enhancement Course	Value Added Course	Total Credits
V	CC-A5 Travel Documenta tion	CC-B5 Geography of Tourism	CC-C5 Airlines Management and Ticketing	CC-M5 Eco Tourism	-	-	Interns hip	-	20
VI	CC-A6 Marketing of Tourism and Hospitality	CC-B6 Tourism Planning	CC-C6 Sustainable Tourism	CC-M Tourism Economics CC-VOC Computer Application in Tourism	-	-	-		20

Fourth Year						
Semester	Core Course	Discipline Specific Course	Practicum Courses	Core Courses	Total Credits	Degree to be awarded
VII	CC HI- Event Management CCH2- Tourism Technology CCH3- Destination Management	DSE-H1- Adventure Tourism	PC-H1- Business Communication	CC-HM1- Research Methodology	24	Bachelor of Honours in Major Discipline with 180 Credits
VIII	CC-H4 – Cruise Tourism CC-H5 Wellness & Medical Tourism CC-H6- Personality Development	DSE-H2- Digital Marketing in Tourism	Project/Dissertation	CC-HM2- Entrepreneurship Development	24	

B23-TTM-501 Travel Documentation

Session: 2023-24			
Part A–Introduction			
Subject	Travel Documentation		
Semester	V		
Name of the Course	Travel Documentation		
Course Code	B23-TTM-501		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A5		
Level of the course (As per Annexure-I)	-----		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and explain various types of travel documents required for domestic and international travel, including passports, visas, permits, and identification cards. 2. Demonstrate knowledge of visa application procedures, entry requirements, and immigration regulations of major travel destinations. 3. Interpret travel regulations and documentation requirements relevant to different categories of travelers (tourists, business, diplomatic, etc.). 4. Prepare and verify travel documentation accurately for individual and group travel, ensuring compliance with legal and regulatory standards. 5. Use technology and online platforms for processing e-visas, travel insurance, and ticketing documentation efficiently. 6. Evaluate case studies involving travel documentation issues, such as denied entries, visa fraud, or lost passports, and propose appropriate solutions. 7. Apply ethical and professional standards in handling sensitive personal data and documentation in the travel and tourism industry 		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			

Part B-Contents of the Course		
<u>Instructions for Paper- Setter</u>		
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.		
Unit		
Topics		
Contact hours		
I	Definition and importance of travel documentation, Role in tourism and travel industry, Overview of types of travelers (domestic vs. international). Passport: types, validity, biometric features, Visa: types (tourist, student, business), application processes, National ID cards (where applicable), Travel permits and special permissions (e.g., restricted areas). Air tickets (paper vs. e-ticket), Boarding passes, Baggage tags, Itinerary/PNR	12
II	IATA regulations, ICAO standards, Schengen regulations, Visa waiver programs and bilateral agreements. Visa requirements by country, Visa application forms and fees, Interview preparation and documentation, Common visa rejection reasons. Vaccination certificates (e.g., Yellow Fever, COVID-19), Travel insurance policies, Medical fitness certificates (for specific travel).	11
III	Arrival/departure cards, Customs declaration forms, Immigration clearance processes. Minors and unaccompanied minors, Senior citizens, Group travelers and tour operators, Pilgrimage travelers (e.g., Hajj/Umrah visas) E-passports and biometric data, Digital visas (e-visa systems), Mobile boarding passes and travel apps.	11
IV	Fake documents: detection and consequences, Document verification tools, Border security protocols. Filling out visa application forms, Interpreting passport pages and visa stamps, Mock interviews and document checks. Recent changes in global travel policies.	11
Suggested Evaluation Methods		
Internal Assessment:		End Term Examination:
<ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		Internal Assessment Marks: 30 End Term Exam Marks: 70
Part C- Learning Resources		

Recommended Books/e-resources/LMS:

- Humphreys, C., & Baker, J. (2021). *Holloway's travel and tourism* (11th ed.). London, UK: SAGE Publications.
- Negi, J. (2005). *Travel and tourism management*. New Delhi, India: Gitanjali Publishing House.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2020). *Tourism: Principles and practice* (6th ed.). Harlow, UK: Pearson Education.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies* (12th ed.). Hoboken, NJ: Wiley.
- Page, S. J. (2019). *Tourism management* (6th ed.). New York, NY: Routledge.

B23-TTM-502 Geography of Tourism

Session: 2023-24	
Part A–Introduction	
Subject	Geography of Tourism
Semester	V
Name of the Course	Geography of Tourism
Course Code	B23-TTM-502
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B5
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> 1. Explain the spatial patterns of tourism <ul style="list-style-type: none"> ○ Identify and interpret the global distribution of tourist destinations and flows. ○ Analyze the factors influencing the location of major tourism regions. 2. Demonstrate understanding of physical and cultural geography in tourism <ul style="list-style-type: none"> ○ Explain how climate, landforms, and ecosystems impact tourism activities. ○ Describe the cultural, historical, and economic features of key tourism destinations. 3. Analyze the interrelationship between geography and tourism development <ul style="list-style-type: none"> ○ Assess how geographical features contribute to the attractiveness and sustainability of tourism destinations. ○ Evaluate the environmental, economic, and social impacts of tourism in various geographic contexts. 4. Apply geographic tools and techniques in tourism planning <ul style="list-style-type: none"> ○ Use maps, GIS, and other spatial tools to study and plan tourism activities. ○ Interpret tourist maps and develop itineraries based on geographic information. 5. Evaluate sustainable tourism practices in different regions <ul style="list-style-type: none"> ○ Examine case studies of sustainable tourism models across different geographic settings. ○ Propose strategies to minimize tourism’s negative impacts on the environment and local cultures. 6. Communicate geographic concepts related to tourism effectively <ul style="list-style-type: none"> ○ Present informed arguments using geographic

	<ul style="list-style-type: none"> terminology and data. ○ Create written, visual, or oral presentations related to tourism geography topics 		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>			
Unit	Topics		Contact hours
I	Definition, scope, and nature of tourism geography, Evolution and development of tourism as a geographic phenomenon, Importance of geography in tourism studies, Relationship between geography and tourism		12
II	Types of tourism: domestic, international, eco-tourism, adventure tourism, cultural tourism, medical tourism, etc., Motivations for travel: leisure, business, religious, health, education Concepts: tourist, traveler, excursionist, tourism product		11
III	Role of natural features: climate, landforms, water bodies, vegetation; Impact of weather and climate on tourism patterns, Tourism in different landscapes: coastal areas, mountains, deserts, forests Cultural and heritage tourism, Religious tourism: pilgrimages and sacred places, Urban and rural tourism patterns; Festivals, events, and their tourism potential		11

IV	<p>Global tourism flows and trends, Major tourist-generating and -receiving regions, Tourism regions of the world: Europe, Asia-Pacific, Americas, Africa</p> <p>Environmental challenges in tourism: pollution, resource depletion, Role of protected areas and national parks in tourism, Tourism and climate change</p>	11
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		<p>End Term Examination:</p> <p>Internal Assessment Marks: 30</p> <p>End Term Exam Marks: 70</p>
Part C- Learning Resources		
<p>Recommended Books/e-resources/LMS:</p> <p>Boniface, B., & Cooper, C. (2009). <i>Worldwide destinations: The geography of travel and tourism</i> (5th ed.). Elsevier Butterworth-Heinemann.</p> <p>Hall, C. M. (2008). <i>Tourism planning: Policies, processes and relationships</i> (2nd ed.). Pearson Education.</p> <p>Robinson, M., & Boniface, P. (Eds.). (1999). <i>Tourism: The cultural heritage experience</i>. Channel View Publications.</p> <p>Lew, A. A., Hall, C. M., & Timothy, D. J. (2008). <i>World geography of travel and tourism: A regional approach</i>. Elsevier.</p>		

Session: 2023-24	
Part A– Introduction	
Subject	Airlines Management and Ticketing
Semester	V
Name of the Course	Airlines Management and Ticketing
Course Code	B23-TTM-503
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C5
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> 1. Understand the structure and operations of the airline industry <ul style="list-style-type: none"> ○ Describe the roles of different types of airlines (e.g., full-service, low-cost, charter). ○ Explain key airline operations including scheduling, fleet management, and route planning. 2. Demonstrate knowledge of airline ticketing systems and procedures <ul style="list-style-type: none"> ○ Identify types of airline tickets (e.g., refundable, non-refundable, one-way, round-trip). ○ Explain fare rules, ticket classes (e.g., economy, business, first class), and global fare structures. 3. Use Global Distribution Systems (GDS) for ticketing and reservations <ul style="list-style-type: none"> ○ Operate basic functions of major GDS platforms (e.g., Amadeus, Sabre, Galileo). ○ Perform tasks such as flight booking, fare searches, itinerary creation, and e-ticketing. 4. Apply International Air Transport Association (IATA) codes and regulations <ul style="list-style-type: none"> ○ Interpret airline and airport codes, country codes, and city codes. ○ Understand IATA rules regarding baggage allowance, taxes, commissions, and refunds. 5. Understand pricing strategies and fare calculations <ul style="list-style-type: none"> ○ Perform fare construction and use mileage systems (e.g., NUC, MPM). ○ Apply currency conversion and tax calculations relevant to international airfares. 6. Demonstrate customer service and communication skills in

	airline ticketing <ul style="list-style-type: none"> ○ Handle client inquiries and resolve common ticketing problems. ○ Communicate travel options and policies effectively to customers. 7. Evaluate the role of ticketing in airline revenue management and travel agencies <ul style="list-style-type: none"> ○ Analyze how ticketing affects airline profitability and customer satisfaction. ○ Understand the relationship between airlines, travel agents, and consolidators. ○ Propose strategies to minimize tourism's negative impacts on the environment and local cultures. 		
Credits	Theory	Practical	Total
	3	1	3
Contact Hours	5	02	5
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: 20(T) + 10(P) = 30			
End Term Exam Marks: 50(T) + 20(P) = 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit			
Topics			
Contact hours			
I	History and evolution of the airline industry, Role of airlines in the travel and tourism industry, Types of airlines: scheduled, charter, low-cost carriers, Overview of international aviation organizations (IATA, ICAO, DGCA)		12
II	Structure of an airline organization, Functions of various departments: operations, sales, marketing, ground handling, Fleet planning and aircraft types, Airline alliances and code-sharing Airport facilities and terminal layout, Passenger handling services, Baggage handling, check-in, and boarding procedures, Ground support equipment and services		11
III	Basics of airline reservation systems (e.g., GDS: Amadeus, Sabre, Galileo, etc.), Itinerary planning and routing, PNR (Passenger Name Record) creation and management, Types of fares: one-way, round-trip, circle trip, open jaw Practice in GDS software (Amadeus/Sabre/Galileo/Any other compatible software), Mock reservation and ticketing exercises		11

IV	Fare construction rules and terminology, Fare types and ticketing classes (Y, J, F, etc.), Reading and interpreting airline tickets (manual and e-tickets), Understanding published fares and taxes (YQ, YR, etc.), Fuel surcharges, service fees, airport taxes; Refunds, rebooking, and cancellation procedures Passenger service excellence, Handling special passengers (unaccompanied minors, disabled passengers), Handling flight delays, cancellations, and disruptions	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		End Term Examination: Internal Assessment Marks: 20(T) + 10(P) = 30 End Term Exam Marks: 50(T) + 20(P) = 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: Boniface, B., & Cooper, C. (2009). <i>Worldwide destinations: The geography of travel and tourism</i> (5th ed.). Elsevier Butterworth-Heinemann. Hall, C. M. (2008). <i>Tourism planning: Policies, processes and relationships</i> (2nd ed.). Pearson Education. Robinson, M., & Boniface, P. (Eds.). (1999). <i>Tourism: The cultural heritage experience</i> . Channel View Publications. Lew, A. A., Hall, C. M., & Timothy, D. J. (2008). <i>World geography of travel and tourism: A regional approach</i> . Elsevier.		

Session: 2023-24	
Part A–Introduction	
Subject	Eco Tourism
Semester	V
Name of the Course	Eco Tourism
Course Code	B23-TTM-504
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-VOC M5
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) – Eco Tourism</p> <ol style="list-style-type: none"> 1. Understand the concept and principles of eco-tourism <ul style="list-style-type: none"> ○ Define eco-tourism and differentiate it from other forms of tourism. ○ Explain the principles of sustainability, conservation, and responsible travel. 2. Analyze the environmental, social, and economic impacts of eco-tourism <ul style="list-style-type: none"> ○ Assess both positive and negative effects on ecosystems and local communities. ○ Identify strategies to minimize adverse impacts and maximize benefits. 3. Identify key eco-tourism destinations and attractions <ul style="list-style-type: none"> ○ Explore important natural sites, protected areas, and biodiversity hotspots. ○ Understand the role of national parks, wildlife reserves, and community-based tourism initiatives. 4. Evaluate the role of local communities in eco-tourism development <ul style="list-style-type: none"> ○ Promote community involvement and benefit-sharing in eco-tourism projects. ○ Recognize cultural sensitivity and indigenous knowledge in tourism planning. 5. Develop sustainable eco-tourism products and experiences <ul style="list-style-type: none"> ○ Design eco-friendly tours, activities, and services that align with conservation goals. ○ Incorporate educational and interpretative elements for tourists. 6. Apply marketing and management strategies for eco-tourism

	<ul style="list-style-type: none"> ○ Utilize responsible marketing approaches that attract environmentally conscious travelers. ○ Manage eco-tourism operations with a focus on sustainability and quality service. <p>7. Understand policies, regulations, and certification in eco-tourism</p> <ul style="list-style-type: none"> ○ Identify international guidelines, eco-labels, and best practices. ○ Analyze the role of government and NGOs in promoting eco-tourism. <p>8. Promote awareness and education about environmental conservation</p> <ul style="list-style-type: none"> ○ Foster tourists' understanding of ecological issues and responsible behavior. ○ Encourage advocacy for environmental protection through tourism. ○ Apply currency conversion and tax calculations relevant to international airfares. 		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: = 30			
End Term Exam Marks: = 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit			
Topics		Contact hours	
I	Definition and scope of ecotourism, History and evolution of ecotourism, Principles and objectives of ecotourism, Difference between ecotourism, sustainable tourism, and nature tourism Natural attractions: forests, wetlands, mountains, marine areas; Cultural aspects: indigenous communities, traditions, heritage; Ecotourism infrastructure and services	12	
II	Basic concepts of ecology and biodiversity, Ecosystem services and their relevance to ecotourism, Conservation and resource management, Human impact on the environment. Ecotourism destination planning and zoning, Carrying capacity and visitor management, Community involvement in ecotourism, Role of local, national, and	11	

	international agencies	
III	Sustainable development goals (SDGs) and tourism, Economic, environmental, and socio-cultural sustainability, Green practices in tourism operations, Certification and eco-labeling (e.g., Green Globe, Earth Check)	11
IV	National and international ecotourism policies, Role of government and NGOs, Laws and regulations for protected areas and wildlife tourism, Guidelines by UNEP, WTO, and IUCN Target markets and eco-tourist profiles, Promotion strategies: digital, community-based, eco-branding, Role of interpretation and storytelling, Eco-tourism products and packaging Positive and negative impacts on environment, economy, and society.	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		End Term Examination: Internal Assessment Marks: = 30 End Term Exam Marks: = 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: <i>Fennell, D. A. (2020). Ecotourism (5th ed.). Routledge.</i> <i>Weaver, D. (2001). The Encyclopedia of Ecotourism. CABI Publishing.</i> <i>Honey, M. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? Island Press.</i> <i>Das, M., & Chatterjee, B. (2015). Ecotourism: Principles, Practices and Policies. New Delhi: Random Publications.</i>		

Session: 2023-24	
Part A– Introduction	
Subject	Marketing of Tourism and Hospitality
Semester	VI
Name of the Course	Marketing of Tourism and Hospitality
Course Code	B23-TTM-601
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A6
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> 1. Explain core marketing concepts and their relevance to tourism and hospitality <ul style="list-style-type: none"> ○ Define key marketing terms and principles. ○ Discuss how marketing strategies are tailored to the tourism and hospitality sectors. 2. Analyze the components of the marketing mix in tourism and hospitality <ul style="list-style-type: none"> ○ Apply the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence) in real-world hospitality and tourism contexts. ○ Evaluate how service characteristics (intangibility, perishability, variability, inseparability) affect marketing strategies. 3. Identify and evaluate target markets and consumer behavior in tourism and hospitality <ul style="list-style-type: none"> ○ Segment tourism and hospitality markets based on demographics, psychographics, and travel behavior. ○ Assess customer needs, motivations, and decision-making processes. 4. Develop marketing plans and strategies for tourism and hospitality businesses <ul style="list-style-type: none"> ○ Create marketing objectives and action plans aligned with business goals. ○ Propose strategies for market positioning, branding, and competitive advantage. 5. Use digital and traditional marketing tools effectively <ul style="list-style-type: none"> ○ Apply tools such as social media, email marketing, influencer partnerships, and travel platforms. ○ Evaluate the effectiveness of advertising, public relations, and sales promotion techniques. 6. Understand the role of destination marketing and branding <ul style="list-style-type: none"> ○ Analyze how destinations are marketed to domestic

	<ul style="list-style-type: none"> and international travelers. ○ Explain the role of destination management organizations (DMOs) and branding strategies. <p>7. Assess the impact of current trends and ethical considerations in tourism marketing</p> <ul style="list-style-type: none"> ○ Identify trends such as experiential travel, sustainable tourism, and personalization. ○ Discuss ethical and cultural issues in marketing tourism products and services. 		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: = 30			
End Term Exam Marks: = 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit			
Topics			
Contact hours			
I	Definition, nature, and scope of marketing in tourism and hospitality, Characteristics of tourism and hospitality products, Evolution and importance of marketing in the service industry, Differences between traditional marketing and service marketing Marketing mix (7 Ps): Product, Price, Place, Promotion, People, Process, Physical evidence; Consumer behavior in tourism and hospitality; Market segmentation, targeting, and positioning (STP); Demand forecasting and trend analysis		12
II	Designing tourism packages and hospitality services, Branding and product differentiation, Destination development and positioning, Role of experiences in tourism and hospitality Pricing objectives and approaches in tourism and hospitality, Factors influencing pricing decisions, Dynamic pricing, rate parity, and yield management; Revenue management in hotels and airlines		11
III	Integrated marketing communications (IMC), Advertising, public relations, sales promotion, and personal selling, Digital and social media marketing, Influencer marketing and content creation in tourism Managing service quality in tourism and hospitality, SERVQUAL model, CRM strategies and technologies, Handling guest feedback and complaint resolution E-commerce and mobile marketing in tourism and hospitality, Online reputation		11

	management (ORM), Role of AI, chatbots, and data analytics, Use of AR/VR in marketing destinations and experiences	
IV	Green marketing and responsible tourism promotion, Marketing ethics and environmental considerations, Analysis of real-world tourism and hospitality campaigns	11

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

➤ **Practicum**

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

End Term Examination:

Internal Assessment Marks:
= **30**

End Term Exam Marks:
= **70**

Part C- Learning Resources

Recommended Books/e-resources/LMS:

Kotler, P., Bowen, J. T., & Makens, J. C. (2016). *Marketing for hospitality and tourism* (7th ed.). Pearson.
 Middleton, V. T. C., Fyall, A., & Morgan, M. (2009). *Marketing in travel and tourism* (4th ed.). Routledge.
 Morrison, A. M. (2010). *Hospitality and travel marketing* (4th ed.). Cengage Learning.
 Horner, S., & Swarbrooke, J. (2016). *Consumer behaviour in tourism* (3rd ed.). Routledge.

B23-TTM-602 Tourism Planning

Session: 2023-24

Part A– Introduction	
Subject	Tourism Planning
Semester	VI
Name of the Course	Tourism Planning
Course Code	B23-TTM-602
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B6
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> 1. Understand the principles and importance of tourism planning <ul style="list-style-type: none"> ○ Explain the purpose and benefits of tourism planning at local, regional, and national levels. ○ Discuss the relationship between tourism planning and sustainable development. 2. Identify the key stakeholders and components involved in tourism planning <ul style="list-style-type: none"> ○ Describe the roles of governments, private sector, communities, and NGOs in the planning process. ○ Understand the integration of environmental, social, and economic factors in tourism development. 3. Analyze tourism planning models and approaches <ul style="list-style-type: none"> ○ Compare different planning models (e.g., boosterism, sustainability, integrated planning). ○ Evaluate their application in various tourism destinations and contexts. 4. Apply the tourism planning process to real-world scenarios <ul style="list-style-type: none"> ○ Conduct situation analysis using tools like SWOT, PESTEL, and carrying capacity assessment. ○ Propose strategic tourism development plans for destinations, including goals, actions, and timelines. 5. Assess the impact of tourism on destination development <ul style="list-style-type: none"> ○ Examine the social, cultural, economic, and environmental impacts of tourism. ○ Recommend strategies to mitigate negative impacts and enhance positive outcomes. 6. Utilize spatial and policy tools in tourism planning <ul style="list-style-type: none"> ○ Interpret land-use plans, zoning regulations, and infrastructure development for tourism. ○ Use maps, GIS, and tourism data in the planning and decision-making process. 7. Evaluate tourism policies and governance structures

	<ul style="list-style-type: none"> ○ Analyze national and regional tourism policies and their implications for planning. ○ Discuss how policy frameworks influence investment, marketing, and community involvement. 		
Credits	Theory	Practical	Total
	3	01	03
Contact Hours	3	02	05
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: = 20(T) + 10(P) = 30			
End Term Exam Marks: = 50(T) + 20(P) = 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit	Topics		Contact hours
I	Definition, objectives, and significance of tourism planning, Types and levels of planning: national, regional, local, site-specific, Evolution and approaches to tourism planning, Stakeholders in tourism planning: government, private sector, community, NGOs. Components of the tourism system, Tourism area life cycle (TALC) model, The planning process: survey, analysis, plan formulation, implementation, monitoring; SWOT and PESTLE analysis in tourism planning.		12
II	Tourism policies: formulation and evaluation, Role of international organizations: UNWTO, WTTC, UNESCO; National and regional tourism bodies, Tourism legislation and regulatory frameworks. National tourism planning, Regional and destination-level planning, Urban and rural tourism planning, Integrated and strategic tourism planning		11

III	<p>Principles of sustainable tourism development, Community-based tourism and participatory planning, Environmental impact assessment (EIA), Carrying capacity analysis and limits of acceptable change (LAC)</p> <p>Site selection and destination development, Land use planning for tourism, Infrastructure and superstructure planning, Design of tourism zones and circuits</p> <p>Economic impacts and cost-benefit analysis, Social and cultural impacts of tourism development, Role of tourism in poverty alleviation and local development, Heritage conservation and tourism.</p>	11
IV	<p>Risk assessment in tourism development, Planning for disasters and crises (natural, political, health), Resilience and recovery strategies for destinations</p> <p>Plan implementation tools and techniques, Monitoring indicators and performance evaluation, Feedback mechanisms and adaptive planning, Use of GIS and digital tools in tourism planning</p>	11
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		<p>End Term Examination:</p> <p>Internal Assessment Marks: = 20(T) + 10(P) = 30</p> <p>End Term Exam Marks: = 50(T) + 20(P) = 70</p>
Part C- Learning Resources		
<p>Recommended Books/e-resources/LMS:</p> <p>Gunn, C. A., & Var, T. (2002). <i>Tourism planning: Basics, concepts, cases</i> (4th ed.). Routledge.</p> <p>Hall, C. M. (2008). <i>Tourism planning: Policies, processes and relationships</i> (2nd ed.). Pearson.</p> <p>Inskeep, E. (1991). <i>Tourism planning: An integrated and sustainable development approach</i>. Van Nostrand Reinhold.</p> <p>Goeldner, C. R., & Ritchie, J. R. B. (2012). <i>Tourism: Principles, practices, philosophies</i> (12th ed.). Wiley.</p>		

B23-TTM-603 Sustainable Tourism

Session: 2023-24	
Part A–Introduction	
Subject	Sustainable Tourism
Semester	VI
Name of the Course	Sustainable Tourism
Course Code	B23-TTM-603
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C6
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p style="color: blue; margin: 0;">Course Learning Outcomes (CLOs) – Sustainable Tourism</p> <ol style="list-style-type: none"> 1. Understand the concept and principles of sustainable tourism <ul style="list-style-type: none"> ○ Define sustainable tourism and its three main pillars: environmental, economic, and socio-cultural sustainability. ○ Explain the importance of sustainability in the tourism industry. 2. Analyze the impacts of tourism on the environment, economy, and society <ul style="list-style-type: none"> ○ Identify both positive and negative impacts of tourism on local communities and ecosystems. ○ Evaluate tourism development through the lens of sustainability indicators. 3. Assess strategies and practices for sustainable tourism development <ul style="list-style-type: none"> ○ Examine tools such as eco-certification, responsible travel guidelines, and sustainable business models. ○ Recommend sustainable practices for tourism operators, governments, and tourists. 4. Evaluate the role of key stakeholders in promoting sustainable tourism <ul style="list-style-type: none"> ○ Describe the roles of governments, NGOs, communities, and private sector in sustainable tourism initiatives. ○ Analyze stakeholder collaboration in sustainable tourism planning and management. 5. Apply sustainable tourism principles to destination planning and management <ul style="list-style-type: none"> ○ Design sustainable tourism plans that balance

	<ul style="list-style-type: none"> development with conservation. ○ Propose solutions to reduce the carbon footprint and environmental degradation in tourism destinations. <p>6. Examine global trends, policies, and case studies in sustainable tourism</p> <ul style="list-style-type: none"> ○ Explore successful examples of sustainable tourism around the world. ○ Interpret how global frameworks (e.g., UNWTO guidelines, SDGs) influence tourism practices. <p>7. Promote responsible behavior among tourists and tourism providers</p> <ul style="list-style-type: none"> ○ Develop strategies to educate tourists about ethical and environmentally responsible travel. ○ Encourage businesses to adopt sustainability reporting and impact assessment. 						
Credits	<table border="1"> <tr> <td>Theory</td> <td>Practical</td> <td>Total</td> </tr> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> </table>	Theory	Practical	Total	4	-	4
Theory	Practical	Total					
4	-	4					
Contact Hours	<table border="1"> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> </table>	4	-	4			
4	-	4					
<p>Max. Marks: 100 Time: 3 Hrs Internal Assessment Marks: = 30 End Term Exam Marks: = 70</p>							
Part B-Contents of the Course							
<u>Instructions for Paper- Setter</u>							
<p>Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>							
Unit							
Topics							
Contact hours							
I	<p>Definition, objectives, and significance of tourism planning, Types and levels of planning: national, regional, local, site-specific, Evolution and approaches to tourism planning, Stakeholders in tourism planning: government, private sector, community, NGOs.</p> <p>Components of the tourism system, Tourism area life cycle (TALC) model, The planning process: survey, analysis, plan formulation, implementation, monitoring; SWOT and PESTLE analysis in tourism planning.</p>	12					
II	<p>Tourism policies: formulation and evaluation, Role of international organizations: UNWTO, WTTC, UNESCO; National and regional tourism bodies, Tourism legislation and regulatory frameworks.</p> <p>National tourism planning, Regional and destination-level planning, Urban and rural</p>	11					

	tourism planning, Integrated and strategic tourism planning	
III	Principles of sustainable tourism development, Community-based tourism and participatory planning, Environmental impact assessment (EIA), Carrying capacity analysis and limits of acceptable change (LAC) Site selection and destination development, Land use planning for tourism, Infrastructure and superstructure planning, Design of tourism zones and circuits Economic impacts and cost-benefit analysis, Social and cultural impacts of tourism development, Role of tourism in poverty alleviation and local development, Heritage conservation and tourism.	11
IV	Risk assessment in tourism development, Planning for disasters and crises (natural, political, health), Resilience and recovery strategies for destinations Plan implementation tools and techniques, Monitoring indicators and performance evaluation, Feedback mechanisms and adaptive planning, Use of GIS and digital tools in tourism planning	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		End Term Examination: Internal Assessment Marks: = 30 End Term Exam Marks: = 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: Gunn, C. A., & Var, T. (2002). <i>Tourism planning: Basics, concepts, cases</i> (4th ed.). Routledge. Hall, C. M. (2008). <i>Tourism planning: Policies, processes and relationships</i> (2nd ed.). Pearson. Inskip, E. (1991). <i>Tourism planning: An integrated and sustainable development approach</i> . Van Nostrand Reinhold. Goeldner, C. R., & Ritchie, J. R. B. (2012). <i>Tourism: Principles, practices, philosophies</i> (12th ed.). Wiley.		

B23-TTM-604 Tourism Economics

Session: 2023-24	
Part A– Introduction	
Subject	Tourism Economics
Semester	VI
Name of the Course	Tourism Economics
Course Code	B23-TTM-604
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M6
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p style="color: #4F81BD; margin: 0;">Course Learning Outcomes (CLOs) – Tourism Economics</p> <ol style="list-style-type: none"> <li style="margin-bottom: 10px;">1. Understand key economic concepts and their application to tourism <ul style="list-style-type: none"> ○ Define basic economic terms (e.g., demand, supply, elasticity, opportunity cost) in the context of tourism. ○ Explain how economic theories apply to tourism markets and decision-making. <li style="margin-bottom: 10px;">2. Analyze the economic impacts of tourism at local, national, and global levels <ul style="list-style-type: none"> ○ Evaluate the contribution of tourism to GDP, employment, investment, and foreign exchange earnings. ○ Assess the multiplier effect of tourism on the economy. <li style="margin-bottom: 10px;">3. Examine tourism demand and supply factors <ul style="list-style-type: none"> ○ Identify determinants of tourism demand (e.g., income, prices, preferences, marketing). ○ Analyze the characteristics of tourism supply (e.g., seasonality, perishability, infrastructure constraints). <li style="margin-bottom: 10px;">4. Evaluate the role of government in tourism economics <ul style="list-style-type: none"> ○ Discuss government policies, taxation, subsidies, and incentives related to tourism. ○ Understand the economic rationale for government intervention in tourism development. <li style="margin-bottom: 10px;">5. Use economic tools to assess tourism development and planning <ul style="list-style-type: none"> ○ Apply cost-benefit analysis, input-output models, and tourism satellite accounts (TSA). ○ Interpret tourism-related economic data and indicators. <li style="margin-bottom: 10px;">6. Explore the relationship between tourism and sustainable economic development

	<ul style="list-style-type: none"> ○ Discuss the trade-offs between economic growth and environmental or social sustainability. ○ Recommend policies that promote inclusive and sustainable tourism. <p>7. Understand pricing and revenue management in the tourism industry</p> <ul style="list-style-type: none"> ○ Analyze how pricing strategies affect consumer behavior and business revenue. ○ Explore concepts of price discrimination, yield management, and dynamic pricing in tourism. <p>8. Evaluate the impact of global economic trends on tourism</p> <ul style="list-style-type: none"> ○ Assess how inflation, exchange rates, recession, and globalization influence tourism flows. ○ Examine the economic resilience and vulnerability of tourism destinations.
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Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4

Max. Marks: 100	Time: 3 Hrs
Internal Assessment Marks: = 30	
End Term Exam Marks: = 70	

Part B-Contents of the Course

Instructions for Paper- Setter

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition and scope of tourism economics, Importance of tourism in the economy, Characteristics of tourism as an economic activity, Interdisciplinary nature: tourism and economic theory Concepts of tourism demand and consumption, Determinants of tourism demand: income, prices, preferences, accessibility; Measurement of tourism demand: arrivals, receipts, expenditures; Elasticity of demand in tourism, Forecasting tourism demand	12
II	Tourism supply: characteristics and challenges, Components: attractions, transportation, accommodation, services; Constraints in tourism supply, Seasonality and capacity planning Pricing strategies in tourism and hospitality, Price discrimination and yield management, Dynamic pricing in airlines and hotels, Cost-based, demand-based, and competition-based pricing	11

III	<p>Tourism as a tool for economic growth, Tourism in developing vs. developed countries, Role of tourism in regional development, Poverty alleviation through tourism</p> <p>Public and private sector roles in tourism economics, Investment in tourism infrastructure, Taxation and subsidies in the tourism sector, Tourism satellite accounts (TSA)</p>	11
IV	<p>Tourism as an invisible export, Balance of payments and tourism receipts, International tourism organizations and their economic role (UNWTO, WTTC, IMF), Exchange rates and their effect on tourism</p> <p>Economic sustainability in tourism, Leakage and linkages in tourism, Community-based tourism and inclusive economic models, Responsible investment in tourism</p>	11
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <p>➤ Theory</p> <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 <p>➤ Practicum</p> <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		<p>End Term Examination:</p> <p>Internal Assessment Marks: = 30</p> <p>End Term Exam Marks: = 70</p>
Part C- Learning Resources		
<p>Recommended Books/e-resources/LMS:</p> <p>Sinclair, M. T., & Stabler, M. (1997). <i>The economics of tourism</i>. Routledge.</p> <p>Tribe, J. (2015). <i>The economics of recreation, leisure and tourism</i> (4th ed.). Routledge.</p> <p>Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). <i>Tourism: Principles and practice</i>. Pearson.</p> <p>Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). <i>Tourism: Principles and practice</i> (4th ed.). Pearson Education.</p>		

B23-TTM-605 Computer Applications in Tourism

Session: 2023-24	
Part A–Introduction	
Subject	Computer Applications in Tourism
Semester	VI
Name of the Course	Computer Applications in Tourism
Course Code	B23-TTM-605
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M7 VOC
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> 1. Understand the role of information technology in the tourism industry <ul style="list-style-type: none"> ○ Explain the importance of computer applications in enhancing efficiency and service quality. ○ Describe how technology supports travel planning, booking, customer service, and destination management. 2. Demonstrate basic computer and software skills relevant to tourism <ul style="list-style-type: none"> ○ Operate essential office software (e.g., MS Word, Excel, PowerPoint) for tourism-related tasks. ○ Use spreadsheet tools for budgeting, itinerary creation, and data analysis. 3. Use Global Distribution Systems (GDS) and Computer Reservation Systems (CRS) <ul style="list-style-type: none"> ○ Understand the structure and functionality of systems like Amadeus, Galileo, or Sabre. ○ Perform basic tasks such as searching flights, making reservations, and issuing e-tickets. 4. Apply internet and e-commerce tools in tourism operations <ul style="list-style-type: none"> ○ Use online booking engines, travel portals, and mobile apps for travel and tourism services. ○ Evaluate the role of digital marketing and online customer engagement in tourism. 5. Manage and analyze tourism data using computer applications <ul style="list-style-type: none"> ○ Input, process, and interpret data for decision-making in tourism businesses. ○ Create reports and presentations using data visualization tools.

	<p>6. Understand the role of social media and digital platforms in tourism promotion</p> <ul style="list-style-type: none"> ○ Identify strategies for using social media to promote destinations and services. ○ Analyze customer feedback and online reviews for improving tourism experiences. <p>7. Ensure ethical use of technology and data in tourism</p> <ul style="list-style-type: none"> ○ Recognize data privacy and cybersecurity issues in online tourism transactions. ○ Apply responsible practices in using customer information and digital content. <p>8. Adapt to emerging technologies in tourism</p> <ul style="list-style-type: none"> ○ Identify trends such as virtual tours, AI-powered chatbots, and blockchain in tourism. ○ Evaluate the potential of smart tourism technologies and digital transformation.. 		
Credits	Theory	Practical	Total
	2	2	4
Contact Hours	2	4	6
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: = 15(T) + 15(P) = 30			
End Term Exam Marks: = 35(T) + 35(P) = 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit	Topics		Contact hours
I	<p>Basics of computer systems: hardware and software, Types of software: system software, application software, Role of computers in tourism and travel management</p> <p>Word Processing (MS Word / Google Docs), Creating itineraries, travel documents, and reports</p> <p>Spreadsheet Software (MS Excel / Google Sheets), Budgeting, cost estimation, and data analysis in tourism</p>		12
II	Presentation Software (MS PowerPoint / Google Slides) , Preparing presentations for tour packages and marketing		11

	Email and online communication tools Use of the internet for travel research and bookings, Travel websites, review platforms, and meta-search engines, Online travel agencies (OTAs): MakeMyTrip, Expedia, Booking.com, Role of web browsing, search engines, and web content	
III	Introduction to GDS: Amadeus, Galileo, Sabre; Basic functions: flight search, seat availability, fare display; Booking and issuing tickets using GDS, PNR generation and itinerary creation (theory and/or practical demo) Concept and importance of CRS in tourism and hospitality, Features of CRS for airlines, railways, hotels, and car rentals, Introduction to CRS software used by travel agents and tour operators Definition and scope of e-tourism, Applications of ICT (Information and Communication Technology) in tourism, E-ticketing and mobile applications in tourism services, Digital travel documents and QR codes	11
IV	Use of Facebook, Instagram, YouTube, Twitter, and LinkedIn; Digital campaigns and promotions for destinations; Blogging, vlogging, and user-generated content, Online reviews and reputation management Basics of data entry, data sorting, and filtering, Introduction to database software (e.g., MS Access, MySQL - theoretical level), Role of MIS (Management Information Systems) in tourism businesses, CRM systems in travel and hospitality Artificial Intelligence (AI), Chatbots, Virtual Tours (VR/AR); Mobile applications and location-based services, Smart tourism and IoT (Internet of Things), Blockchain and cybersecurity concerns in tourism technology	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA		End Term Examination: Internal Assessment Marks: = 15(T) + 15(P) = 30 End Term Exam Marks: = 35(T) + 35(P) = 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: Buhalis, D. (2003). <i>eTourism: Information technology for strategic tourism management</i> . Pearson. Singh, R. (2011). <i>Introduction to information technology</i> . Pearson Education India. Minnaert, L. (2012). <i>Tourism management and digital transformation</i> . Routledge. IATA. (Various). <i>Foundation in Travel and Tourism with GDS Training Manual</i> . IATA Publications.		

Session: 2023-24			
Part A–Introduction			
Subject	Event Management		
Semester	VII		
Name of the Course	Event Management		
Course Code	B23-TTM-605		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-H1		
Level of the course (As per Annexure-I)	-----		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	<ol style="list-style-type: none"> 1. Understand Event Planning Principles <ul style="list-style-type: none"> • Identify and apply the key stages of planning and executing various types of events (corporate, social, cultural, sports, etc.). 2. Develop Event Concepts and Themes <ul style="list-style-type: none"> • Create unique and compelling event concepts aligned with client or organizational goals. 3. Budgeting and Financial Management <ul style="list-style-type: none"> • Prepare, manage, and monitor budgets for events, including cost estimation, sponsorship, and revenue generation. 4. Venue and Logistics Management <ul style="list-style-type: none"> • Select appropriate venues, manage logistics, equipment, transportation, and other operational requirements. 5. Marketing and Promotion Strategies <ul style="list-style-type: none"> • Design and implement effective event marketing and communication plans using traditional and digital platforms. 		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: = 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10</p>			

marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition and scope of events, History and evolution of the event industry, Types of events: corporate, social, cultural, sports, educational; Role of event managers Concept and theme development, Event proposal and approval process, Event goals and objectives, Scheduling and timelines	12
II	Market research and target audience, Branding and positioning of events, Advertising, PR, and digital promotion; Sponsorship and partnerships Preparing a budget, Revenue generation: ticketing, sponsorships, donations; Expense tracking, Financial control and reporting	11
III	Venue selection and layout planning, Catering, transportation, and accommodation, Audio-visual and technical requirements, On-site management Identifying and assessing risks, Safety and security measures, Insurance and liability, Licenses and permits	11
IV	Sustainable and Green Levels, Virtual and Hybrid Events, Use of Technology and Event Management Software, Career Paths and Industry Trends	11

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

➤ Practicum

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

End Term Examination:

Internal Assessment Marks:
= **30**

End Term Exam Marks:
= **70**

Part C- Learning Resources

Recommended Books/e-resources/LMS:

Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Festival and special event management* (5th ed.). Wiley.

Tum, J., Norton, P., & Wright, J. N. (2006). *Management of event operations*. Routledge.

Getz, D. (2012). *Event studies: Theory, research and policy for planned events* (2nd ed.). Routledge.

Bowdin, G. A. J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Events management* (3rd ed.). Routledge.

B23-TTM-702 Tourism Technology

Session: 2023-24	
Part A–Introduction	
Subject	Tourism Technology
Semester	VII
Name of the Course	Tourism Technology
Course Code	B23-TTM-702
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-H2
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) – Tourism Technology</p> <ol style="list-style-type: none"> 1. Understand the role of technology in the tourism industry <ul style="list-style-type: none"> ○ Explain how digital technologies support tourism operations, marketing, and customer service. ○ Identify key technological trends and innovations shaping modern tourism. 2. Analyze the impact of information and communication technologies (ICT) on tourism <ul style="list-style-type: none"> ○ Evaluate how ICT has transformed tourism planning, booking, and destination management. ○ Assess the influence of digital connectivity on tourist behavior and expectations. 3. Demonstrate the use of digital tools and platforms in tourism <ul style="list-style-type: none"> ○ Use online booking systems, travel websites, and mobile applications effectively. ○ Apply software and tools for managing tourism services, including CRM, content management, and digital marketing tools. 4. Explore the use of emerging technologies in tourism <ul style="list-style-type: none"> ○ Describe the applications of technologies such as Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), and IoT in tourism. ○ Evaluate the benefits and challenges of smart tourism and digital transformation in destinations. 5. Understand the role of e-commerce and online marketing

	<p>in tourism</p> <ul style="list-style-type: none"> ○ Develop basic skills in managing digital content, SEO, and online advertising. ○ Analyze how social media, user-generated content, and review platforms influence destination image and tourist decisions. <p>6. Apply data analytics and technology for tourism decision-making</p> <ul style="list-style-type: none"> ○ Interpret tourism data using analytical tools and dashboards. ○ Use technology to track trends, monitor customer satisfaction, and improve service delivery. <p>7. Assess ethical, legal, and security issues related to tourism technology</p> <ul style="list-style-type: none"> ○ Identify concerns around data privacy, cybersecurity, and ethical use of digital platforms. ○ Discuss regulations and best practices for responsible use of technology in tourism. <p>8. Develop technology-based solutions to enhance tourism services</p> <ul style="list-style-type: none"> ○ Propose innovative digital solutions for improving tourist experiences. ○ Collaborate on projects that integrate technology into tourism operations or marketing strategies. 		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	02	05
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: = 20(T) + 10(P) = 30			
End Term Exam Marks: = 50(T) + 20(P) = 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit	Topics		Contact hours
I	Evolution of ICT in tourism, Role of technology in the tourism value chain, ICT infrastructure in tourism enterprises Definition and components of e-tourism, Functioning and impact of OTAs (e.g., IRCTC, Booking.com, Expedia, MakeMyTrip), Customer behavior in online travel		12
II	Website development and SEO, Social media marketing strategies, Email marketing,		

	content marketing, and influencer partnerships	11
III	CRS, GDS, and PMS systems (e.g., Amadeus, Sabre), Online booking engines and payment gateways, Mobile applications in travel booking Smart destinations and cities, Use of IoT, Big Data, and AI in tourism, Augmented Reality (AR), Virtual Reality (VR), and Metaverse tourism, Blockchain for secure transactions and digital identities	11
IV	360-degree virtual tours, VR experiences in museums and heritage sites, Remote and hybrid travel experiences Green technologies in tourism, Eco-friendly travel apps, Digital solutions for sustainable tourism management	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		End Term Examination: Internal Assessment Marks: = 20(T) + 10(P) = 30 End Term Exam Marks: = 50(T) + 20(P) = 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: Buhalis, D. (2003). <i>eTourism: Information technology for strategic tourism management</i> . Pearson Education. Egger, R., & Gula, I. (Eds.). (2008). <i>eTourism case studies: Management and marketing issues</i> . Butterworth-Heinemann. .		

B23-TTM-703 Destination Management

Session: 2023-24	
Part A–Introduction	
Subject	Destination Management
Semester	VII
Name of the Course	Destination Management
Course Code	B23-TTM-703
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-H3
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> 1. Understand the concepts and components of destination management <ul style="list-style-type: none"> ○ Define destination management and its importance in the tourism industry. ○ Identify key elements of a tourism destination including attractions, infrastructure, and services. 2. Analyze the roles of stakeholders in destination management <ul style="list-style-type: none"> ○ Describe the responsibilities of governments, private sector, local communities, and NGOs. ○ Evaluate collaboration and conflict resolution among stakeholders in destination governance. 3. Apply destination planning and development principles <ul style="list-style-type: none"> ○ Develop sustainable tourism development plans that balance economic growth, environmental protection, and social equity. ○ Assess destination competitiveness and market positioning strategies. 4. Assess the environmental, cultural, social, and economic impacts of tourism <ul style="list-style-type: none"> ○ Examine both positive and negative effects of tourism on destinations. ○ Propose strategies to mitigate negative impacts and enhance benefits to local communities. 5. Use tools and techniques for effective destination management <ul style="list-style-type: none"> ○ Utilize destination management systems (DMS), GIS,

	<ul style="list-style-type: none"> and visitor management tools. <ul style="list-style-type: none"> ○ Apply monitoring and evaluation methods to measure destination performance. 6. Understand marketing and promotion strategies for destinations <ul style="list-style-type: none"> ○ Design marketing campaigns to attract target tourist segments. ○ Analyze branding and image-building techniques for destinations. 7. Promote sustainable and responsible tourism practices <ul style="list-style-type: none"> ○ Advocate for policies and practices that support environmental sustainability and cultural preservation. ○ Encourage community participation and benefit-sharing in tourism development. 8. Develop crisis and risk management strategies for tourism destinations <ul style="list-style-type: none"> ○ Identify potential risks such as natural disasters, political instability, and health emergencies. ○ Prepare response plans to ensure destination resilience and recovery.
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Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4

Max. Marks: 100 **Time: 3 Hrs**
Internal Assessment Marks: 30
End Term Exam Marks: 70

Part B-Contents of the Course

Instructions for Paper- Setter

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition and types of tourism destinations, Stakeholders in destination management, Components of a tourism destination Destination lifecycle models (e.g., Butler’s TALC), Master plans and tourism policy frameworks, Infrastructure and investment	12
II	Roles and responsibilities, National, regional, and local DMOs, Funding and public-private partnerships	

	Destination image and positioning, Branding strategies and brand equity, Use of digital and social media in destination marketing	11
III	Environmental, social, and economic sustainability, Carrying capacity and visitor management, Green tourism and certifications (e.g., GSTC, Blue Flag) Crisis preparedness and response in destinations, Risk assessments,	11
IV	Smart tourism concepts and IoT applications, Digital platforms and mobile apps, Data-driven decision-making in DMOs	11

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

➤ **Practicum**

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

End Term Examination:

Internal Assessment Marks: **30**

End Term Exam Marks: **70**

Part C- Learning Resources

Recommended Books/e-resources/LMS:

- **Morrison, A. M. (2013).** *Marketing and managing tourism destinations*. Routledge.
- **Pike, S., & Page, S. J. (2014).** *Destination marketing: An integrated marketing communication approach*.
- **UNWTO Reports:** Destination Management Guidelines
- **OECD and WTTC Reports** on sustainable and smart destination development

B23-TTM-704 Adventure Tourism

Session: 2023-24	
Part A–Introduction	
Subject	Adventure Tourism
Semester	VII
Name of the Course	Adventure Tourism
Course Code	B23-TTM-704
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	DSE-H1
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> 1. Understand the definition, scope, and types of adventure tourism <ul style="list-style-type: none"> ○ Define adventure tourism and distinguish it from other forms of tourism. ○ Identify various types of adventure tourism activities such as trekking, rafting, mountaineering, and wildlife safaris. 2. Analyze the motivations and profiles of adventure tourists <ul style="list-style-type: none"> ○ Examine the psychological and social factors driving participation in adventure tourism. ○ Assess the demographic and behavioral characteristics of adventure tourists. 3. Evaluate the economic, environmental, and social impacts of adventure tourism <ul style="list-style-type: none"> ○ Identify both positive and negative effects on local communities and ecosystems. ○ Recommend strategies to promote sustainable adventure tourism practices. 4. Understand risk management and safety protocols in adventure tourism <ul style="list-style-type: none"> ○ Discuss the importance of risk assessment and management in adventure activities. ○ Develop safety guidelines and emergency response plans for adventure tourism operators. 5. Explore the role of technology and equipment in adventure tourism

	<ul style="list-style-type: none"> ○ Examine the use of modern gear, navigation tools, and communication devices in enhancing safety and experience. ○ Evaluate emerging technologies that influence adventure tourism. <p>6. Apply marketing and product development strategies for adventure tourism</p> <ul style="list-style-type: none"> ○ Design adventure tourism products tailored to specific target markets. ○ Develop promotional campaigns that highlight adventure tourism experiences. <p>7. Understand legal and ethical considerations in adventure tourism</p> <ul style="list-style-type: none"> ○ Identify relevant laws, permits, and regulations governing adventure tourism activities. ○ Promote ethical practices respecting local cultures, wildlife, and environments. <p>8. Plan and manage adventure tourism operations</p> <ul style="list-style-type: none"> ○ Organize adventure tourism trips including logistics, resource management, and customer service. ○ Collaborate with stakeholders to ensure quality and sustainability of adventure tourism offerings. 						
Credits	<table border="1"> <tr> <td>Theory</td> <td>Practical</td> <td>Total</td> </tr> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> </table>	Theory	Practical	Total	4	-	4
Theory	Practical	Total					
4	-	4					
Contact Hours	<table border="1"> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> </table>	4	-	4			
4	-	4					
Max. Marks: 100 Time: 3 Hrs Internal Assessment Marks: 30 End Term Exam Marks: 70							
Part B-Contents of the Course							
<u>Instructions for Paper- Setter</u>							
<p>Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>							
Unit	Topics	Contact hours					
I	Definition and scope, History and evolution, Types of adventure tourism Demographics and psychographics, Motivations and expectations, Tourist behavior and trends	12					
II	Land-based: trekking, rock climbing, mountain biking, Water-based: white-water rafting, scuba diving, kayaking; Air-based: paragliding, skydiving, zip-lining Itinerary planning and trip logistics, Equipment and gear management, Staffing and	11					

	guide responsibilities	
III	Risk assessment and liability, Emergency preparedness and first aid, Safety regulations and certifications (e.g., ISO standards, wilderness first responder)	11
IV	Marketing and promotion strategies, Pricing, budgeting, and financial planning, Legal and regulatory frameworks	11
Suggested Evaluation Methods		
Internal Assessment: <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		End Term Examination: Internal Assessment Marks: 30 End Term Exam Marks: 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). <i>Adventure tourism: The new frontier</i> . Routledge. Hudson, S. (2007). <i>Sport and adventure tourism</i> . Routledge. Buckley, R. (2010). <i>Adventure tourism management</i> . Elsevier.		

B23-TTM-705 Business Communication

Session: 2023-24	
Part A–Introduction	
Subject	Business Communication
Semester	VII
Name of the Course	Business Communication
Course Code	B23-TTM-705
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	PC-H1
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p style="color: blue; text-align: center;">Course Learning Outcomes (CLOs) – Business Communication</p> <ol style="list-style-type: none"> 1. Understand the fundamentals of business communication <ul style="list-style-type: none"> ○ Define the purpose and types of communication in business settings. ○ Explain the communication process and barriers to effective communication. 2. Demonstrate effective written communication skills <ul style="list-style-type: none"> ○ Prepare clear, concise, and professional business documents such as emails, reports, proposals, and memos. ○ Apply appropriate tone, style, and formatting for different business audiences. 3. Develop strong verbal communication skills <ul style="list-style-type: none"> ○ Deliver effective oral presentations and participate confidently in meetings and discussions. ○ Use active listening techniques and provide constructive feedback. 4. Utilize digital communication tools and platforms <ul style="list-style-type: none"> ○ Use email, video conferencing, social media, and collaborative tools for business communication. ○ Understand etiquette and best practices in digital communication. 5. Apply intercultural communication skills in business <ul style="list-style-type: none"> ○ Recognize cultural differences that affect communication styles and workplace interactions. ○ Adapt communication strategies to diverse audiences and global business contexts. 6. Enhance interpersonal and teamwork communication <ul style="list-style-type: none"> ○ Develop skills in negotiation, conflict resolution, and

	<ul style="list-style-type: none"> persuasion. o Work effectively in teams, demonstrating collaboration and clear communication. <p>7. Analyze and improve communication effectiveness</p> <ul style="list-style-type: none"> o Evaluate communication outcomes and implement strategies to improve clarity and impact. o Use feedback to refine personal communication skill 		
Credits	Theory	Practical	Total
	3	01	4
Contact Hours	3	2	5
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: 20(T) + 10(P) = 30			
End Term Exam Marks: 50(T) + 20(P) = 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit			
Topics		Contact hours	
I	Communication process and importance in tourism, Communication roles in travel agencies, tour operations, and hospitality, Barriers to communication in cross-cultural travel settings Writing professional emails and memos, Itinerary writing and travel confirmations, Complaint handling and response letters, Report writing: tour feedback, incident reports	12	
II	Welcoming guests and providing travel information, Handling inquiries and bookings, Telephone etiquette in travel and hotel operations, Conflict and complaint resolution with customers Body language, tone, and facial expressions; Professional grooming and hospitality etiquette, Communication in face-to-face customer service	11	
III	Culture and communication styles, Communicating with international tourists, Dealing with language barriers and translation tools, Tourism etiquette in different regions	11	
IV	Preparing tourism presentations (e.g., tour proposals), Conducting meetings with stakeholders or travel partners, Visual aids and presentation software (e.g., PowerPoint, Canva) Social media communication strategies, Chatbots and automated responses in travel businesses, Online reviews and responding professionally	11	

Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 	End Term Examination: Internal Assessment Marks: 20(T) + 10(P) = 30 End Term Exam Marks: 50(T) + 20(P) = 70	
Part C- Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Tribe, J. (2015). <i>The Economics of Recreation, Leisure and Tourism</i>. Routledge. • Guffey, M. E., & Loewy, D. (2021). <i>Essentials of Business Communication</i>. Cengage Learning. • Baum, T. (2006). <i>Human Resource Management for Tourism, Hospitality and Leisure: An International Perspective</i>. 		

B23-TTM-706 Research Methodology

Session: 2023-24	
Part A–Introduction	
Subject	Research Methodology
Semester	VII
Name of the Course	Research Methodology
Course Code	B23-TTM-706
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-HM1
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	Course Learning Outcomes (CLOs) – Research Methodology <ol style="list-style-type: none">1. Understand the fundamentals of research and its scientific approach<ul style="list-style-type: none">○ Define research, its types, and the scientific method.○ Explain the significance of research in academic and professional contexts.2. Formulate clear and researchable problems and objectives<ul style="list-style-type: none">○ Identify research problems and develop research questions or hypotheses.○ Set appropriate objectives aligned with the research goals.3. Design appropriate research methodologies<ul style="list-style-type: none">○ Differentiate between qualitative, quantitative, and mixed-methods research designs.○ Select suitable data collection methods such as surveys, interviews, observation, and experiments.4. Develop research instruments and sampling techniques<ul style="list-style-type: none">○ Create questionnaires, interview guides, or observation checklists.○ Understand sampling methods and determine sample size effectively.5. Collect, organize, and analyze research data<ul style="list-style-type: none">○ Apply data collection techniques systematically and ethically.○ Use statistical tools and software for data analysis (e.g., SPSS, Excel).○ Interpret qualitative data through thematic or content analysis.6. Understand ethical considerations in research

	<ul style="list-style-type: none"> ○ Recognize ethical issues such as informed consent, confidentiality, and plagiarism. ○ Apply ethical principles throughout the research process. <p>7. Prepare and present research reports and findings</p> <ul style="list-style-type: none"> ○ Structure research papers following academic standards. ○ Communicate research results effectively through written reports and oral presentations. <p>8. Critically evaluate research studies</p> <ul style="list-style-type: none"> ○ Assess the validity, reliability, and limitations of research findings. ○ Review literature critically to identify research gaps. 		
Credits	Theory	Practical	Total
	03	01	4
Contact Hours	03	02	05
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: 20(T) + 10(P) = 30			
End Term Exam Marks: 50(T) + 20(P) = 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit	Topics	Contact hours	
I	Importance and role of research in tourism, Types of research: exploratory, descriptive, analytical, applied, Research ethics and responsibilities Identifying research problems/questions in tourism, Conducting literature reviews and synthesizing existing research, Developing hypotheses and objectives	12	
II	Quantitative, qualitative, and mixed methods, Sampling techniques: probability and non-probability sampling, Designing surveys, interviews, and observation methods Questionnaires and survey instruments, Interview techniques: structured, semi-structured, unstructured, Focus groups and participant observation	11	
III	Descriptive statistics and inferential statistics, Qualitative data analysis: coding, thematic analysis, Statistical Analysis with software (e.g., SPSS, Excel)	11	

IV	Writing research reports: structure and style, Presenting research findings, Referencing and avoiding plagiarism Case studies of tourism research projects, Action research and participatory research methods, Challenges in tourism research (seasonality, access, etc.)	11
Suggested Evaluation Methods		
Internal Assessment: > Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 > Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		End Term Examination: Internal Assessment Marks: 20(T) + 10(P) = 30 End Term Exam Marks: 50(T) + 20(P) = 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: Cooper, C., & Schindler, P. S. (2014). <i>Business Research Methods</i> (12th ed.). McGraw-Hill Education. Veal, A. J. (2017). <i>Research Methods for Leisure and Tourism</i> (5th ed.). Pearson. Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). <i>The SAGE Handbook of Qualitative Research</i> (5th ed.). SAGE Publications.		

B23-TTM-801 Cruise Tourism

Session: 2023-24

Part A–Introduction

Subject	Cruise Tourism
Semester	VIII
Name of the Course	Cruise Tourism
Course Code	B23-TTM-801
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-H4
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) – Cruise Tourism</p> <ol style="list-style-type: none"> 1. Understand the fundamentals of cruise tourism <ul style="list-style-type: none"> ○ Define cruise tourism and its significance within the global tourism industry. ○ Describe the history and evolution of cruise travel. 2. Identify the types and segments of cruise tourism <ul style="list-style-type: none"> ○ Distinguish between different cruise types (e.g., ocean, river, expedition, luxury). ○ Analyze target market segments and passenger profiles in cruise tourism. 3. Explain the operational aspects of the cruise industry <ul style="list-style-type: none"> ○ Understand the structure and functioning of cruise lines, ports, and onboard services. ○ Describe itinerary planning, scheduling, and destination selection. 4. Evaluate the economic, environmental, and social impacts of cruise tourism <ul style="list-style-type: none"> ○ Assess the benefits and challenges cruise tourism poses to destinations and communities. ○ Discuss sustainability and responsible tourism practices in the cruise sector. 5. Analyze marketing and promotion strategies for cruise tourism <ul style="list-style-type: none"> ○ Explore branding, advertising, and distribution channels specific to cruise tourism. ○ Develop customer relationship management techniques for cruise passengers. 6. Understand legal, safety, and regulatory frameworks in cruise tourism <ul style="list-style-type: none"> ○ Identify international maritime laws, safety standards,

	<ul style="list-style-type: none"> and health regulations. ○ Examine crisis management and emergency response protocols on cruise ships. <p>7. Explore career opportunities and skills required in the cruise tourism industry</p> <ul style="list-style-type: none"> ○ Identify various roles in cruise operations, hospitality, and management. ○ Understand the training, certifications, and competencies required for cruise tourism professionals. 		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit			
Topics			
Contact hours			
I	Definition and scope of cruise tourism, History and evolution of the cruise industry, Overview of the global cruise market Ocean cruises, river cruises, expedition cruises, Itinerary planning and port selection, Passenger demographics and market segmentation	12	
II	Onboard operations: accommodation, food and beverage, entertainment; Shore excursions and destination management, Safety, security, and health regulations	11	
III	Branding and promotion strategies, Distribution channels and travel agents, Customer service and experience management Environmental challenges: waste management, emissions; Regulatory frameworks and sustainability initiatives, Community impacts and corporate social responsibility	11	
IV	Economic contribution of cruise tourism, Employment and career opportunities, Impact on port cities and destinations Technological innovations, Luxury and niche cruises, Challenges: pandemics, climate change, regulation	11	

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

➤ **Practicum**

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

End Term Examination:

Internal Assessment Marks: **30**

End Term Exam Marks: **70**

Part C- Learning Resources

Recommended Books/e-resources/LMS:

Weaver, A. (2011). *The Cruise Industry*. Wiley.

Hinch, T., & Higham, J. (2011). *Tourism, Climate Change and Sustainability*. Routledge.

Johnson, D. (2002). *The Business of Cruise Shipping*. Wiley.

B23-TTM-802 Wellness and Medical Tourism

Session: 2023-24	
Part A–Introduction	
Subject	Wellness and Medical Tourism
Semester	VIII
Name of the Course	Wellness and Medical Tourism
Course Code	B23-TTM-802
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC- H5
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) – Wellness and Medical Tourism</p> <ol style="list-style-type: none"> 1. Understand the concepts and scope of wellness and medical tourism <ul style="list-style-type: none"> ○ Define wellness tourism and medical tourism and distinguish between them. ○ Explain the growth trends and global significance of these tourism segments. 2. Analyze the types of wellness and medical tourism services and products <ul style="list-style-type: none"> ○ Identify popular wellness offerings such as spa therapies, yoga, detox programs, and holistic healing. ○ Describe common medical tourism services including elective surgeries, dental treatments, and specialized therapies. 3. Evaluate the factors influencing demand in wellness and medical tourism <ul style="list-style-type: none"> ○ Examine demographic, economic, cultural, and technological drivers. ○ Assess the role of quality, cost, and accessibility in destination choice. 4. Understand the role of healthcare infrastructure and accreditation <ul style="list-style-type: none"> ○ Identify the importance of healthcare standards, certifications, and international accreditation bodies. ○ Assess the impact of infrastructure quality on tourist satisfaction and safety. 5. Examine the economic, ethical, and social implications of wellness and medical tourism

	<ul style="list-style-type: none"> ○ Analyze benefits such as economic growth and healthcare innovation. ○ Discuss ethical concerns including patient safety, equity, and cultural sensitivity. <p>6. Explore marketing and promotional strategies for wellness and medical tourism</p> <ul style="list-style-type: none"> ○ Develop targeted marketing plans to reach specific customer segments. ○ Utilize digital platforms and partnerships with healthcare providers. <p>7. Understand regulatory, legal, and risk management issues</p> <ul style="list-style-type: none"> ○ Identify regulations related to medical tourism in different countries. ○ Discuss risk management strategies to ensure patient safety and legal compliance. <p>8. Assess future trends and innovations in wellness and medical tourism</p> <ul style="list-style-type: none"> ○ Explore emerging technologies, telemedicine, and personalized wellness experiences. ○ Predict challenges and opportunities for sustainable growth. 		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit	Topics	Contact hours	
I	Definition, scope, and evolution, Differences between wellness tourism and medical tourism, Key statistics and global trends Components: spa, yoga, meditation, Ayurveda, naturopathy, fitness retreats; Role of culture, spirituality, and nature; Wellness resort operations and customer experience	12	
II	Medical travel for diagnostics, surgeries, fertility, dental, and cosmetic care; Accreditation and quality standards (JCI, NABH, etc.), Role of hospitals, clinics, facilitators, and travel agents Leading wellness tourism destinations (e.g., India, Thailand, Bali, Hungary), Top	11	

	medical tourism hubs (e.g., India, Turkey, Singapore, Mexico, Costa Rica), Case studies of successful wellness and medical centers	
III	Demographics and motivations of wellness and medical tourists, Health tourism marketing strategies, Branding and positioning for wellness destinations Planning a wellness/medical tourism package, Logistics, pricing, and customer service, Risk management, travel insurance, and aftercare	11
IV	Informed consent, medical liability, malpractice; Ethical issues in organ transplants and reproductive tourism, Government regulations, visas, and medical travel insurance Wellness and green tourism integration, Digital health and telemedicine in medical tourism, Challenges and future opportunities post-COVID	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		End Term Examination: Internal Assessment Marks: 30 End Term Exam Marks: 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS:		
Smith, M., & Puczko, L. (2014). <i>Health, Tourism and Hospitality: Spas, Wellness and Medical Travel.</i> Routledge. Connell, J. (2011). <i>Medical Tourism.</i> CABI Publishing. Bookman, M. Z., & Bookman, K. R. (2007). <i>Medical Tourism in Developing Countries.</i> Palgrave Macmillan		

B23-TTM-803 Personality Development

Session: 2023-24	
Part A–Introduction	
Subject	Personality Development
Semester	VIII
Name of the Course	Personality Development
Course Code	B23-TTM-803
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-H6
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p style="color: #4F81BD;">Course Learning Outcomes (CLOs) – Personality Development</p> <ol style="list-style-type: none"> 1. Understand the concept and components of personality <ul style="list-style-type: none"> ○ Define personality and recognize its key traits and types. ○ Explain factors influencing personality development. 2. Enhance self-awareness and emotional intelligence <ul style="list-style-type: none"> ○ Identify personal strengths and areas for improvement. ○ Develop skills to manage emotions effectively in personal and professional settings. 3. Improve communication and interpersonal skills <ul style="list-style-type: none"> ○ Demonstrate effective verbal and non-verbal communication techniques. ○ Build confidence in public speaking, presentations, and group interactions. 4. Develop positive attitude and motivation <ul style="list-style-type: none"> ○ Cultivate a growth mindset and resilience to overcome challenges. ○ Practice goal setting and time management for personal growth. 5. Foster leadership and teamwork abilities <ul style="list-style-type: none"> ○ Understand leadership styles and practice teamwork dynamics. ○ Enhance problem-solving and decision-making skills within group settings. 6. Adopt professional etiquette and grooming <ul style="list-style-type: none"> ○ Learn appropriate workplace behavior, dress code, and etiquette.

	<ul style="list-style-type: none"> ○ Develop skills for networking and building professional relationships. <p>7. Manage stress and maintain work-life balance</p> <ul style="list-style-type: none"> ○ Apply techniques for stress reduction and relaxation. ○ Plan strategies to balance personal and professional life effectively. <p>8. Build a positive self-image and confidence</p> <ul style="list-style-type: none"> ○ Practice assertiveness and self-expression. ○ Overcome fear, anxiety, and negative thinking patterns. 		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be Nine . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
Unit			
Topics			
Contact hours			
I	Definition of Personality Development and importance in tourism, Characteristics of an ideal tourism professional, SWOT analysis of self Verbal and non-verbal communication, Listening and feedback techniques	12	
II	Empathy and cultural sensitivity in tourism, Overcoming stage fear and anxiety, Effective body language and voice modulation, Practice: Tour guiding, travel presentations, First impressions and rapport building, guest briefings	11	
III	Personal hygiene and appearance standards, Dress code for different tourism roles, Hospitality etiquette (greetings, posture, dining manners) Handling guest complaints and difficult situations, Creating memorable guest experiences	11	
IV	Working in diverse, multicultural teams, Conflict resolution and collaboration, Leadership styles in tourism environments Prioritization and task scheduling, Dealing with workplace pressure, Maintaining work-life balance in tourism jobs	11	

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

➤ **Practicum**

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

End Term Examination:

Internal Assessment Marks: **30**

End Term Exam Marks: **70**

Part C- Learning Resources

Recommended Books/e-resources/LMS:

Barun K. Mitra (2011). *Personality Development and Soft Skills*. Oxford University Press.

P. D. Sharma (2020). *Soft Skills for Hospitality and Tourism*. Kanishka Publishers.

B23-TTM-804 Digital Marketing in Tourism

Session: 2023-24

Part A–Introduction

Subject	Digital Marketing in Tourism
Semester	VIII
Name of the Course	Digital Marketing in Tourism
Course Code	B23-TTM-804
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	DSE-H2
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	Course Learning Outcomes (CLOs) – Digital Marketing in Tourism <ol style="list-style-type: none">1. Understand the fundamentals of digital marketing and its relevance to tourism<ul style="list-style-type: none">○ Define digital marketing and explain its role in promoting tourism products and services.○ Identify key digital marketing channels and tools used in the tourism industry.2. Develop effective digital marketing strategies for tourism businesses<ul style="list-style-type: none">○ Create targeted campaigns that engage specific tourist segments.○ Integrate traditional marketing concepts with digital approaches.3. Utilize social media platforms for tourism promotion<ul style="list-style-type: none">○ Design content and campaigns for platforms such as Facebook, Instagram, Twitter, and YouTube.○ Analyze social media metrics to measure engagement and campaign success.4. Implement search engine optimization (SEO) and search engine marketing (SEM)<ul style="list-style-type: none">○ Apply SEO techniques to improve visibility of tourism websites and online content.○ Use SEM tools such as Google Ads to drive targeted traffic.5. Use email marketing and content marketing effectively<ul style="list-style-type: none">○ Develop email campaigns tailored to tourism audiences.○ Create engaging blogs, videos, and other digital content to attract and retain tourists.6. Analyze web analytics and digital marketing metrics<ul style="list-style-type: none">○ Interpret data from tools like Google Analytics to

	<ul style="list-style-type: none"> ○ assess website performance and user behavior. ○ Make data-driven decisions to optimize marketing efforts. <p>7. Understand the role of mobile marketing and emerging technologies</p> <ul style="list-style-type: none"> ○ Explore mobile apps, location-based marketing, and wearable technology in tourism. ○ Assess trends like virtual reality (VR) and augmented reality (AR) in enhancing tourist experiences. <p>8. Address ethical and legal issues in digital marketing</p> <ul style="list-style-type: none"> ○ Recognize privacy, copyright, and advertising regulations relevant to digital tourism marketing. ○ Promote responsible and transparent digital marketing practices. 						
Credits	<table border="1"> <thead> <tr> <th>Theory</th> <th>Practical</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> </tbody> </table>	Theory	Practical	Total	4	-	4
Theory	Practical	Total					
4	-	4					
Contact Hours	<table border="1"> <tbody> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> </tbody> </table>	4	-	4			
4	-	4					
<p>Max. Marks: 100 Time: 3 Hrs Internal Assessment Marks: 30 End Term Exam Marks: 70</p>							
Part B-Contents of the Course							
<u>Instructions for Paper- Setter</u>							
<p>Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>							
Unit	Topics	Contact hours					
I	Overview of traditional vs. digital marketing, Role of digital marketing in tourism development, Trends and technologies shaping tourism marketing Travel planning behavior and the digital customer journey, Mobile behavior and online review influence, Personalization in digital marketing	12					
II	Website essentials for tourism businesses, Writing travel blogs, articles, and storytelling, Visual content: photography and video marketing Basics of SEO for tourism websites, Google Ads and paid search strategies, Keyword research and content optimization	11					
III	Social media platforms for tourism promotion (Facebook, Instagram, YouTube, TikTok, LinkedIn), Content calendars and posting strategies, Influencer and user-generated content (UGC) marketing Creating newsletters for tour operators or destinations, Building and segmenting email lists, SMS and app-based tourism marketing	11					

IV	Role of TripAdvisor, Google Reviews, Booking.com, etc.; Handling negative reviews professionally, Tools for review monitoring and engagement Introduction to Google Analytics, Social media metrics and performance tracking, Building a digital marketing strategy and campaign plan	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 5 • Mid-Term Exam: 10 ➤ Practicum <ul style="list-style-type: none"> • Class Participation: NA • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: NA 		End Term Examination: Internal Assessment Marks: 30 End Term Exam Marks: 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: Kotler, P., Bowen, J. T., & Makens, J. (2017). <i>Marketing for Hospitality and Tourism</i> (7th ed.). Pearson. Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson. UNWTO Reports on digital tourism trends		

