



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश
IFTM University, Moradabad, Uttar Pradesh
NAAC ACCREDITED

SCHOOL OF BUSINESS MANAGEMENT

**DEPARTMENT OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY**

MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

[II YEAR]

[FOR ACADEMIC SESSION 2021-22]

IFTM UNIVERSITY

N.H.-24, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh-244001
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Study & Evaluation Scheme of
Master of Tourism and Travel Management (MTTM)
[II Year]
[for Academic Session 2021 -22]

Summary

<i>Programme:</i>	<i>Master of Tourism and Travel Management (MTTM)</i>
<i>Course Level:</i>	<i>Degree (Post Graduation)</i>
<i>Duration:</i>	<i>Two years (Four semesters) Full time</i>
<i>Medium of Instruction:</i>	<i>English</i>
<i>Minimum Required Attendance:</i>	<i>75%</i>
<i>Maximum Credits:</i>	<i>96</i>

Programme Outcomes (POs):

Students completing this programme will be able to:

- Analyze the various components of Tourism and to describe how they coincide each other.
- Depicts the interrelationship between travel, tourism and hospitality industries.
- Be able to target and position the tourism resources.
- Propose and conduct a research project to inform tourism practice.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
- Apply principles of sustainability to the practice of tourism in the local and global context.
- Plan, lead, organize and control resources for effective and efficient tourism operations

IFTM University, Moradabad

Master of Tourism and Travel Management (MTTM)

Preamble

The Tourism sector in India is undergoing a glorious period in the history hospitality industry. As the economy develops and the per capita income increases, the relative share of employment among different sectors moves in favour of services. But, the growth of the services industry would largely depend on the quality of human resources. It requires tremendous expertise and dynamism to succeed in this competitive environment. It is also important to develop the ability to continuously acquire new knowledge and adapt to emerging business realities.

There is a perceptible growth in awareness and fascination among the people all over the world about tourism. It is one of the fastest growing Industries in India as well as in the world. Hence more and more agencies and organizations (both in public and private sector) are getting involved in tourism business providing better facilities. The MTTM programme endeavors to develop professionals to serve this growing Industry.

The Master of Tourism & Travel Management programmes is focused on giving the students an excellent grounding on the respective areas / subjects and empowering them with success oriented skills. The Master of Tourism and Travel Management (MTTM), generally known as MTTM is a professional course that prepares professionals to serve the tourism Industry.

Study and Evaluation Scheme

Programme: Master of Tourism and Travel Management (MTTM)

Semester III

Sr. No.	Subject Code	Subject	Credit	Evaluation Scheme		Total
				Internal 30	External 70	
1	MTTM301	International Tourism Studies	4	30	70	100
2	MTTM302	Economics of Tourism	4	30	70	100
3	MTTM303	Financial Management in Tourism	4	30	70	100
4	MTTM304	Sustainable Tourism & Current Trends	4	30	70	100
5	MTTM305	Computer Applications In Tourism	4	30	70	100
6	MTTM306	Summer Training Report Evaluation & Viva-Voce	4	30	70	100
Total			24	180	420	600

Semester IV

Sr. No.	Subject Code	Subject	Credit	Evaluation Scheme		Total
				Internal 30	External 70	
1	MTTM401	Management and Organizational Behaviour	4	30	70	100
2	MTTM402	Human Resource Management in Tourism	4	30	70	100
3	MTTM403	Strategic Tourism Management	4	30	70	100
4	MTTM404	Research Methodology in Tourism	4	30	70	100
5	MTTM405	Tourism Impacts and Crisis Management in Tourism	4	30	70	100
6	MTTM406	Entrepreneurship Development in Tourism	4	30	70	100
Total			24	180	420	600

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Master of Tourism and Travel Management

MTTM 301: International Tourism Studies

Course Objective: The course intends to develop an insight into fields and patterns in international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth.

UNIT I

(12 Sessions)

International Travel and Tourism Statistics: Meaning, Definition, forms and types, Tourist trends- Regional and Global tourist movements, Tourist Arrivals/Receipts, challenges. Factors affecting- Demand and origin factors, destination & resource factors.

International Tourism Destination Development: Need for planned development, various levels at which plans are prepared. Scale of International Tourism Destination Development- Allo-centric, Mid-centric and Psycho-centric destination. The emerging International Tourism types. Political aspects of the International travel.

UNIT II

(10 Sessions)

The Role of the Government and International Tourism Bodies: Need for Tourism organizations, National Tourism Organization (NTO) - Functions, Administrative set up. India's out bound Tourism for Gulf, Europe, USA, South East Asia Australia and New-Zealand, characteristics and patterns of India's major International markets, domestic Tourism in India, patterns and characteristics of major tourist generating states. ITDC, DGCA, AAI, FHRAI, TAAI.

UNIT III

(10 Sessions)

International Travel Formalities: Aviation Geography: IATA Traffic conferences, important tourist circuits and popular Itineraries of Middle East, Asia Pacific and Europe. Customs Formalities, Passport, Emigration and Immigration- passport, Arrival and Departure Formalities, Health Regulations, Airport tax. Visa- types. Visa rules for India, Duration of stay, Currency regulations, Exchange Control formalities- Currency and jewellery, payment of hotel bills, purchase of goods.

UNIT IV

(8 Sessions)

International Tourism Organizations: International Tourism Organizations: UFTAA, WATA, WTO, PATA , IATA, ICAO, IHA. Travel industry fairs- Participation Advantages. Role of ITB, WTM, PATA.

Course Outcomes:

Students completing this course will be able to:

1. Learn about the various tourism bodies and emerging trends in global tourism scenario
2. Plan, lead, organize and control resources for effective and efficient tourism operations.
3. Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
4. Learn about natural based Geographical wonders of the world and UNESCO's natural heritage sites.
5. Apply principles of sustainability to the practice of tourism in the local and global context.

Suggested Readings:

1. Mill and Morrison, the Tourism System, an Introductory Text, Prentice Hall.
2. Mill R.C, Tourism, the International Business, Pretence Hall, New Jersey.
3. Bhatia A.K, International Tourism Management, Sterling Publishers Pvt. Ltd, New Delhi.
4. Seth P.N, Successful Tourism Management (Vol 1 &2).
5. Sunetha, Roday ET. Al, Tourism Operations and Management, Oxford Univ. Press, New Delhi.
6. Gupta S.K, Foreign Exchange Laws and Practice, Taxman Publications Delhi.

Web Sources:

1. http://www.ontit.it/opencms/export/sites/default/ont/it/documenti/archivio/files/ONT_1997-01-01_00959.pdf
2. https://unstats.un.org/unsd/publication/Seriesm/SeriesM_83e.pdf
3. <https://www.e-unwto.org/doi/pdf/10.18111/9789284413096>
4. <http://elearning.nokomis.in/uploaddocuments/International%20Tourism/chp%208%20Tourism%20Organisations/PPT/Chp%208.pdf>

Note: Latest editions of all the suggested readings must be used

IFTM University, Moradabad
Master of Tourism and Travel Management

MTTM 302: Economics of Tourism

Course Objective: The course aims to develop the understanding about the nature of Economics in general and economics of tourism in particular, in terms of demand, supply, pricing, impacts etc.,

UNIT I **(12 Sessions)**

Concept of Economics in Tourism: Working of economy in tourism. Basic problems of tourism economy, Market for tourism products. Tourism and economic development- Indian perspective

Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus. Concepts and definitions of demand for tourism, determinants of tourism demand. Tourism demand and elasticity- price, total revenue, income and cross elasticity of Tourism demand.

UNIT II **(10 Sessions)**

Supply and Pricing in Tourism: The Supply of Tourism Services, Characteristics, Factors influencing tourism supply, Price and Non Price factors, Supply and elasticity. Costing and pricing of tourism product. Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

UNIT III **(10 Sessions)**

The economic contribution of tourism: TSA developing measures of tourism performance. Impacts of tourism- direct, indirect, induced and negative. Regional economic models- input-output model (I-O model), Tourism multiplier impact—meaning and types (employment and income tourism multipliers), misuse of tourism multiplier. Linkage and leakages. FDI in tourism.

UNIT IV **(8 Sessions)**

Demand forecasting: its importance in tourism, forecasting approaches. Concept of break-even point, Tourism Development and cost benefit analysis and project feasibility study. Principal sectors of Indian economy with special reference to tourism- ITDC, State tourism Development Corporation (STDC).

Course Outcomes:

Students completing this course will be able to:

1. Understand the nature of Managerial Economics in general and economics of tourism in terms of demand and supply.
2. Apply the strategies and practices used in Pricing
3. Familiarize with multiplier effect in context to Tourism
4. Apply the concepts of demand forecasting, break-even point and cost analysis in real life situations

Suggested Readings:

1. Mehta, P.L. Managerial Economics, Sultan Chand New Delhi.
2. Agarwal, H.S. MicroEconomics, Ane Books.
3. Dwivedi, D. N. Microeconomics: Theory And Applications, Pearson Education.
4. Metin, Kozak and Mugla. Tourism Economics: Concepts and Practices. Nova Science Pub Incorporated
5. Stabler Mike J., Andreas, P., M. Thea, S. The economics of tourism. Routhledge Pub (2nd edit)

Web Sources:

1. <https://www.ugc.ac.in/deb/v2/PPRpartb/DEB-KAR-311-2017-235-PPR-BA%20in%20Economics.pdf>
2. <https://www.tourismindustryblog.co.nz/2010/03/pricing-strategy-for-tourism-businesses/>
3. <https://www.owlgen.in/what-is-demand-forecasting-why-forecasting-important-in-tourism/>
4. <http://www.jotr.eu/index.php/volume19/223-the-importance-of-the-tourism-multiplier-and-its-effect-on-economic-development>

Note: Latest editions of all the suggested readings must be used

IFTM University, Moradabad
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MTTM 303: Financial Management in Tourism

Course Objective: Financial Management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

UNIT I

(10 Sessions)

Financial Management and planning Finance: Concept of Finance, Finance Functions, Meanings and Definitions of Financial Management; Evolution, Functions, Goals and Scope of Financial Management, Financial Planning-meaning, Steps in Financial Planning, and Factors Affecting Financial Planning, Time value of money: compounding and discounting techniques.

UNIT II

(10 Sessions)

Sources of Finance and Assessment of Requirements: Financial Needs & Sources of Finance of Tourism Business, Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference shares- Features, Pros & Cons, and Debentures - Features, Pros & Cons, Retained Earnings - Features, Pros & Cons, Public Deposits; Sources of short Term Finances.

UNIT III

(10 Sessions)

Capital structure and Financial Leverages: Capital structure –Meaning, Determination of Capital structure, Meaning of Financial Leverage, Types – Operating & Financial Leverage, Effects of Leverage, EBIT – EPS Analysis, Working capital Management- Meaning & Concept of Working Capital, Need for Working Capital, Operating Cycle, Components of Working Capital, Estimation of Working Capital in Tourism Business, Financing current assets in Travel Business.

UNIT IV

(10 Sessions)

Financing of Tourism Projects: National Financial Policies; Tourism Finance corporation of India (T.F.C.I.) – Overview, Financial & Advisory Services offered by TFCI, Financing of Tourism Projects by TFCI, Financing by UNWTO, ITDC, MOT & JKTDC towards different projects. FDI in Tourism Sector in India, Case Studies of Financial Statements of: Thomas Cook, Yatra.com, Taj Group of Hotels, Oberio Group of Hotels

Course Outcomes:

Students completing this course will be able to:

1. Understand the basics of accounting for a business and various accounting principles.
2. Learn about how to record a transaction and how to prepare final accounts.
3. Apply effectively first-hand knowledge of principals of managements.
4. Use financial Management concept and the role of financial manager & his functions.

Suggested Readings:

1. Banerjee P.: Fiscal Policy in India: Gyan Publishers Delhi 1986.
2. Horne J.V.: Financial Management and Policy
3. Kuchal S.C.: Financial Management
4. Pandey, I. M., Financial Management, Vikas Publishing House Pvt. Ltd., Noida, 2005, 9th Ed.
5. Khan, M.Y. and Jain, P.K., Financial management Text, Cases and Problems, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2007
6. Chris Guilding Financial Management for Hospitality Decision Makers (Hospitality, Leisure and Tourism)

Web Sources:

1. http://www.rcemorissa.org/images/Financial_Management_compressed.pdf
2. <https://www.tfcilt.com/>
3. <https://efinancemanagement.com/financial-leverage>
4. <http://www.uou.ac.in/sites/default/files/slm/BTTM-602.pdf>

Note: Latest editions of all the suggested readings must be used

IFTM University, Moradabad
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MTTM 304: Sustainable Tourism & Current Trends

Course Objective: To make students aware about the role of sustainable tourism in the changing global scenario. This course broadly covers tourism, sustainable tourism development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.

UNIT I

(12 Sessions)

Sustainable Tourism & its Dimensions: Historical Background, Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions, Environmental Dimension, Economic Dimension, Social Dimension.

Role of different agencies in Sustainable Tourism: Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable Tourism

UNITII

(8 Sessions)

Sustainable Tourism & Responsible Tourism: Sustainable Tourism Development-Guiding Principles for Planning and Management,. Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism and Global Climate change-issues and challenges.

UNIT III

(10 Sessions)

Standardization and Certification for Tourism Sustainability: ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN, Global observatory on sustainable tourism in Sustainable Tourism Development. - Agenda 21 for Travel and Tourism Industry; Global Significance of Sustainable Tourism (GOST) and Global sustainable tourism criteria and council (GSTC).

UNIT IV

(10 Sessions)

Contemporary issues in tourism: New trends and emerging patterns; current initiatives of Ministry of Tourism, Department of Tourism; Climate change and environmental issues: Community Based Tourism; Concept of Home-stays, Responsible tourism; Tourism and poverty alleviation; Social media for tourism promotion; Social responsibility and ethical concerns; Special Tourism Zones.

Course Outcomes:

Students completing this course will be able to:

1. Familiarize the students with the theoretical input as well as practical issues of sustainable tourism development.
2. Apply the principles of sustainability, tools of sustainability, the approaches and its development
3. Learn about responsible Tourism, Community based and Pro-poor tourism (PPT) including community participation, eco-friendly Practices and Energy waste Management
4. Understand about standardization and certification for Tourism sustainability

Suggested Readings:

1. Tony Griffin, Sustainable Tourism, A Global perspective by Rob Harris, , Peter Williams, Butterworth-Heinemann.
2. World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography,
3. IreneHerremans, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions .
4. David Weaver Powell's City of Book, Sustainable Tourism; Theory and Practice.
5. Swarbrooke, J. Sustainable Tourism Management, CABI publishers
6. Hall, M, Cooper, C (2007) Contemporary Tourism; An International Approach, Elsevier, Netherlands

Web Sources:

1. <https://tourismnotes.com/sustainable-tourism/>
2. https://www.academia.edu/1421308/Sustainable_Tourism_Certification_Role_and_Potential
3. <http://documents1.worldbank.org/curated/en/925881468174891001/pdf/346660CSR1in1the1Tourism1Industry.pdf>
4. <http://www.economy.gov.ae/Publications/Contemporary%20Tourism.pdf>

Note: Latest editions of all the suggested readings must be used

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MTTM 305: Computer Applications in Tourism

Course Objective: To make the students familiar with the basics of the computer skills and the application of travel and Hotel soft-wares in the tourism and travel industry.

UNIT I **(12 Sessions)**

Introduction: Introduction to Computer: Components, Classification, Organization, Characteristics & Limitations, Operating System, and application of Computer in Tourism business.

Computer Applications in Tourism Business: Concept and definitions of Application and operating software and their functioning in travel business. MS Office: MS Word, MS Excel, MS PowerPoint, Access and Outlook Express and their use.

UNIT II **(10 Sessions)**

MIS and Networking: Management Information System for strategic advantage, Different types of typologies and networks used in networking of computers. **Networking:** Concept, User, Types. **Introduction to Internet** Introduction, Evolution, Benefits, Application, Working, Hardware and Software requirements, E-mail and mail merge.

UNIT III **(8 Sessions)**

Introduction to Travel and Tourism Software: Introduction, characteristics, features & usage of the software: Galileo, Amadeus, World Span, Sabre & Car rentals Software.

UNIT IV **(10 Sessions)**

Hotel and Travel Software: Introduction to hotel Software, their characteristics, features and usage. CRS, IDS, Opera, Host and Fidelio.

Course Outcomes:

Students completing this course will be able to:

1. Familiarize with the role and importance of computers and information and communication technology at work.
2. Prepare students to use the computer as a tool effectively as per the need of industry.
3. Handle computers related tasks that the managers are required to perform to be effective on job.

Suggested Readings:

1. Lucey T, Management information system: New Delhi: BPB Publication.
2. Obrien James, A., Management Information Systems: managing information technology in the e-business enterprise, New Delhi: Tata McGraw- Hill Publication Company.
3. Basandra SK, Computer Today" New Delhi Galgotia Publications
4. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
5. Bhatnagar S C and Ramani K V, Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today.

Web Sources:

1. <https://hmhub.me/elements-of-a-computer-system-classification-characteristic-limitations/>
2. https://www3.nd.edu/~cpoellab/teaching/cse40814_fall14/networks.pdf
3. <https://flightslogic.com/gds-system-amadeus-sabre-galileo-worldspan-abacus-pegasus-travelport.php>
4. <https://www.protel.com.tr/en/hotel-programs-software/opera-hotel-management-system-pms/>

Note: Latest editions of all the suggested readings must be used

IFTM University, Moradabad
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MTTM 306: SUMMER TRAINING REPORT EVALUATION AND VIVA-VOCE

Objective: To provide the practical exposure to the students about the systems, procedures and practices being followed by the tourism industry, in the backdrop of principles and concepts of tourism management.

The students of the MTTM II semester will be required to undergo 8 - 10 weeks compulsory Training in the Tourism Industry. For this purpose the students will be placed with different tourism related organizations during the summer vacations immediately after their MTTM II Semester Examinations.

After completion of the Training, the students will have to submit the Training Reports based on their work during their Internship. The research based Project Reports will be prepared by the students under the supervision of faculty members/Industry supervisors.

The Project Reports will be evaluated by the Industry Experts /Academicians nominated by the University from time to time.

Course Outcomes:

Students completing this course will be able to:

1. Develop knowledge and understanding of different stakeholders of tourism industry.
2. Analyze and appraise a particular form of tourism and tourism business at a specific destination.
3. Develop the ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry at the National/regional level.

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MTTM 401: Management and Organizational Behaviour

Course Objective: This course aims to develop managerial skills and behavioural understanding of the Organizations among the students through various concepts, theories and techniques of organization behavior and management and their practical applicability in the field of Tourism.

UNIT I

(8 Sessions)

Management: Introduction to Management, Evolution, Roles and skills, Management Functions- Planning: Concept & features, Process & limitation; Organizing: Concept & Process, Organizational Structure: Chain of Command, Span of Control, Delegation of Authority, Centralization & Decentralization of Authority, Responsibility; Controlling: Concept, Process, Budgetary & Non Budgetary Control tools; Administrative theory by H. Fayol ; Scientific Management by Taylor.

UNITII

(12 Sessions)

Individual Behavior: Biographical characteristics, Ability :Intellectual & Physical abilities ; Learning :Definition, Theories of Learning, Attitudes :Definition, Components of Attitude, Determinants of Attitude ; Personality :Definition, Determinants, Myer Briggs Type Indicator, Big Five Personality model ; Perception :Meaning and Significance, Factors influencing Perception, Perceptual Biases ; Challenges and Opportunities for OB.Motivation: Meaning and Importance, Theories of Motivation; Leadership: Theories of Leadership, Styles of Leadership, Managerial grid.

UNITIII

(10 Sessions)

Group Behavior: Group Dynamics: Concept of group, Types of groups. Stages of Group Development, Factors influencing Group Behavior, Group structure, Group Decision Making, Work Teams; Power: Definition, Bases of Power, Power tactics; Conflict: Definition, Conflict thoughts, Pondy's model of Conflict; Transactional Analysis (TA): Uses of TA, Levels of self-awareness by Johari window, Life Positions & Ego states.

UNIT IV

(10 Sessions)

Organizational Development & Change: Organizational Development (OD): Concept of OD, intervention techniques in OD; Management of Organizational Change: Nature of change, resistance to change, overcoming resistance to change, Lewin's Three Step model of Change; Organizational culture: Concept and impact of Organizational Culture, Developing a sound Organizational culture, Strong Vs Weak Culture.

Course Outcomes:

Students completing this course will be able to:

1. Understand the role of organizational behavior and its challenges & opportunities of organizational behavior in tourism industry.
2. Apply psycho analytical social theory, Trait theories of personality.
3. Handle stress & stress management, learn about emotional intelligence and need & importance of TQM in tourism industry.

Suggested Readings:

1. Sanghi& Robins, Organizational Behaviour, Pearson Education
2. Luthans, Organizational Behaviour, MH
3. Ghanekar, Organizational Behavior Concept & Cases, EPH.
4. Saiyaddin, Organizational Behaviour, TMH
5. J.Chandan, Organizational Behaviour, Vikas publications New Delhi
6. Prasad, L.M, "Principles & Practices of Management", Chand & Sons.

Web Sources:

1. <http://www.ddegjust.ac.in/studymaterial/mcom/mc-101.pdf>
2. <https://www.economicdiscussion.net/management/personality/personality-introduction/32465>
3. <https://www.economicdiscussion.net/organizations/group-dynamics/32339>
4. <http://www.mcs.gov.kh/wp-content/uploads/2017/07/Organization-Development-and-Change.pdf>

Note: Latest editions of all the suggested readings must be used

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MTTM 402: Human Resource Management in Tourism

Course Objective: This course aims to develop the insight of the students regarding the various Human Resource Practices & concepts in Organizations with special reference to the Tourism Industry.

UNIT I

(10 Sessions)

Human Resource Management: Concept & Definition, Objectives & Functions of HRM, Historical Evolution & Development of HRM, HRM Environment Analysis, Need & Importance of HRM in Tourism industry, Paradoxes in HRM, Strategic HRM and Human Capital Management, Challenges to HRM in Tourism Industry.

UNIT II

(8 Sessions)

Human Resource Planning: Concept, Definition and Objectives of HRP, Process of Human Resources Planning, Factors affecting HRP, Barriers to HR Planning. Career Planning: Concept & Definition, Need for Career Planning in Tourism Industry, Retention Management: Concept & Definition, Retention Management Strategies to be adopted in Tourism.

UNIT III

(10 Sessions)

Recruitment: Concept & Definition, Sources of Recruitment, Factors affecting Recruitment with special reference to Tourism Industry, Recruitment Process, Recent trends in Recruitment.

Selection: Concept & definitions, Factors affecting Selection, Selection Procedure, Barriers in Selection. Placement, induction and socialization: Concept & meaning. Training and Development in Tourism Industry: Need & Objectives of Training, Stages in Training, Methods of Training.

UNIT IV

(12 Sessions)

Job Analysis: Concept & Definition, Process of Job Analysis, Job description & Job specification, uses of job analysis. Job Evaluation: Concept & Definition, Methods of Job Evaluation, Performance appraisal in Tourism Industry- Objectives & Methods of Performance Appraisal, Potential Appraisal.

Human Resource Development (HRD): An Overview, Need, HRD process and outcome an overview of HRD practices: Trends; HRD in Service Industry: Importance and role of HRD in Service Sector, HRD in Tourism Sector.

Course Outcomes:

Students completing this course will be able to:

1. Attain in depth knowledge about growth and development of HRM and HRD
2. Acquire special skills required for human resources working in Hotels, Resorts, Home Stays, Tour Operations, Travel Agency, Airlines.
3. Know about the trends and issues in HRM, major challenges faced by them in 21st century and learn about duties and responsibilities of HR manager

Suggested Readings:

1. Dale S Beach, The Management of People at Work, Macmillan Publishing Co, New York
2. Monopa A and Saiyadain M, Personnel Management, Tata McGraw Hill, New Delhi.
3. Micheal V. Human Resource Management, Himalayan Publishing Co, Delhi.
4. Tripathip C, Personnel Management and Industrial Relations, Sultan Chand & Sons.
5. Stone Lioyed and Leslie W.Rue, Human Resource and Personnel Management, Rochard D. Irwin.

Web Sources:

1. <http://www.whatishumanresource.com/human-resource-management>
2. <https://www.economicdiscussion.net/human-resource-management/human-resource-planning-definition-importance-objectives-process-prerequisites/31575>
3. <https://www.iedunote.com/recruitment>
4. <http://www.egyankosh.ac.in/bitstream/123456789/17060/1/Unit-24.pdf>

Note: Latest editions of all the suggested readings must be used

IFTM University, Moradabad
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MTTM 403: Strategic Tourism Management

Course Objective: This course aims to develop the understanding of strategic vision, mission of the organization and to develop strategic insights among the students regarding the organizational objectives.

UNIT I

(10 Sessions)

Strategy: Concept, Definition and explanation, Different levels at which strategy operates in Tourism Organization, Strategic Management - Nature & scope in Tourism. Process of strategic management, phases & elements. Strategic Decision making in Tourism: issues and dimensions.

External Environment Analysis: The General Environment Analysis (DPEST), Industry Environment Analysis - Porter's five force's model, Competitor analysis. Internal Environment Analysis: Resource Based View in Tourism industry.

UNIT II

(10 Sessions)

Corporate Level Strategies: Grand Strategies- Stability strategies, Expansion Strategies, Retrenchment Strategies. Business Level Strategies - Generic Business Strategies. Strategic Analysis & Choice- Process of Strategic Choice viz a viz Tourism, Corporate strategic analysis through BCG matrix of a Hotel Chain.

UNIT III

(10 Sessions)

Strategic Implementation: Issues related to Tourism. Implementing Business Level Strategies- Cost, Differentiation & Focus. Implementing Functional Strategies- Marketing, Finance, HR, and Production & Technology in Tourism industry. Change and its impact on Strategic Implementation, Leadership and Strategic Implementation.

UNIT IV

(10 Sessions)

Strategic Evaluation and Control: An overview of Strategic Evaluation & Control - Nature & Importance in Tourism, Process of Strategic Evaluation, and Barriers of Evaluation in Tourism.

Strategic Control: Types of Strategic Control, Basic Control Tools – Responsibility Centre, Budgeting, Balanced Score Card, Management Report, Benchmarking.

Course Outcomes:

Students completing this course will be able to:

1. Define strategic tourism management.
2. Know about Leadership and Strategic Implementation.
3. Understand the external environment analysis.
4. Know the basic strategic control tools and will be able to explain corporate level strategies.

Suggested Readings:

1. AzharKazmi, Strategic Management & Business Policy Tata McGraw-Hill Publishing,
2. Alex Miller Strategic Management, McGraw-Hill Companies.
3. Fred R. David, Strategic Management: Concepts and Cases, Prentice hall publication, edition.
4. LuizMoutinho, Strategic Management in Tourism. A CAB International Publication
5. Peter E. Murphy & Ann E. Murphy, Strategic Management for Tourism Communities, Bridging the Gaps, Channel View Publications.

Web Sources:

1. https://www.researchgate.net/publication/323966217_Strategic_Management_in_Tourism_3rd_Edition
2. <https://www.businessmanagementideas.com/business-management/external-environmental-analysis-of-business-business-management/11672>
3. <https://www.yourarticlelibrary.com/strategic-management/types-of-corporate-level-strategies/99697>
4. https://kkhsou.ac.in/eslm/E-SLM_Main/3rd%20Sem/Master%20Degree/MBA%203rd%20Sem/

Note: Latest editions of all the suggested readings must be used

IFTM University, Moradabad
Master of Tourism and Travel Management

MTTM 404: Research Methodology in Tourism

Course Objective: To promote the understanding and skills of the students about the basic research concepts and tools, to conduct research and data analysis and to further equip them in writing and presentation of the results in tourism business and research.

UNIT I

(8 Sessions)

Introduction to Research: Meaning, Types and relevance of research; trend and challenges, Research Process; Problem Formulation and statement of Research Objectives and drafting the research proposal, ethics in Tourism and Hospitality Research.

UNIT II

(12 Sessions)

Research Design & measurement: Meaning of research design; features of a good Research design; different research designs, Sampling design: the concept of sampling steps in sampling design; criteria for selecting a sampling procedure; sampling techniques/methods. Measurement and scaling Techniques, Ordinal Measurement, Internal Measurement Ratio Measurement, Reliability, and validity scale. Likert's-Scales, Concept of Variables.

UNIT III

(12 Sessions)

Data Collection: Primary, secondary methods of collection of data- Observational and survey method, interview, questionnaire etc., Data Source-Focus Group Static and dynamic panels, Questionnaire.

Data Analysis: Univariate and Multi variate; Measures of central tendency, Measures of dispersion; Correlation and Regression; Hypothesis testing, t-test, Z-test F-test, Chi-Square test; Introduction to Multi variate techniques – Factor Analysis. Data analysis by using SPSS Package.

UNITIV

(8 Sessions)

Report writing: Types of reports; Structuring the Report, Report writings styles, Chapter format, Presentation of tables and figures; Referencing- (APA & Harvard) ; Documentation-Use and format of appendix- Index.

Course Outcomes:

Students completing this course will be able to:

1. Understand the use of qualitative and quantitative Research in Tourism.
2. Understand the techniques of analyzing Data, Report writing, Different steps in Report writing,
3. Learn about the role of tourism Research and know the various research methods for tourism.
4. Understand the application of SPSS (Statistical Package for Social Science).

Suggested Readings:

1. Kothari.C, Research Methodology, New Age International, New Delhi
2. Curison and Slater, Quantitative Methods for Business Decision, ITP
3. Elhance, Fundamentals of Statistics, Allahabad Chaitanys.
4. Lovin and Kirkpatrick, Quantitative Techniques for Management, McGraw Hill
5. Malhotra.P, Business research Methods, CENGAGE Learning, New Delhi
6. Richard Lewin, Statistics for Management, Prentice Hall
7. Samuel Bockly& R. Larraway, Quantitative Business Analysis, Tata McGraw.

Web Sources:

1. https://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks
2. <https://methods.sagepub.com/reference/encyclopedia-of-survey-research-methods/n503.xml>
3. <http://www.mgcub.ac.in/pdf/material/2020042909560094bd3b3882.pdf>
4. <https://opentextbc.ca/writingforsuccess/chapter/chapter-7-sources-choosing-the-right-ones/>

Note: Latest editions of all the suggested readings must be used

IFTM University, Moradabad
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MTTM 405: Tourism Impacts and Crisis Management in Tourism

Course Objective: This course has been designed to inculcate various impacts of tourism on society, economy and environment. Relevant descriptions on crisis management and risk assessment have also been discussed in this paper.

UNIT I

(10 Sessions)

Tourism Impacts: Concept, Social, Cultural and Economic Impacts of Tourism. Identifying & Managing Socio- Cultural Impacts; Concept of Multiplier Effect and Leakages in Tourism. Concept of Guest-Host Interaction: Doxey's Irridex Model. Concept of Community Involvement in Tourism. Concept of Destination carrying capacity.

UNIT II

(10 Sessions)

Environmental impacts of tourism: Types, Environmental Quality Factors, Environmental Planning of Tourism Attraction, Environmental impact Control Measures, Tourism Impact Assessment & Sustainable Development.

UNIT III

(10 Sessions)

Crisis Management: Concepts and approaches, Identification of Crisis Events. Disaster management, emergency management & risk management – differentiation amongst them. Preparing for a crisis & responding to it, Crisis management team. Planning & preparation: anticipation, preparation and mitigation of an impending crisis.

UNIT IV

(10 Sessions)

Risk Assessment, Risk Management and Risk Communications: Contingency Planning in Tourism - Emergency Response Plans, Corporate Crisis Management Plans, Corporate Crisis Communication Plans, Disaster Recovery Plans and Business Continuity Plans. Role of NDRF (National Disaster Relief Force).

Course Outcomes:

Students completing this course will be able to:

1. Know the tourism impacts.
2. Define crisis management.
3. Explain the risk assessment, risk management and risk communications.
4. Know about Disaster management and understand the role of NDRF.

Suggested Readings:

1. Dirk, Glaesser., 2006 : Crisis Management in the Tourism Industry, Butterworth-Heinemann, U.K.
2. Hall, Michael C., Timothy, Dallen, J., and Duval, David Timothy., 2006, Safety and Security InTourism, Jaico Publishing House, Mumbai, India.
3. Lerbinger, Otto., 1997, The Crisis Manager: Facing Risk and Responsibility, Lawrence Erlbaum.Associates, Mahwah, New Jersey.
4. Mowforth, Martin., and Mutt, Ian., Tourism and Sustainability, McGraw Hill, New Delhi.
5. Nigam C, Satish., 2006, Eco Tourism and Sustainable Development, Rajat Publication, New Delhi.
6. Richardson, Bill., Smith, Denis W., 1999, Crisis Management: A Work Book for Managers, John Wiley& Sons, USA.

Web Sources:

1. <http://www.seagrant.umn.edu/tourism/pdfs/ImpactsTourism.pdf>
2. https://www.researchgate.net/publication/251374042_Risk_Assessment_Risk_Management_Risk_Communication
3. <https://www.jatinverma.org/role-of-national-disaster-response-force-ndrf>
4. <https://www.emergency-response-planning.com/blog/common-crisis-management-planning-mistakes-to-avoid>
5. <https://www.athensjournals.gr/tourism/2016-3-2-1-Martens.pdf>

Note: Latest editions of all the suggested readings must be used

IFTM University, Moradabad
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MTTM 406: Entrepreneurship Development in Tourism

Course Objective: This course aims to enrich the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up Tourism entrepreneurship ventures.

UNIT I

(10 Sessions)

Entrepreneurship: Evolution of the Concept & Definition, Functions Of Entrepreneurship; Theories of Entrepreneurship; Entrepreneurial motivations: Concept and Meaning, Motivational cycle, Theories of Entrepreneurial Motivation with reference to Tourism Industry; Entrepreneurship opportunities in Tourism: Conventional, Non-Conventional & Secondary Opportunities; Entrepreneurial Characteristics for travel, Tourism and hospitality trade; Advantages of Entrepreneurship to society. Factors affecting Entrepreneurship growth.Challenges of entrepreneurship in Tourism.

UNIT II

(12 Sessions)

Small Scale Enterprises: Concept & definitions, Classification & definition of Industries, Essentials ,features & Characteristics of Small Scale Enterprises, Need and Rationale of SSI Development, Role of Entrepreneurship/SSI in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization & Globalization. Challenges of Small scale Industries in Tourism.
Financial Planning: Concept & Meaning, Need of Financial Planning, Role of Govt. Institutions in Entrepreneurship/SSI Development; Business Plan: Elements of Business Plan, Preparation of Business Plan, Site Selection, Feasibility Report, Role of Technology in Tourism Business.

UNIT III

(10 Sessions)

Tourism Entrepreneurship: Concept & Definition, Policy measures for Tourism entrepreneurship in India.7-S Objectives of Tourism Policy of India, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, success full startups and ventures.
Entrepreneurial Process: Idea generation, Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

UNIT IV

(8 Sessions)

Forms of Business ownership: Sole proprietorship, Partnership, Selection of an appropriate ownership structure, H R Issues in Tourism & hospitality Industry ,Strategies for Growth & Stability for Tourism India; Entrepreneurial case studies of major Travel Agencies/ Hotels on risk taking, innovation, creativity and growth in Tourism.

Course Outcomes:

Students completing this course will be able to:

1. Understand the concept of entrepreneur main functions and the role of women entrepreneur in tourism sector.
2. Apply concept of EDP and the reason for starting an enterprises.
3. Familiarize with special agencies for entrepreneurial development and training
4. Identify the SWOT analysis of business and subsidies and incentives offered to entrepreneurs.

Suggested Readings:

1. Bedi, Kanishika: Management & Entrepreneurship, Oxford, New Delhi.
2. Bird B.J. Entrepreneurial Behavior. New York: John Wiley & Sons
3. Peter F., Drucker, Innovation and Entrepreneurship, 1985, Harper; NY
4. Vasant Desai, Entrepreneurship & Small Business Management
5. S. S Khanna, Entrepreneurial Development
6. C B Gupta, N P Srinivasan, Entrepreneurial Development
7. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India.

Web Sources:

1. <https://www.coris.uniroma1.it/sites/default/files/Event%20tourism%20Definition%20evolutionand%20research.pdf>
2. <https://www.uv.es/bcjauevg/docs/LibroCuervoRibeiroRoigIntroduction.pdf>
3. https://www.researchgate.net/publication/316240958_The_Role_of_Entrepreneurship_in_Tourism_Industry_An_Overview
4. <https://www.ihmnotes.in/assets/Docs/Ignou/TS-03/Unit-3%20Corporate%20Forms%20in%20Tourism.pdf>

Note: Latest editions of all the suggested readings must be used.