

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus for Master of Tourism and Travel Management**  
(Effective from 2018-2019 Admission Session)

**Course Structure**

<b>Year</b>	<b>Semester</b>	<b>Paper Code</b>	<b>Paper</b>	<b>Marks</b>	<b>Credit</b>
1 <sup>st</sup>	I	MTTM 101	Tourism – Principles & Practices	100	4
	I	MTTM 102	Management Process & Organizational Behavior	100	4
	I	MTTM 103	Tourism Geography and International Tourism	100	4
	I	MTTM 104	Travel Agency & Tour Operation Management	100	4
	I	MTTM 105	Tourism Products of India	100	4
	I	MTTM 106	Services Marketing	100	4
	I	MTTM 107	Business Communication in Tourism	100	4
<b>Total</b>				<b>700</b>	<b>28</b>

<b>Year</b>	<b>Semester</b>	<b>Paper Code</b>	<b>Paper</b>	<b>Marks</b>	<b>Credit</b>
1 <sup>st</sup>	II	MTTM 201	Marketing and Sales of Tourism	100	4
	II	MTTM 202	Transport in Travel & Tourism	100	4
	II	MTTM 203	Accounting and Financial Management	100	4
	II	MTTM 204	Hospitality Management in Tourism	100	4
	II	MTTM 205	Research Methodology in Tourism	100	4
	II	MTTM 206	Tourism Policy, Planning and Development	100	4
	II	MTTM 207	Field Trip Report & Viva-Voce	100	4
<b>Total</b>				<b>700</b>	<b>28</b>

**N.B:** After second semester, students will go for summer training for 4 weeks, which will carry 100 marks in third semester.

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Year	Semester	Paper Code	Paper	Marks	Credit
2 <sup>nd</sup>	III	MTTM 301	MICE Management	100	4
	III	MTTM 302	Eco Tourism & Sustainable Development	100	4
	III	MTTM 303	ICT in Tourism	100	4
	III	MTTM 304	Specialization Paper I A/B/C	100	4
	III	MTTM 305	Specialization Paper II A/B/C	100	4
	III	MTTM 306	Summer Training Project Report	100	4
<b>Total</b>				<b>600</b>	<b>24</b>

**Specialization:** Students will have to opt for any one specialization amongst three electives.

Year	Semester	Paper Code	Paper	Marks	Credit
2 <sup>nd</sup>	IV	MTTM 401	Tourism Entrepreneurship	100	4
	IV	MTTM 402	Legal and Ethical Issues in Tourism	100	4
	IV	MTTM 403	Specialization Paper III A/B/C	100	4
	IV	MTTM 404	OJT Report & Viva-Voce	100	4
	IV	MTTM 405	Dissertation	100	4
<b>Total</b>				<b>500</b>	<b>20</b>

**Elective Specialization Papers:**

**A. Tour Operation Management**

- I. Tour Operation Management
- II. Itinerary Planning and Costing
- III. Tour Guiding and Interpretation

**B. Airlines and Air Fares Management**

- I. Airlines Management
- II. Air Fares Management
- III. Global Distribution System

**C. Tourism Marketing Management**

- I. Destination & Relationship Marketing
- II. Marketing Research in Tourism
- III. Customer Relationship Management

**Consolidated Credits:**

Semester	I	II	III	IV	Total
<b>Credits</b>	<b>28</b>	<b>28</b>	<b>24</b>	<b>20</b>	<b>100</b>

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**SEMESTER-I**

**MTTM- 101: Tourism – Principles & Practices**

Topic	Hours
<b>Introduction to Tourism Industry:</b> Introduction; Growth of Tourism industry; Concepts, definitions and historical development of Tourism. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international.	<b>08</b>
<b>Introduction Tourism System:</b> Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism. Nature and forms of Travel & Tourism.	<b>08</b>
<b>Motivation for travel:</b> Basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.	<b>08</b>
<b>Introduction with the tourism organizations</b> - need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC, and FHRAI. Role of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways & Civil Aviation in tourism development.	<b>10</b>
<b>Impacts of tourism at the destination</b> - socio-cultural, environmental and economic. Factors affecting the future of tourism business. Seasonality & tourism, Sociology of tourism.	<b>08</b>

**Reference Books:**

1. Tourism Principles, Practices & Philosophies: C. R. Goeldner, J.R. B. Ritchie (Wiley India)
2. Tourism Operations and Management: Roday, Biwal, Joshi (OXFORD Higher Education)
3. Tourism - Principles, Practices: Sampad Kumar Swain (OXFORD University Press)
4. Business of Tourism: Christopher Holloway & Neil Taylor (Pearson Education)

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**MTTM- 102: Management Process & Organizational Behavior**

Topic	Hours
<b>Introduction to Management:</b> Nature, meaning and significance of management; managerial processes, functions, skills, and roles in organisation; Systems, contingency and operational approaches to management.	<b>08</b>
<b>Overview of Environment and Functions of Management:</b> External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought (contributions of a few theories towards the development). Overview of functions of planning, organising, staffing, directing and controlling.	<b>08</b>
<b>Understanding and Managing Individual Behaviour</b> – Personality, Perception (social perception and cognition), Learning, Values & attitudes, persuasion. Work motivation, Individual decision-making, Emotional intelligence & its applications.	<b>08</b>
<b>Group Dynamics</b> – Foundations of group behaviour – Factors affecting group behaviour, group individual dimension-group-structural dimension – task dimension-group decision-making-Inter-group behaviour, Understanding work team, Communication, Leadership & influence process.	<b>10</b>
<b>Foundations of organization structure</b> - (Bureaucratic-centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization) – Common organizational designs (Simple, bureaucratic, matrix, virtual, boundary less, feminine – Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations.	<b>10</b>

**Reference Books:**

1. Management: Koontz, O'Donnell & Weihrich, McGraw – Hill Inc.
2. Organizational Behaviour: Robbins: Prentice-Hall of India.
3. Emotional Intelligence at work, Singh, D: Response Books, Sage Publication.

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**MTTM- 103: Geography and International Tourism**

Topic	Hours
<b>Introduction of Geography in International Tourism:</b> Importance of Geography in Tourism. Earth's movement, Continental drift, Latitude, Longitude. International Data Line, Calculation of Time. Time Differences, GMT variations.	<b>06</b>
<b>Major Landforms as Tourist Resources</b> - Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.	<b>06</b>
<b>Physical Geographic Features of India</b> - Mountainous features of India, Plain Area, Coastal area, Deccan, major rivers, lakes, plateaus, deserts	<b>06</b>
<b>Factors affecting global and regional tourist movements</b> - Demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Case study of major outbound tourism countries.	<b>08</b>
<b>Location of major Tourist Destinations</b> - Characteristics of Indian outbound tourism. Characteristics of India's major international markets. Case studies of selected Indian states like West Bengal, Rajasthan, Kerala, Goa and Uttaranchal. <b>Case studies of selected countries:</b> Malaysia, Singapore, Thailand, Dubai, Switzerland, France, UK, Spain and Japan.	<b>16</b>

**Reference Books:**

1. A Geography of Tourism – Robinson HA
2. The Geography of Travel & Tourism – Burton Rosemary
3. The Geography of Travel & Tourism – Boniface B. & Cooper C.

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**MTTM- 104: Travel Agency & Tour Operation Management**

Topic	Hours
<b>Introduction to Travel Agency Business:</b> Definition, Concept, Origin and Development. Growth of Travel Agency & Tour Operation Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators.	<b>06</b>
<b>Functions and Income of TA/TO:</b> Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Sources of income of TA/TO. Tourism Intermediaries (direct & indirect).	<b>06</b>
<b>Business of Tour Operators:</b> Different types of Tour operators, Different partners of tour operators, Brief study of ASTA, TAAI, and IATO. Govt. and IATA rules to set-up Travel Agency/Tour Operation Business; Brochures: Meaning and importance of brochure. Handling a client - WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations.	<b>12</b>
<b>Itinerary Preparation and related Travel Documentation:</b> Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS; TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Health Certificates, Currency Exchange, Travel Insurance, Credit & Debit Card, customs, baggage and airport information.	<b>12</b>
<b>Online Portals for Tourism Business &amp; Guides:</b> Short study of Make my Trip, Yatra.com. Guide – function, approval; Problems of touts.	<b>06</b>

**Reference Books:**

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi
4. Travel Agency Management: An Introductory Text: Chand, M

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**MTTM- 105: Tourism Products of India**

Topic	Hours
<b>Introduction to Tourism Product</b> - Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs and Festivals of Social & Religious importance.	<b>08</b>
<b>Performing Arts of India:</b> Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.	<b>08</b>
<b>National Parks &amp; Wildlife Sanctuaries:</b> Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Similipal National Park, Bhitarkanika National Park, Bnadhvagarh & Kanha National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Nilgiri Biosphere Reserve,	<b>08</b>
<b>Hill Stations &amp; Beaches of India:</b> Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Major Hill Stations and Important Beaches of India.	<b>08</b>
<b>Indian Heritage, Cultures and Major religions</b> – Historical monuments of India, Indian rituals, dresses, cuisine with regional variations. Importance of cultural heritage in tourism; Christianity, Hinduism, Islam, Zoroastrianism, Buddhism, Jainism, Sikhism.	<b>10</b>

**Reference Books:**

1. Indian Tourism Products: Robinet Jacob; Abhijeet Publications
2. A Cultural History of India: Basham, A.L., Oxford University Press
3. Tourism products: Manoj Dixit; New Royal Book Co.
4. Indian Tourism Products: Robinet Jacob; Abhijeet Publications

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**MTTM- 106: Services Marketing**

Topic	Hours
<b>Introduction to Services:</b> Evolution of Services Marketing; The concept Goods & Services; Characteristics of Service; Salient features of Marketing Services: Services Marketing – Concept: Need & Significance of Services Marketing; Types of Tourism Services.	<b>08</b>
<b>Concept of Marketing Mix:</b> The product mix- promotion mix-price mix-place mix; Role of eight P's in Tourism Marketing; Levels of Service products; Product line; Product Development; Stages of product development; Personal selling; Sales promotion; Tools of sales promotion.	<b>08</b>
<b>Tourism marketing:</b> Users of Tourism Services; Behavioral Profile of Users; Product Planning and Development; Difference between tourism marketing and general marketing; Salient features of Tourism Products ; Tourism marketing in Indian perspective.	<b>08</b>
<b>Hospitality Marketing:</b> Concept and classification ; Users of hotel services; Hotel Marketing Mix in Indian perspective; Transport marketing; Users of transport services; tourist Transport Mix; Travel Agency Marketing.	<b>08</b>
<b>Service Models:</b> Service quality Gap Model, Grönroos Model of service quality (Internal marketing, external marketing and Interactive marketing). Challenges in Marketing of services; Application of Service Marketing in Hotels and Tourism Industry.	<b>08</b>

**Reference Books:**

1. Services Marketing: Text and Cases – Rajendra Nargundkar
2. Services Marketing – Govind Apte
3. Services Marketing: People, Technology, Strategy: Lovelock, Wirtz & Chatterjee



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**MTTM- 107: Business Communication in Tourism**

Topic	Hours
<b>Introduction to Communication:</b> Meaning and definition, objectives of communication, principles of communication, scope of communication, limitations of communication, evaluation of communication effectiveness.	<b>08</b>
<b>Communication Process:</b> Communication is a two way process, process of communication, elements of communications, importance of effectiveness, Barriers To Effective Communication – introduction, types of barriers, external barriers, organisational barriers, personal barriers, Steps to Make communication effective	<b>08</b>
<b>Communication Channels and Networks:</b> Types of communication, communication on the basis of direction, communication on the basis of way of expression, communication on the basis of organizational structure, communication network, effects of communication network on work performance, Management Communication - meaning, importance of management communication, improving management communication, downward communication, upward communication, communication in specialized groups, the role of union in communication.	<b>08</b>
<b>Business Writing Communication:</b> Written business communication; Business letters, Common components of Business Letters; writing effective memos; Business reports & Proposals; format for proposals; proposal layout and design; Secretarial Practice in Business Organizations.	<b>08</b>
<b>Business presentations:</b> Introduction to a presentation, main body and conclusion, controlling nervousness & stage fright; business presentation; sample outlines; Conversations; Guidelines to good oral communication. Essentials of a business conversation.	<b>08</b>

**Reference Books:**

1. Business Communication: Meenakshi Raman & Prakash Singh, Oxford.
2. Basic Managerial Skill for All: McGrath, E. H. PHI, New Delhi.
3. Business Communication: Lesikar, R and Pettit, J., All-India Traveller Bookseller, New Delhi.
4. Business Communication Strategies: Monnipally, M.M., TMH, New Delhi

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**SEMESTER-II**

**MTTM- 201: Marketing and Sales of Tourism**

Topic	Hours
<b>Understanding Marketing and Marketing Process:</b> Marketing Concepts, Nature and Scope of Marketing, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization.	<b>08</b>
<b>Developing Marketing Opportunities and Strategies:</b> Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.	<b>08</b>
<b>Developing the Tourism Marketing Mix:</b> Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods.	<b>08</b>
<b>Sales and Distribution Management:</b> Meaning, objectives and evolution of Sales Management, Nature and Scope of Sales Managements; Selling Skills and Selling Strategies, The selling process. Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. Distribution Channel Selection, Cooperation and conflict Management.	<b>10</b>
<b>Issues in Tourism Marketing:</b> Global Marketing, Direct Marketing, Digital Marketing, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.	<b>08</b>

**Reference Books:**

1. Marketing for Hospitality and Tourism : Philip Kotler, Jon Bowen
2. Tourism Marketing : Lumsdon
3. Tourism Marketing : Chaudhary M.

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**MTTM- 202: Transport in Travel & Tourism**

Topic	Hours
<b>Introduction of Transport:</b> Concept & Definition of Transport. Evolution and importance of Transportation Systems. Role of Transportation in Tourism. Major transport systems – rail, road, air transport & water transport. Mode of transportation in India.	<b>08</b>
<b>Air transport and its evolution:</b> Present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations Including freedoms of air. Functions-ICAO, DGCA, AAI.	<b>08</b>
<b>Surface Transport System:</b> Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc.	<b>08</b>
<b>Rail transport system:</b> Major Railway System of World, British Rail. Euro Rail, Amtrak. Cases of orient express Trans Siberian railway and luxury train of the world. Indian Railways: Past, present, future types of tours available in India, Indrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures.	<b>10</b>
<b>Water Transport System:</b> Historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Major cruise lines of the world and their packages.	<b>08</b>

**Reference Books:**

1. Transport for tourism: Stephen Page
2. Tourism system: Mill, R.C. and Morrison

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**MTTM- 203: Accounting and Financial Management**

Topic	Hours
<b>Introduction to Accounting:</b> Nature of Accounting , Accounting Concepts, Principles and Standards, Basic Accounting Records and Books of Accounts Double Entry System, Journal, Ledger, Trial Balance, Cash Book, Depreciation Accounting, Final Accounts with Adjustments.	<b>10</b>
<b>Cost Accounting:</b> objective concepts and terminology , Cost sheet/Tender Process Costing, Marginal costing and break even Analysis, Profit volume Analysis	<b>07</b>
<b>Introduction to Financial Management:</b> Meaning and scope of financial management. Concept of raising funds, capital structure, capital budgeting.	<b>07</b>
<b>Inventory Management:</b> Meaning, objectives and control, Internal financial control- meaning, problems unique to hospitality industry, Establishing cost standard.	<b>10</b>
<b>Cost management by Budgeting:</b> Meaning of budgeting, types of budget, preparation of budget, zero based budgeting, Working capital Management-importance of working capital management, cash management, Role of information system in financial management.	<b>08</b>

**Reference Books:**

1. Advanced accounts -Shukla & Grewal
2. Management accounting – Lal & Jawahar
3. Business accounting for Hospitality and tourism – H.Atkins, A.Bary & M.Cohan
4. Financial Management -V.K.Bhalla
5. Financial Management – M.Y.Khan & P.K.Jain
6. Financial management – John Wiley

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**MTTM- 204: Hospitality Management in Tourism**

Topic	Hours
<b>Introduction to Hospitality Industry:</b> Meaning and its distinctive characteristics viz. Inflexibility, Intangibility, Perishability, fixed location, relatively large financial investment etc.; the concepts of Atithi Devo Bhavah and Vasudhaiva Kutumbakam; Overview of the hotel and the other lodging facilities; types of hotels and hotel departments; classification of hotels; chain operations; E-Hospitality.	<b>10</b>
<b>Accommodation Management:</b> Meaning and types of accommodation; Activities in Accommodation Management – Front office – Housekeeping – Bar and Restaurant - Supporting services; Fiscal and non-fiscal incentives offered to hotel industry in India,, ethical and regulatory aspects in a hotel, international hotel regulations. Future trends in Hospitality Industry.	<b>08</b>
<b>Front office Management:</b> Organization, equipments used layout, duties and responsibilities of front office staff; Reservation & registration- Room types, functions, room assignments, check-in, methods of payment, types of guest folios; rates and meal plans, type of hotel guests.	<b>07</b>
<b>Housekeeping Management:</b> Importance, functions, liaison with other departments, room supplies, Bed making procedure and related types of service; Housekeeping department-Hierarchy, duties & responsibilities of housekeeping staff.	<b>07</b>
<b>Introduction to Food &amp; Beverage:</b> Eating and drinking places, Hotel operations – Types of F&B outlets; food services for the transportation market; food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services - Trends in lodging and food services. Food & Beverage Department of a hotel: Hierarchy, duties & responsibilities of staff.	<b>08</b>

**Reference Books:**

1. Jones & Lockwood – The Management of Hotel Operations
2. Lillicap Cousins – Food and Beverage service
3. Sudhir Andrews – Front Office Training Manual.
4. Sudhir Andrews – Housekeeping Training Manual

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**MTTM- 205: Research Methodology in Tourism**

Topic	Hours
<b>Concepts of Research:</b> Nature, Scope and Significance of Research, types of research, Research process. Conceptualization of Variables and Measurements, Reliability and Validity, Tourism research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.	<b>08</b>
<b>Problem/Opportunity Identification:</b> Review of Literature - Research Questions – Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Types of Questionnaire, Questionnaire Design, Sampling Methods, Formulation of Research and Operational Hypothesis.	<b>08</b>
<b>Research Design:</b> Meaning and importance, Types of Data, Sources of data, and Instruments, Sampling and Its Application, Tabulation and Diagrammatic Representation, Methods of Research.	<b>08</b>
<b>Qualitative and Quantitative Methods:</b> Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Technique; Quantitative Methods: Measures of Dispersion – Normal Distribution – Correlation & Regression Analysis - Test of Hypothesis (Parametric and Non-Parametric) – Overview of Multivariate Analytical Techniques - Use of SPSS.	<b>10</b>
<b>Report writing and presentation:</b> Substance and format of Report, Presentation of Reports. Research Proposal - Art of Writing Research Proposal - Art of citing references.	<b>08</b>

**Reference Books:**

1. Research Methodology: C.R Kothari,
2. Business Research Methods: Donald R Cooper & Pamela S Schindler,
3. Business Research Methods: Mishra, Prahlad

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**MTTM- 206: Tourism Policy, Planning and Development**

Topic	Hours
<b>Introduction to Tourism planning:</b> Objectives, methods, Steps of tourism planning. The role of govt. public and private sector in formulation of tourism policy. Roles of international, national, state and local tourism organizations in carrying out tourism policies.	<b>08</b>
<b>Planning for new thrust areas in tourism:</b> Eco-tourism, sustainable, responsible tourism): Process, catalysts, and hindering factors.	<b>08</b>
<b>Tourism Policy:</b> Need and principles. Factors influencing tourism policy, National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI	<b>08</b>
<b>Planning for Tourism Destinations:</b> Objectives, methods, steps and factors influencing planning. Destination life cycle concept.	<b>08</b>
<b>Various Level of Tourism planning:</b> International, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning, Important feature of five year tourism plans in India. Elements Agents, Processes and typologies of tourism development. Case study of selected state tourism policies (West Bengal, Goa, Kerala, Rajasthan)	<b>10</b>

**Reference Books:**

1. Global Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism Planning : Gunn, Clare A.
3. National & regional Planning : Inkeep E .

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**SEMESTER-III**

**MTTM- 301: MICE Management**

Topic	Hours
<b>Concept of MICE:</b> Scope, Nature and Importance, Types of Events in MICE. Key steps to a successful operation of MICE - Conference program designing, Pre & Post event responsibility. Impact of conventions on communities.	<b>06</b>
<b>MICE Business:</b> The nature and demand of conference markets, The Economic and social significance of conventions, process of convention management. Types of Events - Cultural, festivals, religious & business etc. Need of event management. Important convention and conference centers in India.	<b>08</b>
<b>Event Planning:</b> Meaning and importance, bidding and supplier contracting. Budgeting of MICE –Use of budget preparation, estimating, fixed & variable cost, sponsorship and subsidies. Cash flow, Measures of financial performance, financial controls, risk management. Ethical behavior practices in the MICE industry.	<b>10</b>
<b>Marketing of MICE:</b> Components, Basic Marketing Mix and segmentation for MICE industry- Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.	<b>08</b>
<b>Event Associations and Fairs:</b> Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart. Role of events for the promotion of Tourism. Short study of ICPB and ICCA.	<b>10</b>

**Reference Books:**

1. Shone, A & Parry, B. Successful Event Management
2. Avrich Barry, Event and Entertainment Marketing
3. Bhatia A.K., Event Management
4. Montgomery, R.J., Meeting, Conventions and Expositions



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**MTTM- 302: Eco Tourism & Sustainable Development**

Topic	Hours
<b>Introduction to Eco Tourism:</b> Definition, concept, growth, Eco- tourism - Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts - Western Views of Ecotourism. Eco- tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability. Major Eco tourism destinations of India.	<b>08</b>
<b>Concept of Sustainable Development:</b> Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 ( Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change.	<b>08</b>
<b>Sustainable Tourism Development:</b> Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007	<b>08</b>
<b>Planning for Sustainable Tourism:</b> Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type	<b>08</b>
<b>Approaches of Sustainable Tourism:</b> Alternative Tourism, Responsible Tourism, Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.	<b>10</b>

**Reference Books:**

1. Global Eco Tourism: Chabdra. Prabhas
2. Tourism, Biodiversity & Sustainable Development (Vol-1): Kandari.D.P, Chandra. Asish
3. Eco Tourism and Sustainable Development: Honey Martha
4. The Encyclopedia of Ecotourism: Weaver, D.

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**MTTM- 303: ICT in Tourism**

Topic	Hours
Introduction to Information Technology - Internet and Internet technologies - Security and Internet Firewalls - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) - Electronic Data Interchange (EDI) - Tourism Websites and design principles - E-tourism - E-marketing - E-commerce - M-commerce.	<b>06</b>
Information System for Tourism Management Decision Support (Decision Support Systems) - Concept of Database Management Systems - Concept of Relational Database Management Systems (RDBMS) - Management Information Systems (MIS) - Executive Information System (EIS) - Global Positioning System (GPS) - Enterprise Resource Planning (ERP)	<b>08</b>
Problems in tourism before ICT; role of ICT in tourism; Development phases of ICT; innovative concepts of ICT in tourism: Collaborative filtering, Computer Reservation System (CRS), Global Distribution System (GDS), Destination Management System (DMS), E-payment, GIS application in tourism planning, Knowledge-based software, Online word of mouth (WOM) monitoring, Personalization software, Video conferencing, Virtual reality and web casting; e-tourism e- mediaries: airlines, hotels, destinations, switch companies, travel agencies, last minute bookings, portals, news media, auction sites; Advantages and Disadvantages of ICT in Tourism.	<b>10</b>
Application of ICT systems in Tourism and advantages - Travel and Tourism Information Systems - Online Reservation Systems for Air, Rail, Road, Hotel - Concepts of Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Business process reengineering (BPR) - Bank Settlement Plan (BSP).	<b>08</b>
Delivering e-value to Customers - Case studies of IRCTC, Makemytrip.com, Yatra.com, Trip-advisor, Expedia, Amadeus, Galileo etc.,	<b>10</b>

**Reference Books:**

1. Electronic Information Distribution in Tourism and Hospitality: Peter O'Connor,
2. Strategic Management and Information Systems: Robson Wendy
3. E-tourism case studies: management and marketing issues: Egger, R. and D. Buhalis

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**MTTM- 304A: Tour Operation Management**

Topic	Hours
<b>Introduction to Tour Package:</b> Definition of Tour Package, Types & Forms of Package Tours, Domestic & International Requirements of itinerary preparation. Do's & Don'ts of itinerary preparation.	<b>08</b>
<b>Inbound &amp; Outbound Tour Package:</b> Meaning and importance of inbound tourism. Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements, Characteristics of Inbound tourism and patterns of India's major international market; Special Requirements for outbound packages, Liaisoning for making & selling package Tours, Travel Formalities.	<b>10</b>
<b>Special interest Tours:</b> Nature cure, Health Tourism, Yoga & Meditation Beach holidays, Botanical Tours, MICE, Wildlife Tours, Buddhist circuit.	<b>08</b>
<b>Understanding Tour Motivations:</b> Travel decisions, Mode selection, destination selection, Merits & demerits of Package Tour to the Supplier & Buyer.	<b>06</b>
<b>Setting up Tour Operation Business:</b> Sources of Funding, Comparative Study of Various Type of Organization, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.	<b>08</b>

**Reference Books:**

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi
4. Travel Agency Management: An Introductory Text: Chand, M.
5. Manual of Travel Agency Practice: Syrratt, G. and Archer J.

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**MTTM- 304B: Airlines Management**

Topic	Hours
<b>Introduction to Airline Management:</b> Aviation History –Brief study of Indian schedule airlines, airlines marketing strategies, Full service airlines and No-frill Airlines – meaning, characteristics. Case study of No-frill airlines in India. Roles of IATA and DGCA in airlines industry.	<b>08</b>
<b>Airlines industry:</b> Meaning and terminology, airline 2-character codes, online resource and OAG flight guide, phonetic alphabet, Airport and the flight – classes of service, in-flight service, seating, Types of Aircrafts, Check in Formalities at Airport. International Air Transport Regulations: Chicago Convention and ICAO, Warsaw Convention, Bilateral Agreement.	<b>08</b>
<b>Airline ancillary services:</b> Baggage allowance, meaning of unchecked and checked baggage allowance and regulations. Types of Baggage – Excess Baggage - Handling accompanied Pets – Wheel Chair Passengers – Ramp Equipments at the Airport. Brief study of International Airlines.	<b>08</b>
<b>Aviation Geography:</b> IATA areas and sub-areas, coding and decoding three letter city and airport codes, Anatomy of a journey, one way, return and circle trip, Global Indicators, Fare type, Rounding local currency fares, Bankers rates of exchange.	<b>08</b>
<b>Serving the Airline Customer:</b> Meaning of customer service, customer service skills, communicating with customer: verbal and non-verbal communication, communicating by phone, new technology to serve airline customer, handling difficult customer, coping with work stress.	<b>08</b>

**Reference Books:**

1. IATA Training Manual Foundation Course
2. Travel Agency Management: Mahinder Chand
3. Airport Business: R. Doganis,
4. Fundamentals of Air Transport Management: Senguttuvan, P.S.

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**MTTM- 304C: Destination and Relationship Marketing**

Topic	Hours
<b>Introduction to Destination Marketing:</b> Meaning, objectives and importance. Tourism Attraction: Definition, Characteristics, Typology, Criteria for Tourist Attractiveness, development and design of tourist attractions, Life Cycle; Components of Destination Marketing Mix: Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.	<b>14</b>
<b>Regional Goal Formulation:</b> Strategy formulation, Product Portfolio Strategies, Tourism Portfolio model, analysis of Portfolio, approaches, Market segmentation in the regional context – Bases, Steps and categories, Target Marketing – targeting options, positioning strategy.	<b>06</b>
<b>Introduction of Relationship Marketing:</b> Meaning and objectives. Alternative perspective. Role of Relationship marketing in tourism business. Relationship Marketing in consumer markets; antecedents and consequences. Model of buyer-seller relationship. The customer relationship audit. New Product development in relationship management perspective.	<b>08</b>
<b>Relationship Marketing and distribution channels:</b> Strategic alliances and business alliances formation. Partnering for relationship marketing. Relationship in mass markets. Benefit evaluation and relationship pricing.	<b>06</b>
<b>Relationship building and brand management:</b> Organizing for relationship marketing. Information technology and its role building, maintaining and enhancing relationship managing key accounts. Developing a marketing communication programme.	<b>08</b>

**Reference Books:**

1. Marketing Tourism Destinations: Ernie Health & Geoffrey Wall, John Wiley & Sons.
2. Marketing for Tourism: J. Christopheo Holloway & Chris Robinson
3. Marketing for Hospitality and Tourism: Philip Kotler, Jon Bower
4. Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar

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**MTTM- 305A: Itinerary Planning and Costing**

Topic	Hours
<b>Introduction to Itinerary:</b> Planning programme of package holidays; Contracting; accommodation; Flights; Cruise ships hire Cars; the Role of Ground Handling agents.	<b>06</b>
<b>Tour Brochure:</b> Meaning and importance of the brochure as a selling tool for tour operators; Stages in production of the package brochure; Components of a brochure; trends towards smaller, specialist brochures.	<b>08</b>
<b>Itinerary Preparation:</b> Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Do Not's of Itinerary Preparation,	<b>10</b>
<b>Tour Costing:</b> Concept, types, components of Tour Costing, Preparation of cost sheet, tour voucher and invoicing. Tour Package: Meaning, Components and Types & Forms of Package Tour. FITs, GITs and Special Interest Tours (SITs), Case study of Tour packages for Golden triangle of India.	<b>08</b>
<b>Tour operators in the world:</b> Tour operators in the U.K, Germany, France, Switzerland; India. Use of global distribution systems;	<b>10</b>

**Reference Books:**

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi
4. Travel Agency Management: An Introductory Text: Chand, M.
5. Manual of Travel Agency Practice: Syrratt, G. and Archer J.

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**MTTM- 305B: Air Fares Management**

Topic	Hours
<b>OW Fare Construction:</b> Maximum Permitted Mileage (MPM) – Ticketed Point Mileage (TPM) - Extra Mileage Allowance (EMA) – Excess Mileage Surcharge (EMS) – Higher Intermediate Point Check (HIP) – Applicable Fare (AF) – IATA rates of Exchange (IROE) – Local Currency Fare (LCF).	<b>10</b>
<b>RT and CT fare construction</b> – Selecting a Fare Break Point – General Guidelines – RT/CT formula – CTM Check and secondary fares – changing fare break point – Importance of Stopovers and connections.	<b>08</b>
<b>Special promotional fares</b> – types, IATA standard condition principles, interpreting validity conditions, establishing seasonality and day of week, transfers and stopovers, selecting applicable special fare, RT/CT special fare construction, calculation of special fares.	<b>08</b>
<b>Electronic tickets (ETKT)</b> – coupon status indicator codes, Multiple Purpose Document (MPD) – V-MPD and the electronic miscellaneous document (EMD), Credit card payment transaction, Taxes, Fees and Charges (TFCs), types of TFCs, Security charges ('Q').	<b>08</b>
<b>Billing and Settlement Plan:</b> IATA normal and special fares, Billing and Settlement Plan (BSP) - aims, advantages of BSP to travel organization	<b>06</b>

**Reference Books:**

1. IATA Training Manual Foundation Course
2. Airport Business: R. Doganis,
3. Fundamentals of Air Transport Management: Senguttuvan, P.S.

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**MTTM- 305C: Marketing Research in Tourism**

Topic	Hours
<b>Introduction of Marketing Research:</b> Introduction, aims and roles of marketing research. Application of marketing research in managerial decision making, Research Process: Steps in planning – research purpose and objectives, Identify and Problem formulation.	<b>08</b>
<b>Research Design:</b> Types of research - Exploratory studies, Descriptive studies, Causal studies and their uses, Types of information needed - behavioural and non-behavioural correlates.	<b>06</b>
<b>Sampling and sampling size determination:</b> Census vs. sample, Steps in sampling process, Types of sampling, Sampling distribution, Sample size determination.	<b>08</b>
<b>Sources of Data:</b> Primary and secondary source (govt., non-govt. and syndicated research), Methods of Data Collection, Questionnaire construction & pre-testing, Measurement & Scaling: Types of scales. Errors in data collection.	<b>08</b>
<b>Analyze and Report Writing:</b> Analyze the data, Interpret, Discuss and Present the Findings or Report, Case Studies on Application Areas: Advertising research, Motivation research, Sales analysis & Forecasting analysis.	<b>10</b>

**Reference Books:**

1. Marketing Research: Luck and Rubin
2. Marketing Research: D.R. Cooper & P. S. Schindler
3. Marketing Research: Naresh K Malhotra
4. Marketing Research: G. C Beri
5. Marketing Research: Text and cases: Nargundkar, R.



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**SEMESTER-IV**

**MTTM- 401: Tourism Entrepreneurship**

Topic	Hours
<b>Introduction to Entrepreneurship Development:</b> Definition of entrepreneurship-emergence of entrepreneurial classes-theories of entrepreneurship-role of socio-economic environment-characteristics of entrepreneur-leadership, risk taking, decision-making & business planning. Scope in tourism. Introduction to entrepreneur and entrepreneurship.	<b>08</b>
<b>Opportunity analysis:</b> External environmental analysis (economic, social & technological)-competitive factors-legal requirements for establishment of a new unit related to tourism & raising of funds-venture capital sources & documentation required.	<b>08</b>
<b>Entrepreneurial Behavior:</b> Innovation and entrepreneur, entrepreneurial behavior & psychological theories.	<b>08</b>
<b>Entrepreneurial Development Programme (EDP):</b> EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs. Social responsibility in business.	<b>08</b>
<b>Role of Entrepreneur:</b> Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries with emphasis on tourism , foreign earnings etc.	<b>10</b>

**Reference Books:**

1. Innovation of Entrepreneurship – P. F. Drucker
2. Elements of Entrepreneurship – Holt
3. Entrepreneur & Environment – A. N. Desai

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**MTTM- 402: Legal and Ethical Issues in Tourism**

Topic	Hours
<b>Introduction of Legal and Ethical Issues in Tourism:</b> Indian Contract Act, 1972, partnership Act, 1932. Companies Act 1956. Nature and types of companies. Memorandum and Article of Association, Prospectus.	<b>08</b>
<b>Consumer Protection Act and Tourism:</b> MRTP Act applicable to tourism as consumers, FEMA – 1999, The passport Act, Foreigners’ Act, Foreigner’s Registration Act.	<b>08</b>
<b>Tourism Bills of Right:</b> Manila Declaration, Acapulco Document. Travel Insurance, Passport, and Visa and Health regulations. Custom and currency regulations.	<b>10</b>
<b>Protection Convention: Convention concerning the Protection of the World Cultural and Natural Heritage</b> 1972, UNESCO.	<b>06</b>
<b>Ethics in Tourism:</b> Tourism Code of Conduct, Bermuda Agreement, Five Freedom Agreement Do’s and Don’ts in Tourism. Responsibilities of all the stake holders of Tourism.	<b>08</b>

**Reference Books:**

1. The Business of Travel agency Operation & administration – D.L.Foster
2. The Indian Travel agents – Malik, harish & Chandra

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**MTTM- 403A: Tour Guiding and Interpretation**

Topic	Hours
<b>Introduction to Tour Guide:</b> Meaning and function, Training and approval; Problems of tours.	<b>08</b>
<b>Tour Guiding:</b> Personal hygiene & Grooming, Visitor Briefing before departure, General Rules in emergency situation during tour.	<b>06</b>
<b>Tour Guiding Requirements:</b> Tour departure Checklist, checklist for a Tour vehicle. Checklist at the point of arrival. Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour.	<b>08</b>
<b>Tourist &amp; Visitors interpretation:</b> Popular understanding of Place, Potentials of attraction. Intrinsic qualities, personal stereotypes. Theme interpretation, Heritage interpretation & Interpretation of Nature.	<b>10</b>
<b>Case studies:</b> Guiding historical monuments, National parks, Cultural hot spot, Museum etc.	<b>08</b>

**Reference Books:**

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Group Travel Operating Procedures: Susan Websters
3. The Professional Tour Guiding: Kathleen Lingle Pond

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**MTTM- 403B: Global Distribution System**

Topic	Hours
<b>Introduction to Global Distribution System (GDS):</b> Meaning, importance of GDS in Travel & Tourism industry. Terms specification, basic principles and structure of reservation systems in air transport. Basic hardware & software requirements for GDS installation.	<b>08</b>
<b>Formation of GDS:</b> Functioning of GDS and Characteristics of particular (Amadeus/ Galelio/ Sabre) systems in the tourism market in the light of their supply and market share. Strategies to improve the use of GDSs in developing countries.	<b>08</b>
<b>Displaying Flight Availability and Fares:</b> Coding and decoding of city code, Airport Code, Creating PNR, Creating, Storing and modifying reservations, Ticketing and Ticket Printing.	<b>08</b>
<b>IT in Tourism Business:</b> Management processes and how to facilitate them by information technologies, development of internal information infrastructure in an organization. Impact of internet development on GDS formation (e-ticketing). Hotel chains and their reservation systems, list of local hotel systems products.	<b>10</b>
<b>Case studies:</b> Makemytrip.com, Yatra.com, Trip-advisor, Expedia, Amadeus, Galileo etc.,	<b>06</b>

**Reference Books:**

1. IATA Training Manual Foundation Course
2. Travel Agency Management: Mahinder Chand
3. Airport Business: R. Doganis,
4. Fundamentals of Air Transport Management: Senguttuvan, P.S.

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**MTTM- 403C: Customer Relationship Management**

Topic	Hours
<b>Introduction of Customer Relationship Management (CRM):</b> Meaning, Definition and Dimensions of CRM, Nature of CRM, Goals of CRM, Advantages of CRM- CRM Categories	<b>06</b>
<b>CRM Implementation:</b> Meaning and comprehensive model, Developing CRM vision and strategy Management support, Customer Acquisition; Customer Retention; Customer Satisfaction; Customer Loyalty; Loyalty Programs- CRM as a competitive Advantage; strategies to win Customer Loyalty; CRM Payback.	<b>08</b>
<b>CRM Tools:</b> overall modules – lead management – introduction – lead to sales life cycle-Communication methodologies–relationship management – complaint handling; related case studies. .	<b>08</b>
<b>CRM in Tourism Marketing:</b> Emergence of Theme Tourism; Outlook, Challenges and the need for CRM in Tourism Marketing; travelling habits of customers; expertise as an asset in customer service and relationship; segmentation process and customer profiles; Customer orientation: Need assessment and value addition-Develop, manufacture, market, deliver; challenges in customer segmentation; customer oriented marketing - the role of CRM in business and marketing planning.	<b>10</b>
<b>E-CRM and Internet Marketing:</b> On-line marketing – On-line retail – On-line sales promotion – Web enabled advertisements – Web based Marketing research. The Economics of e-Loyalty – the importance of trust; the importance of focusing on the "right" Customers; relationship Capital; Internet strategies facilitating CRM –personalization, collaborative filtering, data mining, data warehousing and real-time profiling.	<b>10</b>

**Reference Books:**

1. Essence of Customer Relationship Management: Balasubramaniyan, K.
2. Internet Marketing: Raffia. Mohammed
3. E-CRM-Concepts & Cases: Madhavi Garikaparthi
4. Building an Intelligent E-Business: David Ferris and Larry Whipple