



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



Tele: 0836-2215224
e-mail: academic.st@kud.ac.in
Pavate Nagar, Dharwad-580003
ಪಾವಟೆ ನಗರ, ಧಾರವಾಡ - 580003

NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/JS/MGJ(Gen)/2024-25/436

Date: 11 NOV 2024

ಅಧಿಸೂಚನೆ

ವಿಷಯ: ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿಯನುಸಾರ 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕೋತ್ತರ ಪದವಿಗಳಿಗೆ / ಸ್ನಾತಕೋತ್ತರ ಡಿಪ್ಲೋಮಾಗಳಿಗೆ ಪಠ್ಯಕ್ರಮವನ್ನು ಪ್ರಕಟಣೆ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 2 ರಿಂದ 9, ದಿ: 08.11.2024.
2. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಅನುಮೋದನೆ ದಿನಾಂಕ: 11.11.2024.

ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿಯನುಸಾರ 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಎಲ್ಲ ಸ್ನಾತಕೋತ್ತರ ಪದವಿಗಳಾದ M.A./ M.Sc / M.Com / MBA / M.Ed 1 ರಿಂದ 4ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳಿಗೆ ಮತ್ತು 1 & 2ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳ ಸ್ನಾತಕೋತ್ತರ ಡಿಪ್ಲೋಮಾಗಳಿಗೆ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದನೆಯೊಂದಿಗೆ ಈ ಕೆಳಗಿನಂತೆ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳಲಾಗಿದೆ. ಕಾರಣ, ಸಂಬಂಧಪಟ್ಟ ಎಲ್ಲ ಸ್ನಾತಕೋತ್ತರ ವಿಭಾಗಗಳ ಅಧ್ಯಕ್ಷರು / ಸಂಯೋಜಕರು / ಆಡಳಿತಾಧಿಕಾರಿಗಳು / ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳು / ಶಿಕ್ಷಕರು ಸದರಿ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಅನುಸರಿಸುವುದು ಮತ್ತು ಸದರಿ ಪಠ್ಯಕ್ರಮವನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ www.kud.ac.in ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆಯನ್ನು ಸಂಬಂಧಪಟ್ಟ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸೂಚಿಸುವುದು.

Arts Faculty

Sl.No	Programmes	Sl.No	Programmes
1	Kannada	8	MVA in Applied Art
2	English	9	French
3	Folklore	10	Urdu
4	Linguistics	11	Persian
5	Hindi	12	Sanskrit
6	Marathi	13	MPA Music
7	MVA in Painting		

Faculty of Science & Technology

Sl.No	Programmes	Sl.No	Programmes
1	Geography	10	M.Sc (CS)
2	Chemistry	11	MCA
3	Statistics	12	Marine Biology
4	Applied Geology	13	Criminology & Forensic Science
5	Biochemistry	14	Mathematics
6	Biotechnology	15	Psychology
7	Microbiology	16	Applied Genetics
8	Zoology	17	Physics
9	Botany	18	Anthropology

Faculty of Social Science

Sl.No	Programmes	Sl.No	Programmes
1	Political Science	8	Journalism m & Mass Commn.
2	Public Administration	9	M.Lib. Information Science
3	History & Archaeology	10	Philosophy
4	A.I.History & Epigraphy	11	Yoga Studies
5	Economics	12	MTTM
6	Sociology	13	Women's Studies
7	MSW		

Management Faculty

Sl.No	Programmes	Sl.No	Programmes
1	MBA	2	MBA (Evening)

Faculty of Commerce

Sl.No	Programmes	Sl.No	Programmes
1	M.Com	2	M.Com (CS)

Faculty of Education

Sl.No	Programmes	Sl.No	Programmes
1	M.Ed	2	M.P.Ed

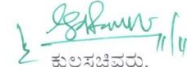
OEC subject for PG

Sl.No	Programmes	Sl.No	Programmes
1	Russian	5	Veman Peetha
2	Kanaka Studies	6	Ambedkar Studies
3	Jainology	7	Chatrapati Shahu Maharaj Studies
4	Babu Jagajivan Ram	8	Vivekanand Studies

PG Diploma

Sl.No	Programmes	Sl.No	Programmes
1	PG Diploma in Chatrapati Shahu Maharaj Studies	2	P.G. Diploma in Women's Studies
3	P.G. Diploma in Entrepreneurial Finance		

ಅಡಕ: ಮೇಲಿನಂತೆ


ಕುಲಸಚಿವರು.

ಗೆ,

1. ಕ.ವಿ.ವಿ. ಸ್ನಾತಕೋತ್ತರ ಅಧ್ಯಕ್ಷರುಗಳಿಗೆ / ಸಂಯೋಜಕರುಗಳಿಗೆ / ಆಡಳಿತಾಧಿಕಾರಿಗಳಿಗೆ / ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ
2. ಎಲ್ಲ ನಿಖಾಯದ ಡೀನರು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ/ ಸಿಸ್ಟಮ್ ಅನಾಲಿಸಿಸ್ಟ್ / ಸಂಬಂಧಿಸಿದ ಪದವಿಗಳ ವಿಭಾಗಗಳು, ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
6. ನಿರ್ದೇಶಕರು, ಐ.ಟಿ. ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ ಇವರಿಗೆ ಕ.ವಿ.ವಿ. ಅಂತರಜಾಲದಲ್ಲಿ ಪ್ರಕಟಿಸುವುದು.



Faculty of Social Science

Two Years PG Programme

**MASTER OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Programme Guidelines and Syllabus

As per NEP-2020

With Effect from 2024-25

GENERAL INSTRUCTIONS

Preamble:

The Karnatak University has successfully adopted NEP-2020 from the academic year: 2021-22 for all its Under Graduate Programmes. The first batch under this scheme after completing 03 Years with 3rd year exit provision entering into Post Graduate programme from the academic Year: 2024-25. In view of this and the present global demand, it is necessary to revise the curriculum frame work for all its Post Graduate Programmes and syllabus accordingly.

As per the provisions in NEP-2020 scheme the Two- year Post Graduate Programme, the curriculum has a provision to study the open electives courses in 2nd and 3rd semesters, Discipline specific Electives for a deeper knowledge in focused area in 3rd and 4th semesters and Internship / dissertation / project work for field experience or hands on training to inculcate the skill and develop cognitive thinking / higher order thinking to analyze the information obtained from project work / internship in the 4th semester.

It is therefore, this is a revised CBCS as per NEP - 2020 having minimum 90 and maximum 100 credits in two years programme with provision of choice as above and hence, shall be called as NEP syllabus. In this context, the prevailing regulations (CBCS scheme adopted from 2009) needs some modifications and adopted herewith as Guidelines to execute all the PG Programmes unless otherwise stated.

However, the eligibility for admission to the concerned PG Programmes shall be decided by the respective Board of Studies.

I. CREDIT, WORKLOAD AND SYLLABUS EQUIVALENCE

1. One credit is equal to 1 hour theory teaching per week.
2. One credit is equal to 2 hour practical teaching per week.
3. One credit is equal to 15 hours theory syllabus per semester (1 Unit is equal to 15 Hours)
4. One credit is equal to 30 hours practical syllabus per semester (1 credit practical is equal to 2 hours/ week)

A. Workload for theory subjects

1. There shall be 16 hrs/week workload for Assistant Professor
2. There shall be 14 hrs/week workload for Associate Professor/ Professor/Senior Professor.
3. There shall be 2hrs/week workload relaxation for Guiding Ph.D. students

B. Workload for practical subjects

1. There shall be 20 hrs/week workload for Assistant Professor
2. There shall be 18 hrs/week workload for Associate Professor/ Professor/Senior Professor.
3. There shall be 2hrs/week workload relaxation for Guiding Ph.D. students

C. Workload for practical batches

1. A batch of 10-12 students shall have 1 teacher

D. Workload for Project

1. Students for projects / internship shall be preferably guided by permanent faculty for atleast 10 students by sharing equally among the permanent faculty. If remained excess shall be allotted to other teacher's on roll on temporary basis.
2. If there are no permanent faculty, the students shall be distributed among the temporary teachers on roll.
3. There shall be maximum of 4 hrs/week workload for guiding the students for project work irrespective of number of students.

II. ALLOTMENT OF SPECIALIZATION: While allotting specialization in 3rd and 4th semester, minimum of 10 students shall have to select the specialization.

III. ATTENDANCE: 75% attendance is mandatory for every course (paper). No marks are reserved for attendance. If the candidates fail to fulfill 75% attendance in any one of the course (paper) in the given semester, such candidate is not eligible to appear for examination in all the papers and candidate has to get the readmission for such semester. However, up to 20% attendance may be condoned with the supportive documents for a student who represents University /State / National level sports, cultural and other events. Monthly attendance shall be displayed on notice board.

IV. CREDIT AND MARKS EQUIVALENCE

1. Generally, 25% weightage for Formative assessment and 75% weightage for Summative assessment.

2. Up to 2 credits equal to 50 marks (12 marks Formative assessment and 38 marks summative assessment).
3. 3-4 credits equal to 100 marks (25 marks Formative assessment and 75 marks summative assessment).
4. 5-6 credits equal to 150 marks (37 marks Formative assessment and 113 marks summative assessment).
5. Example for 100 marks out of which 25 marks for Formative assessment i.e., Formative Assessment shall be 05 marks for assignment / seminar and two internal assessments i.e.: 10 marks I.A. for 8th week and 10 marks for 14th week of every semester.

V. **Conduct of Examination**

1. Formative assessment examination shall be conducted for 1hr. There shall not be any reexamination for improvement or the student remaining absent. However, a special Formative assessment examination shall be conducted for a student who represents University /State / National level sports, cultural and other events if a schedule is overlapping.
2. 75 marks summative theory examination shall be conducted for 3 hrs and 38 marks for 1.5 hrs.
3. 75/ 38 marks Formative / Summative Practical examination shall be conducted for 4 hrs.
4. There shall be a single examiner for both even and odd semesters' Formative Practical examination.
5. There shall be a single examiner for odd semester Summative Practical examination and two examiners for even semester Summative Practical examination; one from internal and other shall be external examiner.

VI. **Assessment**

1. **Theory papers:** There shall be a single valuation for odd semester theory papers preferably internal examiner and double valuation for even semesters; one from internal and other shall be external examiner.
 2. **Project/Internship assessment**
- A) **For 100 marks Project/Internship assessment (Wherever applicable)**
- i. **Formative Assessment:** Project/Internship assessment carrying 25 marks out of 100

marks Candidate has to submit three Progress Reports; 8+8+9 Marks.

ii. **Summative Assessment:** Project/Internship assessment carrying 75 marks out of 100 marks

- a. Project Report : 35
- b. Presentation : 20
- c. Viva-voce : 20

B) For 150 marks **Project/Internship assessment (Wherever applicable)**

i. **Formative Assessment:** Project/Internship assessment carrying 37 marks out of 150 marks Candidate has to submit three Progress Reports : 12+12+13 marks.

ii. **Summative Assessment:** Project/Internship assessment carrying 113 marks out of 150 marks

- a. Project Report : 60
- b. Presentation : 30
- c. Viva-voce : 23

VII. Passing criteria:

1. There shall be no minimum passing marks for Formative assessment.
2. Candidate has to score minimum 40% in summative examination and fulfill 40% of the maximum marks including Formative assessment marks. For example: for 75 marks summative examination, candidate has to score minimum of 30 marks (40%) and should score cumulatively 40 marks including formative assessment in every course.

VIII. DECLARATION OF RESULT

1. Candidate has to score 40% as above in all the courses to pass the semester end examination to declare pass.
2. **Percentage and Grading:** Result shall be declared in terms of SGPA and at the end of four semesters as CGPA. The calculation of CGPA is as under
3. If P is the percentage of marks secured (IA + semester end score) by the candidate in a course which is rounded off to the nearest integer, the grade point (GP) earned by the candidate in that course will be given as below.

Percentage (%)	Grade(GP)	Percentage (%)	Grade(GP)
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40	4.0	71-75	7.5
41-45	4.5	76-80	8.0
46-50	5.0	81-85	8.5
51-55	5.5	86-90	9.0
56-60	6.0	91-95	9.5
61-65	6.5	96-100	10.0
66-70	7.0		

Grade point of less than 4 shall be considered as fail in the course, hence, GP=0 and for the absent candidate also GP=0

4. A student's level of competence shall be categorized by grade point (GP), Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of the programme.
5. **Semester Grade Point Average (SGPA):** The SGPA is a ratio of sum of the number of Credit Grade Points scored from all the courses (subject) of given semester to the total credits of such semester in which the candidate studied. (Credit Grade Points of each course = Credits x GP).
6. **Cumulative Grade Point Average (CGPA):** It is calculated as below for 4 semester programme.

$$\text{CGPA} = \frac{(\text{Credit}_1 \times \text{SGPA}_1) + (\text{Credit}_2 \times \text{SGPA}_2) + (\text{Credit}_3 \times \text{SGPA}_3) + (\text{Credit}_4 \times \text{SGPA}_4)}{\text{Total credits of programme (sum of credits of 4 semesters)}}$$
7. After studying and passing, all the credits prescribed for the programme the degree shall be awarded with CGPA score after rounding off to second decimal and class distinguishing as second class, first class, and distinction along with grade letter as under:

CGPA of the programme(Degree)	Class obtained	Grade Letter
9.5 to 10.00	Outstanding	A ⁺⁺

7.00 to 9.49	Distinction	A ⁺
6.00 to 6.99	First Class	A
5.50 to 5.99	Second class	B ⁺
5.00 to 5.49		B
4.00 to 4.99	Pass	C
Less than 4.0	Fail/ Reappear	D

8. Each semester Grade Card shall have marks and SGPA and final Grade Card shall have semester wise marks obtained in all semesters, CGPA and % of cumulative marks obtained from all semesters.
9. There shall be Revaluation / Challenge valuations provisions as per the prevailing rules and regulations.
10. Marks obtained from the OEC shall not be considered for award of CASH PRIZE / RANK / GOLD MEDAL.

IX. MAXIMUM DURATION FOR COMPLETION OF THE PROGRAMME

A candidate admitted to any P.G. Programme shall complete it within a period, which is double the duration of the programme from the date of admission.

X. ANY OTHER TERMS AND CONDITIONS

Apart from the above, the prevailing rules(CBCS) and regulation are valid for any other matters which are not addressed in this regard.

KARNATAK UNIVERSITY DHARWAD



**REGULATIONS
FOR
MASTER OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

**Regulations Governing Two Year Post Graduate Course
MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)
(With effect from 2024-25)**

MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

1.0 Title:

These regulations shall be cited as Karnatak University's Regulation governing the two-year Post Graduate Degree of Master of Tourism and Travel Management Programme of the Faculty of Social Sciences.

2.0 Extent of Application:

These regulations will apply to the Master of Tourism and Travel Management programme being run in the Karnatak University, Dharwad.

3.0 Commencement:

These regulations come into force from the date on which they are approved by the Honourable Chancellor or on such other date as directed by the Honourable Chancellor.

4.0 Definitions

In these Regulations, unless otherwise mentioned,:

- a. "University" means Karnatak University;
- b. "Post Graduate Programme" means Master of Tourism and Travel Management (MTTM).
- c. "Student" means the student admitted to Post Graduate Programs like Master of Tourism and Travel Management under these Regulations;
- d. "Degree" means Post Graduate Degree like Master of Tourism and Travel Management (MTTM);
- e. "Board of Studies" means U.G and P.G. Combined Board of Studies of Tourism and Travel Management of the University in the discipline/subjects concerned to Tourism and Travel Management;
- f. "Fee" means the Tuition Fee prescribed by the University for the Post-Graduate Programmes from time to time;
- g. "Discipline Specific Courses/ Papers (DSC)" and "Open Electives" refers to all the papers as per the new Regulations of Karnatak University.
- h. "Advisory Committee" means the Advisory Committee of the UG and PG Programme under the Director of the Programme and approved by the Registrar of the University;

- i. "Credit" means the unit by which the course work is measured. For this Regulation, one Credit means one hour of teaching work or two hours of practical work per week. Normally a Semester is of 16 weeks duration in any given academic year. As regards One Credit is equal to one hour theory teaching 2 credits equal to one hour practical. There shall be 3 to 4 credits for 100 marks.
- j. "Grade" is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each subject by the candidate after completing his/her Internal Assessment and Semester end Examinations. Each course carries a prescribed number of credits. These Grades are awarded for each subject after conversion of the marks and after completion of the examinations in each semester.
- k. "Grade Point Average" or GPA refers to an indication of the performance of the student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester. The GPA depends on the number of course a student takes and the grades awarded to him/her for each of the subjects so chosen.
- l. "Cumulative Grade Point Average" or CGPA refers to the cumulative Grade Point Averages weighted across all the semesters and is carried forward. The calculations of the GPA, CGPA shall be as per the University norms.

5.0 Course Offered and Duration:

5.1 Name of the Course: Master of Tourism and Travel Management (MTTM)

5.2 Duration of the Course: The Duration of the Course shall be 02 years consisting of 04 semesters. However the course has been designed on a completely modular basis.

6.0 Each semester will be of about 16 weeks duration followed by an examination and a small term break. Normally the term breaks are used for projects in the field and summer internship in India or other suitable countries or major projects.

7.0 Eligibility Criteria for Admission: He/she should have passed the Bachelor of Tourism and Travel Management Degree Examination or Any Degree like BA, B.Com, BSc, BBA, B.Com (CS), BCA, BSW or other graduation from the recognized University and should have obtained at least 45 % marks in aggregate in the Degree Examination. For candidates belonging to SC/ST and Cat-I the minimum percentage for eligibility is 40%.

8.0 Admission Procedure:

Admission to the Master of Tourism and Travel Management (MTTM) programme will be only through a **Common Entrance Examination** consisting of Written Test. University

will announce the date of Entrance Test for MTTM course along with other courses like the MA/M.Com/M.Sc etc. The Entrance Test will be of Objective Nature and will be of 1 hour duration (50 questions) covering Aptitude, Numerical Ability, General Knowledge and English. All eligible candidates will be invited to appear for Entrance Examination. The distribution of the marks for the various components is as follows:

1	Written Test	50 marks (Weightage)
2	Marks Obtained in Degree	50 marks (Weightage)
	Total	100 marks

8.1 Admission Committee: The University would appoint an Admission Committee to conduct the whole Admission Process including conduct of the above Examination as per rules and announcing the final ranking of all candidates. Subsequently the Admissions Committee will admit candidates to the MTTM course based on merit, ranking and seat matrix as finalized by the University in accordance with the current reservation rules of the Government and in force for the concerned academic year as per eligibility conditions laid out in this Regulation.

8.2 Admission Procedure:

8.2.1 Admission to the Two Year MTTM will be done by the Admissions Committee constituted by the Karnatak University as is normally done for all Post Graduate Courses in the University.

8.2.2 Conduct of Test, preparation of the Merit list according to the vacancy, preparation of seat matrix taking into account the current reservation policy as per Government of Karnataka and applicable to the University and preparation of the final admission list to the course will be done by this Admission Committee. This process would be similar to the one followed for all Post Graduate courses of the University.

9.0 Course Structure: (The complete course details and Examination Pattern enclosed in the Annexure-1)

9.1 The course is a full time semester course having 16 weeks of contact classes during the semester followed by a full-fledged University Examination at the end of each semester. These Semester Examinations will be announced and conducted by the University.

9.2 The program is of total 96 credits and each semester shall have a minimum of 8 courses including mandatory papers and one or more practical papers / Field Study / Project Work, etc., each carrying 100 marks, of which 50 Marks are allocated for formative assessment (IA) and 50 Marks for Semester End Examination (summative). There shall be a minimum of two tests and one assignment/ presentation/practical for awarding 50 marks. The practical oriented papers for 100 marks each shall have 50 marks for theory examination, 40 marks for practical examination and 10 marks for class records (Home assignment and Journals). Finally all these marks will be converted into credits as per these regulations.

9.3 The duration and calendar of events of the semester shall be as announced by the University from time to time.

9.4 On the Job Training: Three months On the Job Training in Tourism/Travel/Aviation/Hotel/Event Management etc. is compulsory for all the Students of IV Semester of MTTM, where a student must prepare a Project for 200 Marks and attend the Viva-Voce Test for 50 Marks at the end of the Course.

10. Medium of Instruction:

The medium of instruction shall be English only. The medium of writing the examination and evaluation shall also be in English.

11.0 Attendance:

11.1 A student is required to attend a minimum of 75 % of the classes conducted in each semester.

11.2 A student who does not satisfy the requirement of minimum attendance is not eligible to take the examination of the concerned semester. A student who fails to satisfy the requirement of minimum attendance in a semester shall join the same semester in the next year by obtaining prior permission from the concerned authorities and registering for the course as a new student for such semester.

12.0 Registering for the Semester End Examination:

- 12.1** There shall be an examination conducted by the University at the end of each semester or as notified by the University from time to time.
- 12.2** The candidates who fail in any odd or even semester, for respective examinations only when such odd or even semester examination are conducted in the subsequent academic years.
- 12.3** A student shall register for all the prescribed papers of a semester when he / she appears for the examination of that semester for the first time.

13.0 Improvement of Performance:

- 13.1** The Student, who is intending to improve his / her performance in one or all papers of the respective semester after the declaration of the final result of the said degree, is allowed to do so, subject to the payment of fees as stipulated by the University only at the time when the examination of such semester is conducted. Such students may improve their performance in the desired papers as per existing syllabus prevailing at the time of examination of the respective semester. However provision for improvement is allowed only after completing MTTM programme
- 13.2** If the performance of the student, who has applied for improvement is found to be relatively less, when compared with his / her earlier performance, such student shall be allowed to retain his / her earlier performance.
- 13.3** The student shall be allowed to apply for improvement of his / her results only once in any semester, in respect of any or all paper(s). However, at the end of the course, he / she shall have another chance to improve the overall percentage by repeating any or all papers of all the semesters as and when the examination is conducted, subject to a maximum period of six years from the date of registration to the first semester.
- 13.4** The students are not eligible for applying for the improvement of their result in respect of internal assessment, practical, project report, viva, fieldwork etc., if any.
- 13.5** Application for improvement shall be submitted by the students through the Director/ Principal of the College, to the Registrar (Evaluation) along with prescribed fees and the necessary documents on or before the last date prescribed for submission of such application forms.

13.6 The student, who applies for improvement, shall not be eligible for the award of any prize, gold medals etc., on improvement of his / her performance.

13.7 Marks obtained from the OEC shall not be considered for award of CASH PRIZE/RANK/GOLD MEDALS.

14.0 Scheme of Examination:

14.1 There will be seven courses in each semester, each course carrying 100 marks. Each course shall consist of:

1	Continuous Internal Assessment (IA)/Practical/test	50 marks
2	Semester-end examination	50 marks.
	Total	100

14.2 There shall be a project report, viva and examination for 100 marks at the end of the Semester. The students shall prepare and submit the project report on the concerned subject of tourism for which a study tour has been undertaken. 50 marks are allotted for project reports and 50 marks for viva examinations. The viva Examinations will be conducted by a panel appointed by the University.

14.3 There will be Three Months Summer In-Plant Training for IV Semester of MTTM. In other Semesters students shall visit various industries/sites of Tourist interest and submit reports on them. There shall be a minimum of two such visits.

14.4 Project Report: The Student has to submit the Project Report within a fortnight after the Job Training period is completed.

14.5 One teacher of the Dept. will act as the internal guide for the project report. The report will be evaluated for viva conducting by an Examination Committee constituted by the University.

14.6 The internal guide shall visit the place of work to supervise the training and to interact with the firm/agency/organization to know more about the practices in Tourism/Hotel and other related Industry. Secondly, there will be weekly reports submitted by the students duly signed by external guide who is from the Industry/Organization where the student will work.

15.0 Passing Marks and Award of Classes:

15.1 The minimum score for each paper shall be 40% aggregate. The grading of successful candidates at the examination shall be as per the Karnatak University regulations.

16.0 Award of the Degree and Passing Criteria:

The normal duration of the course is 2 years consisting of 04 Semesters. The Candidate must have passed all papers in four semesters, will eligible for Award of the Degree of Master of Tourism and Travel Management with Class/Grade based on the Marks obtained. He/she has to score minimum 40% in summative examination and fulfil 40% of the marks including Formative assessment marks.

17.0 The Board of Examiners and Valuation:

17.1 A panel of examiners for MTTM will be prepared by the Board of Studies. The panel will contain both internal and external examiners. Internal examiners will be all teachers of the course including KUD P.G teachers from sister Departments.

17.2 There shall be only single valuation of the papers in Odd semesters.

17.3 Odd Semester Examinations i.e. I and III Semesters shall be conducted by the concerned Department subject to the University guidelines. Only Even Semester Examinations will be conducted by the University. For all such University Examinations, there shall be double valuation for all the Even Semester Examinations (II and IV) as per the University norms. The average marks awarded by the internal and external examiner shall be taken as the final marks to be awarded.

17.4 There will a Challenge Valuation as per the University rules.

17.5 Study Tour: Study Tour is compulsory for PG Students in II semester.

18.0 MISCELLANEOUS:

The Directions, Orders, Notifications issued by the university authorities in respect of matters not covered by these regulations shall be final, provided they are in conformity with the provisions of the Karnataka State Universities Act-2000 and the Ordinances, Statutes, Regulations and Rules made there under.

Master of Tourism and Travel Management MTTM (PG) 2024-25

MTTM (PG) I Sem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA (includes 10 marks test)	Sem End exam	Total Marks
DSC-1	Theory	B1MTM001T	Human Resource Management	3	50	50	100
DSC-2	Theory	B1MTM002T	Karnataka Tourism – I	3	50	50	100
DSC-3	Theory	B1MTM003T	Event Tourism (Management and Operations)	3	50	50	100
DSC-4	Theory	B1MTM004T	Heritage Management	3	50	50	100
DSC-5	Theory	B1MTM005T	Tourism Marketing	3	50	50	100
DSC-6	Theory	B1MTM006T	Tourism and Travel Management–I	3	50	50	100
DSC-7	Theory	B1MTM007T	Fundamentals of Accounting for Tourism Industry	3	50	50	100
DSC-8	Theory	B1MTM008T	Hospitality Management – I	3	50	50	100
Total				24	400	400	800

MTTM (PG) IISem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA (includes 10 marks test)	Sem End exam	Total Marks
DSC-9	Theory	B2MTM001T	Tourist Behaviour	3	50	50	100
DSC-10	Theory	B2MTM002T	Karnataka Tourism – II (Eco & Adventure Tourism)	3	50	50	100
DSC-11	Theory	B2MTM003T	E-Commerce in Tourism – I	3	50	50	100

DSC-12	Theory	B2MTM004T	Tourism and Hospitality Research Methods	3	50	50	100
DSC-13	Theory	B2MTM005T	Tourism and Travel Management - II	3	50	50	100
DSC-14	Theory	B2MTM006T	Hospitality Management – II	3	50	50	100
OEC-1	Theory		Open Elective Course (OEC) as per KUD Norms	4	25	75	100
DSC-15	Practical	B2MTM004P	Study Tour, Project Report and Viva-Voce	3	50 (Project)	50 (Viva)	100
			Total	25	375	475	800

Open Elective Course in Tourism For Non Tourism Students (opt only one course of the followings)

OEC-A	Theory	B2MTM203TA	Fundamentals of Tourism OR	4	25	75	100
OEC-B	Theory	B2MTM203TB	World Heritage Sites in India OR				
OEC-C	Theory	B2MTM203TC	Cultural Heritage of India (Indus Culture to 1206 CE)				

MTTM (PG) III Sem Course Codes/ Exam pattern

Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA (includes 10 marks test)	Sem End exam	Total Marks
DSC-16	Theory	B3MTM001T	E-Commerce in Tourism – II	3	50	50	100
DSC-17	Theory	B3MTM002T	Destination Management	3	50	50	100
DSC-18	Theory	B3MTM003T	International Financial Management	3	50	50	100
DSC-19	Theory	B3MTM004T	International Tourism and Marketing	3	50	50	100
DSC-20	Theory	B3MTM005T	Global Tourism	3	50	50	100

DSC-21	Theory	B3MTM006T	Airport Management	3	50	50	100
DSE-1	Theory	B3MTM102TA	India Tourism	3	50	50	100
DSE-2	Theory	B3MTM102TB	Tour Guiding and Interpretation				
OEC-2	Theory		As Per KUD Norms	4	25	75	100
			Total	25	375	425	800
Open Elective Course in Tourism For Non Tourism Students (opt only one course of the followings)							
OEC-2A	Theory	B3MTM203TA	Tourism in North Karnataka OR	4	25	75	100
OEC-2B	Theory	B3MTM203TB	Tourism Products of India OR				
OEC-2C	Theory	B3MTM203TC	Cultural History of Karnataka (From earliest Times to 1500 A.D.)				

MTTM (PG) IVSem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA(include s 10 marks test)	Sem End exam	Total Marks
DSC-22	Theory	B4MTM001T	Four Weeks Classroom Discussion and Seminar	4	100	--	100
DSE-3	Theory	B4MTM102TA	Eco Tourism: Concepts, Principles and Practices	4	50	50	100
DSE-4	Theory	B4MTM102TB	Karnataka Architecture, Sculpture and Painting				
DSC-23	Practical	B4MTM004P	Industrial Training/Internship for Twelve Weeks in any Tourism Industry/Hospitality /Airport/Events- Project Report for 200 Marks and Viva Voce test – 50 marks (250 Marks)	12	100 (Viva Voce)	200 (Project on Job Training)	300
			Total	20	250	250	500

• The MTTM Programme is of total 96 credits and 2900 Marks

MTTM (PG) I Semester
DSC-1: B1MTM001T
 Human Resource Management

Course Outcomes-

- Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM
- Demonstrate competence in development and problem-solving in the area of HR Management
- Provide innovative solutions to problems in the fields of HRM
- Be able to identify and appreciate the significance of the ethical issues in HR

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-1	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1		45Hrs
Unit –1	Foundations of Individual Behaviour	15
<p>1.1 Introduction: Organizational Behaviour Emerging challenges- Historical Evolution Contributing disciplines to OB Field OB Model-Implications for Managers.</p> <p>1.2 Personal-Environmental- Psychological factors Intelligence. Personality-Theories- Determinants-Traits Values-Attitude-Job related outcomes. Emotions and Moods –OB application.</p> <p>1.3 Motivation Concepts and Applications, Early and contemporary Theories Concepts to application- ICM- Employee Involvement- implication for Managers. Perception- Beliefs- Decision making in organisations- Attribution- Learning- Theories and principles- process of Behaviour- Modifications- Effectiveness of Learning.</p>		

Unit - 2 Foundations Of Group Behaviour,	15
2.1 Nature, Types, Size, Group Decision Making, Emerging Team Concept- Effective Teams-Groups and Team Differences- Types of Team And Performance.	
2.2 Leadership- Trait Theories- Behaviour Theories- Contingency Theories- Styles-Charismatic and Transformational Leadership – Contemporary Issues on Leadership-Power-Bases-Causes and Consequences-Managing Power and Implications.	
2.3. Diversity in Organizations- Implementing Diversity Management Strategies – Global Implications..	
Unit - 3 Organisational Change and Development	15
3.1 Conflict and Negotiations- Conflict Process-Negotiation Process-Styles and Rules of Negotiating-Cultural Differences in Negotiations. Work stress- Meaning, Sources of Stress, and Stress Management –Organizational Strategies.	
3.2 Common Organizational Designs –Organizational Culture-Functions- Employees Learn Cultures-Creating Positive Organizational Culture-	
3.3 Organizational Change and Development	

BOOKS FOR REFERENCE

- Organizational Behavior –Stephen Robbins,T,A.Judge ,Neharica Vohra- Pearsons Pretince Hall- New Delhi.
- Organizational Behavior- Text, Cases And Games – K.A. Ashwathappa Himalaya Publishing House- New Delhi
- Organizational Behavior – Hartman And Harris-JACIO

MTTM (PG) I Semester
DSC-2: B1MTM002T
Karnataka Tourism – I

After successful completion of this course, the students will be acquainted with,

- Know about the important destinations in Karnataka.
- Knowledge about Fairs and Festivals, Museums of Karnataka and the role of KSTDC.
- Knowledge of Cultural, Natural and Historical Heritage of Karnataka.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45Hrs
Unit –1 Introduction To Karnataka Tourism and Important Historical Places Karnataka.	15
1.1: Geographical features and Climatic conditions	
1.2: Geographical features and Climatic conditions - History of Karnataka (Political, Religious and Cultural) and Natural Resources.	
1.3. Important Historical Places -World Heritage Sites in Karnataka - Important Tourist Places of Karnataka: Aihole, Badami, Pattadakal, Mahakuta, Lakkundi, Banavasi, Belur, Halebidu, Somathapura, Unkal, Hampi, Kalaburagi, Firuzabad, Bidar, Bijapur, Srirangapattana, and Mysore	
Unit - 2 Tourism Development in Karnataka and Tourism Policy	15

2.1. Role of State Government in Promoting Tourism.	
2.2. Role of K.S.T.D.C. - Package Tours, K.S.T.D.C. Master Plan.	
2.3 Karnataka Tourism Policy	
Unit – 3 Tourism Resources	15
3.1. Fairs and Utsavas of Karnataka - Mysore Dasara, Bangalore Karaga, Melukote Vairamudi, Hampi Utsav, Kadamba Utsav, Chalukya Utsav, Navaraspur Utsav, Kittur Utsav and other Utsavs in Karnataka.	
3.2. Wild Life - Hill Stations - Waterfalls and Beaches - Adventure Tourism in Karnataka	
3.3. Kannada Literature and Customs, Traditions and Cuisines of Karnataka	

BOOKS FOR REFERENCE

1. K. R. Basavaraja: *History & Culture of Karnataka*, Dharwad, 1984
2. *Karnataka Sangathi*, Kannada Development Authority, Bangalore
3. *A Hand Book of Karnataka-2005*.
4. H.S. Krishnaswamy: *Avolokana, a Compendium of Karnataka's Heritage* Directorate of Kannada and Culture, Bangalore, 1985
5. B.S. Badami: *Impact of Tourism in South India*. Commonwealth Publishers, New Delhi 1997.
6. S. Rajasekhara: *Karnataka Architecture*, Dharwad, 1985
: *Early Chalukya Art at Aihole*, New Delhi 1985.
: *Masterpieces of Vijayanagara Art*, Bombay 1984
7. D.Devakunjari; *Hampi*, ASI, 1998

MTTM (PG) I Semester
DSC-3: B1MTM003T
Event Tourism (Management and Operations)

After successful completion of this course, the students will be acquainted with,

- **Historical development and importance of events**
- **Impacts and value of the events as destination attraction**
- **Operations and management of events and MICE tourism**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 Hrs	45	02 Hrs	50	50	100	03

Content of Course	45 Hrs
Unit –1 Events and Events Tourism - An Overview	15
1.1 : Introduction to events, historical evolution and background, Definition and meaning of Events and Event Tourism, Major Characteristics, Impacts of Events, Sustainable Events	
1.2 : Events as Visitor Attraction, Reshaping and Rebranding of Destinations, Non Traditional approach to Destination Development and Marketing, Trends and issues in	

Events Tourism	
1.3: Event Planning and Budgeting : Classification of Events, Planning a Event- Five Cs of Event Management - Purpose-Visualization-Organization-Timings-Seasons-Weather Conditions -Function Sheet-Meeting Environment, Event Evaluation, Budgeting Considerations - Sources of Funding, Digital and Hybrid Events	
Unit - 2 Managing Events	15
2.1 : Event Venues : Site Selection, Locational Requirements-Hotel-Conventional Centers, Contracts- Suppliers and Services- Food and Beverages, Unusual Venues	
2.2: Stage Management : Sound System- Audio Visual Facilities-Lighting – Digital Aids, Accommodation And Housing Transportation-Entertainment	
2.3 : Managing Registration and Sites : Registration And Site Management- Gifts And Mementos, Event Marketing and Event Management Software	
Unit - 3 MICE Tourism	15
3.1 : Meetings and Meeting Planners – Categories of Meetings, Traits of Professional Meeting Planners, Role of Travel Intermediaries and Convention promotion Bureaus (CVB)	
3.2 : Understanding Trade Fair and Exhibition-Objectives-Functions-Benefits-Exhibits-Corporate Sectors and Business Traveller	
3.3 : Features of Incentive Travel-Linkage with Tourism Incentive to Achievers- Kinds Of Incentives- Planning Incentive Travel – Deciding the Destination – Trends and Challenges	

References

1. *Event Planning* –Mr. Juddy Aleen, wiley, 2010
2. *Planning Successful Meeting And Events-Anhj* –Boehme, ACAcom, 1998
3. *Meeting Spectrum*- Rudi R. /Right, B HRD Dress, 2005
4. *Meeting Conventions and Exposition and Introduction To Industry* –Rhonda J. Montgomery and Sandra .R. Strick, wiley, 1994

MTTM (PG) I Semester
DSC-4: B1MTM004T
Heritage Management

Title of the Course: DSC – Heritage Management

After successful completion of this course, the students will be acquainted with,

- **Concept, Meaning and significance of heritage and it's interrelationship with tourism**
- **Developing and Managing heritage components and destinations**
- **Laws and conventions governing heritage management in India**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45 Hrs
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Unit –1 Introduction to Heritage	15
<p>1.1 : Heritage: Concept and Meaning, Importance, need and its interrelationship with mankind ; Heritage Tourism and its implications for the tourism industry</p> <p>1.2 : Concepts of Cultural Heritage and Natural Heritage- Types of Heritage: Tangible & Intangible, Living Tradition, Myths and Folklore, Performing Arts and Visual Art</p> <p>1.3 : UNESCO Cultural Heritage Classification, Categories of Built Heritage in India, : Oral histories, folk arts, traditions, practices, etc. as a part of intangible heritage ; Criteria for selection as heritage sites, monuments and zone by UNESCO; World famous heritage sites and monument in India and abroad</p>	
Unit - 2 Heritage Tourism Management	15
<p>2.1 : Heritage Tourism Management – Process, Components of Heritage Management, Heritage visitor characteristics and motivations, Key Partnership, Benefits of Cultural and Heritage Tourism Marketing Council, Responsible and sustainable marketing v/s commoditization</p> <p>2.2 : Planning and Developing Heritage- Tourism Experience – Heritage interpretation for tourism, Definition, The roles of interpretation and Principles of interpretation/presentation</p> <p>2.3 : Significance of protecting, conserving, interpreting and Showcasing Heritage- Tangible and Intangible cultural assets, Levels of conservation, sustainable tourism development</p>	
Unit – 3 Sustaining Heritage	15
<p>3.1: National and International Organisations engaged in Heritage Management – UNESCO, ICOMOS, INTACH, NGOs’ role in the Heritage Management. – International and National Organizations, NGOs in Heritage Conservation and Management in India ; Museums – Types and Classification of Museums : Classification of Museums on the basis of Collections , Governing Body/Administration, Location, Target Audience and Display & Exhibition, Niche and Virtual museums</p> <p>3.2 : Technology and Heritage Management – Digitization as the tool for conservation and sustainability, Digital Archaeological Databases, Digital Archives</p> <p>3.3 : Laws Governing on Preservation and Conservation of Archaeological Monuments /Heritage Institutions in India : Its History, Problem and Implementation ; Convention Concerning the Protection of the Cultural ,</p>	

Natural Heritage, Intangible Heritage , Archaeological Heritage, Urban Built Heritage	
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REFERENCE BOOKS

- Agrawal, Usha. *Cultural Heritage Management and Sustainable Development*. New Delhi: L.G. Publishers , 2023.
- Avrami, Erica, et al. *Values in Heritage Management : Emerging Approaches and Research Directions*. Getty Conservation Institute, 2019.
- Harinarayana, H. *Heritage : Essays on Museology and Conservation*. Chennai: New Era Publications, 2007.
- Incredible India (Cultural Heritage Series). *Incredible India* . New Delhi: Wisdom tree, 2007.
- Salvatore, Cecilia. *Cultural Heritage Care and Management : Theoty and Practice* . Rowman & Littlefield , 2018.
- Tiwari, Maruti and Kamal Giri, *Indian Art and Aesthetics : Endeavours in Interpretation*. New Delhi: Indian Art History Congress ; Aryan Books International, 2004.

MTTM (PG) I Semester DSC-5: B1MTM005T Tourism Marketing

After successful completion of this course, the students will be acquainted with,

- **Importance of Marketing for Tourism services and products**
- **Tourism Markets and communicating with tourist market**
- **Understanding and managing service marketing mix**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course	45 Hrs
Unit –1 Introduction to Tourism Marketing	15
<p>1.1: Tourism Services Marketing: Concept, Definition, Service Characteristics with Special Emphasis on Tourism Services, Service Marketing Mix – 8Ps</p> <p>1.2: Service Management Strategies – Managing Service Differentiation, Service Quality Management- Model of Service Quality (GAP & SERVQUAL)</p> <p>1.3: Marketing Environment: Understanding Company’s Micro and Macro Environment, Marketing Information System, Marketing Research, Marketing Strategy, Process of Marketing Plan</p>	
Unit - 2 Understanding Market and Marketing Mix	15
<p>2.1: Consumer Markets - Understanding Consumer Behavior and Tourist Behaviour, Market research, Market Segmentation, Targeting and Positioning (STP), Characteristics affecting consumer behavior and Buyer Decision Process, Organizational Buying Decision and Process, Corporate Accounts Management</p> <p>2.2: Designing and Managing Tourism Products, Branding, Understanding Tourist Area Life Cycle, Pricing Strategies and Distribution Channels</p> <p>2.3: Marketing Communication and Promotion - The Promotion Mix – Advertising, Sales Promotion, P.R for Tourism and Hospitality Industry, Developing effective communication, Direct and Online Marketing and Other Digital Promotion Tools, Non-Conventional Marketing, E-Marketing, Experiential Marketing and trends in Marketing</p>	
Unit - 3 Relationship Marketing and Destination Marketing	15
<p>3.1: Relationship Marketing- Customer Relationship Management (CRM) Emergence, Need and Importance, stakeholders and Segments in CRM, Significance of Customer Satisfaction and Retention, Social Responsibility and Marketing Ethics</p> <p>3.2: Introduction to Sales Management: Communication Skills and Sales Presentation Skills, Principles of Effective Presentation, Sales Planning Process and Negotiation Skills, Sales Merchandising and Retail Communication, Managing the Sales Force</p> <p>3.3: Destination Marketing – Understanding Tourism Destinations, Globalization of Tourist Market, Identifying Target Markets, Visitor Segmentation, Communicating with</p>	

References

- Anderson, B. Robert (1999), A Professional Sales Management , Prentice Hall Inc.
- Buhalis, D. (2003). *Etourism: information technology for strategic tourism management*. Financial Times Prentice Hall.
- Donald & Del. I Hawkins (1998), Marketing Research: Measurement And Method: Prentice Hall India.
- G.C. Beri (2000), Marketing Research, Prentice Hall India
- McCabe, S. (2009). Marketing communications in tourism and hospitality: concepts, strategies and cases. Butterworth-Heinemann.
- Philip kotler, J. Bowen, S. Bologlu (2022.), Marketing for Hospitality & Tourism. Pearson Education Limited
- Sherlekar (2010), Marketing Management, Himalaya Publishing House.
- Simon Knox, Adrian Payne & Stan Maklan (2011), Customer Relationship Management- Routledge Inc.

MTTM (PG) I Semester
DSC-6: B1MTM006T
Tourism and Travel Management – I

After successful completion of this course, the students will be acquainted with,

- Understanding of Tourism and Travel Concepts
- Knowledge of Tourism Industry

- Practical exposure to Map work, Travel Formalities, Rail Routes, Air Routes and Currency Conversion.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45Hrs
Unit –1 UNIT-I Basic concepts of Tourism and Tourism Organisations	15
1.1. Basic concepts of Tourism- Definition, Meaning of Tourism	
1.2 Tourist Transport - Role of Surface Transport, Railway, Road Travel and Air Travel.	
1.3. Tourism organization – Role of Tourism Organization and their functions UNWTO, PATA, IATA, TAAI, IATO and ATOI.	
Unit - 2 Tourism Geography and Travel Agency Concepts	15
2.1. Geography – geography of the world, time differences.	
2.2. International date time, the hemisphere and the seasons.	
2.3. Travel Agency and Tour Operations: Historical Development of Travel Agency Types, Functions and Responsibilities of Travel Agency.	
Unit - 3 Tour Operation, Tourist Services and Practical	15
3.1. Organization structure of Travel Agency, Guidelines for Recognition as an Approved Tour Operator.	
3.2. Tourist services-Tour guides, definition, duties and responsibilities of tour guides - categories of tour guides, Tour Escort, Tour Manager.	
3.3. Practical - Map work- Archaeological Places, Cultural Places, Religious Places and World Heritage Sites in India, National Parks, Wildlife Sanctuaries, Hill Stations, and Beaches of India. Study of Railway Itinerary E-Ticketing, Money exchange calculation and International Time difference calculation.	

BOOKS FOR REFERENCE

1. Dr.JagamohanNegi: *Tourism Development Resources Conservation* Metropolitan, New Delhi, 1990
2. Sethi Praveen: *Tourism Today Tomorrow* ,AnmolPub;New Delhi, 1999.
3. Chopra Suhita: *Tourism and Development in India*, Ashish Pub; New Delhi 1991.
5. Douglas Foster- *Tourism and Travel Management*, Macmillan, London,

1985.

6. Ramakar. J.G., *Tourism And Transport*, Scientific Commission of The Alliance International Day Tourism 1954.

7. *The Travel Trade*, Practical Press Ltd, London 1958.

8. A.K. Bhatia, *The Business of Travel Agency and Tour Operations Management*

9. <https://www.irctc.co.in>

MTTM (PG) I Semester

DSC-7: B1MTM007T

Fundamentals of Accounting for Tourism Industry

After successful completion of this course, the students will be acquainted with,

- Using the principles and theories of financial accounting, taxation, management accounting, and auditing in professional settings.
- Preparing financial and budget reports.
- Analyzing financial performance.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-7	Theory	03 hrs	45	02 hrs	50	50	100	03

Fundamentals of Accounting for Tourism Industry	45Hrs
Unit –1 Accounting introduction.	15
1.1 Accounting: Meaning And Definition- Functions Of Accounting	

1.2 Accounting Concepts And Conventions, Accounting Standards	
1.3 A Brief Study Of Indian Accounting Standards Only- Basic Concepts Of Double Entry Systems Of Book –Keeping.	
Unit - 2 Preparation Of Journal – Ledger	15
2.1. Preparation Of Journal – Ledger-Subsidiary Books Cash Book Only. Trial Balance. Depreciation- Meaning, Causes, Methods	
2.2. Preparation of Final accounts of Sale- Trading concerns Manufacturing, Trading, P & L A/C and Balance Sheet.	
2.3. Preparation of Final Accounts of Non-Trading-Concern Capital & Revenue. Items-Difference between Receipts and Payment A/C and Income and Expenditure Account, Preparation of Income and expenditure account and balance sheet from receipt and payment account	
Unit - 3 Management accounting	15
3.1. Meaning of management accounting, functions, importance uses. Ratio analysis, types of ratios, uses for managements	
3.2 Marginal costing-Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Key factors and Safety Margin, Managerial Decision-Making Areas – Product Mix, Make or Buy, Pricing Decisions	
3.3 Budgetary Control- Concepts and Objectives, Merits and Demerits of Budgetary Control, Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting	

BOOKS FOR REFERENCE

- S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar 8.
- S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Shri Mahabir Book Depot, New Delh
- R.L. Gupta: Advanced Accountancy ,S. Chand Pub. (17th edi),2014
- B.S. Raman: Advanced Accountancy, Himalayan Pub. Delhi (6th edition), 2015
- S.N. Maheshwari: Advanced Accountancy, Vikas Pub. Delhi, 2010
- M.C. Shukla: Advanced Accountancy, S Chand Pub, Delhi(19th ed),2016.
- Richard Kotas: Management Accounting for Tourism Industry, Cengage

After successful completion of this course, the students will be acquainted with,

- a. Understand the various types of hotels, departments and their features
- b. Identify sections, layout, and organizational structure of the major departments.
- c. Learn duties, responsibilities, and personal attributes.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 Hrs.	45 Hrs.	02 Hrs.	50	50	100	03

UNIT- I: INRODUCTION TO FRONT OFFICE DEPARTMENT	15 Hrs.
<p>1.1: Organization of Front Office and Reception – Layout, staff, duties and responsibilities of front office staff ; Symbols used in front office, Flow chart of front office, Co-ordination of front office with other departments, Functions of Receptions- Qualities and duties of receptionist.</p> <p>1.2: Registration - Pre-Registration, Registration, Guest Registration Card (GRC), Form C, Registration process, Check-in and check-out procedures, late check-outs, Self-Check-out, Scanty Baggage Guest ; Communications - Preparing for guest arrivals, check in and check-out system- checking of reservation correspondence- preparing night clerks reports.</p> <p>1.3: Forms and formats used; Hotel Tourism Information Technology – Hotel Guide –With Star Categories ; Accounting & Budgeting – Front office accounting, Types of accounts, Vouchers, Folios, Ledger, Accounting cycle, Settlement of final accounts. Glossary, Definition of budgeting, Advantages of budget control.</p>	
UNIT- 2: GUEST SERVICES	15 Hrs.
<p>2.1: Guest Services - Handling Guest Mail, Message handling, Control of Keys, Guest Paging, Safe deposit locker, Guest room change, Left luggage handling, Guest Complaints - Types of guest complaints, handling guest complaints.</p> <p>2.2: Records and formats used in receptions & Guest activities and Guest arrival flow charts; Settlement – Mode of Settlement of bills, Credit Settlement, Travel Agent Voucher, Corporate billing (Bill to Company letter), Computer Reservation System.</p> <p>2.3: Housekeeping – Organization - House Keeping Organization - Layout, Staff Organization, Duties & responsibilities; Hotel guest room-</p>	

Layout, types, pantry, furniture, fixtures and fittings; Different department that housekeeping co-ordinates within the hotel.	
UNIT- 3: CLEANING, LAUNDRY AND SAFETY	15 Hrs.
<p>3.1: Cleaning – Cleaning Agents, Cleaning Equipment’s, Methods of cleaning, Stain Removal; Linen Management – Linen Sizes, Types, Linen Room, Linen Hire, Purchase of linen, Par Stock, Control; Laundry – Guest laundry, Types, Handling guest’s laundry, laundry equipment’s, Valet Service, Dry Cleaning, Flow Chart.</p> <p>3.2: Safety and First Aid – Importance, Safety Awareness, Accidents and their Prevention, Causes of Accident, Accident Report Form, First Aid, Fire Safety; Color – Color Wheel, Classification and Characteristics of colors, Basic principles of color, color schemes.</p> <p>3.3: Flowers – Basic Materials Required, Types of flowers used, Containers, Preservation of flowers, Types of flower arrangements, Ikebana arrangements.</p>	

BOOKS FOR REFERENCES:

- S K Bhatnagar, *Front Office Management*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2007.
- Sudhir Andrews, *Front Office Management & Operations*, Tata McGraw-Hill, New Delhi, 2010.
- Peter Abbott and Sue Lewry, *Front Office Procedures, social skills, yield and management*, Butterworth Heinemann, New Delhi, 2001.
- Dr.B.K.Chakravarti, *Hotel Front office Training Manual*, A.P.H. Publishing Corporation, New Delhi, 2011.
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- Schneider & Tucker, *The Professional Housekeeper*, John Wiley & Sons Publications, Canada, 1999.
- Branson & Lennox Hotel, *Hostel & Hospital Keeping*, Hodder Education, London, 1998.
- Margaret M. Kappa, *Managing Housekeeping Operations*, Educational Inst of the Amer Hotel, 1997.
- Hotel Housekeeping, Sudhir Andrews Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2009.

MTTM (PG) II Semester
DSC-9: B2MTM001T
Tourist Behaviour

After successful completion of this course, the students will be acquainted with,

- Introduction to Consumer Behaviour in Tourism Industry
- Understanding about Consumer perception and Segmentation in Tourism Industry.
- Conceptual knowledge of tourist motivation and factors affecting purchase decision in Tourism Industry.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-9	Theory	03 hrs	4 5	02 hrs	5 0	5 0	100	03

Content of Course	Hrs
Unit –1 Consumer Behaviour in Tourism	15
<p>1.1 Definition, Nature, Scope, Consumer Behaviour’s Applications in Marketing, Consumer research process .Consumer Behaviour in Tourism Introduction-Definition, Concept, Importance, Types of Consumer Behaviour. Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.</p> <p>1.2 ; History of Tourist Behaviour; Different Types of Tourism The Future of Tourism- Forecasting Changes in Tourism; Factors Affecting the Future Shape of Tourism Trends; Global security and safety; Issues of Concern of Tourists; Managing Change in Tourism.</p> <p>1.3 Consumer Behaviour Model for Tourism- Economics Model or Marshallian Model-Disposal Personal Income; Learning or Pavlovian Model-Drive, Cues and Responses; Psychoanalytical Model; Sociological Model; Howarth-Sheth Model – Drive, Stimuli, Perception, Learning and Outputs; Nicosia Model, Engel –Black Well – Kollat Model, Family Decision Model.</p>	
Unit –2 Consumer Perception and Tourism Segmentation	
2.1 Perception, Elements of Perception, The Nature and Process of Perception, Dynamic of	

Perception, Application Perception: Consumer Involvement –Cause of Consumer Involvement, Types of Involvement, Effects of Consumer Involvement,
2.2 – , Models of Consumer Involvement; Introduction of Tourism Segmentation; Types of Segmentation; Classical methods of Segmentation; Tourism-Specific methods of Segmentation.
2.3 – Introduction of Tourism products and services; The Tourist decision-making process; Role in Decision making; Steps in Decision making Process; Models of purchase decision-making in tourism; Levels of Consumer Decision making;
 Purchase decision-making and marketing in tourism; The Purchase Decision making Process; Limitation of purchase decision model; Determinants -Types; Personal Determinants to the tourist; Determinants of group travel; Time Lapses and Determinants. .

Unit –3 Tourists’ Motivation	15
3.1 Introduction; Tourists’ Motivation and individual Tourist; Motivation and different types of tourism products;	
3.2. Tourist as a Consumer; Motivation as a Decision Making in Tourism; Tourists Motives; Theoretical and Conceptual Approaches to Tourist Motivation	
3.3; Factors influencing Tourist Motivation; Motivators and the timing of purchase decision; Motivators and different Market Segments.	

Books for reference

- Swarbrooke John and Horner Susan (2007) Consumer Behavior in Tourism. First published 1999 Second edition 2007 Copyright © 1999 John Swarbrooke and Susan Horner. Published by Elsevier Ltd. All rights reserved. Copyright © 2007 Elsevier Ltd. All rights reserved ISBN–13: 978-0-7506-6735-7 ISBN–10: 0-7506-6735-4.
- Shaw Gareth, Shaw Gareth and Williams M. Allan (2004) Tourism and Tourism Space. SAGE Publications Ltd, ISBN 0 7619 6991 8 :ISBN 0 7619 6992 6 .
- Desmond John (2003) Consuming Behavior. Palgrave Publishers Ltd (formerly Macmillan Press Ltd). ISBN 0–333–94992–7.
- Consumer Behaviour – Satish K Batra, S H H Kazmi
- Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
- Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
- John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
- Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi

MTTM (PG) II Semester
DSC-10: B2MTM002T
Karnataka Tourism – II (Eco & Adventure Tourism)

After successful completion of this course, the students will be acquainted with:

- **Concept of Sustainability and aspects of Ecotourism**
- **Rules and Regulations governing Ecotourism in India**
- **Modern trends and models of Ecotourism practice in India and across the world**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
TMB-02	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45 Hrs
Unit –1 Introduction to Ecotourism and Regulations in India	15
1.1: Introduction – definition, Importance, Ecotourism and adventure spots in Karnataka 1.2: Environmental Protection, Legal Aspects of Environmental Protection, Legal Provisions 1.3: The Wild Life Protection Act-1972, The Forest Conservation Act-1980, the Environment Protection Act-1986	
Unit – 2 Protected Area Tourism and Adventure Tourism	15
2.1: Wildlife Sanctuaries and National Parks, Important Wildlife Sanctuaries and National Parks of Karnataka - Detailed Study of Flora and Fauna	

2.2. Importance of Wildlife Sanctuaries, National Parks and Marine Protected areas in Promoting Tourism	
2.3 : Definition of Adventure tourism, Adventure Tourist Spots of Karnataka, Types of Tourist Sports- Air, Land, Water- Facilities Available	
Unit – 3 Hill Tourism	15
3.1 :Hill Stations of Karnataka 3.2: Important Tourist Facilities- Development of Hill Tourism 3.3 : Impacts of Hill Tourism	

REFERENCE BOOKS

1. Eagles, 2000. *Tourism in National Park and Protected Areas*. CABI, UK
2. Rakeshkumar 2014: *Adventure Tourism the New Frontier*, Random publications, ND
3. ArunPratap Singh. 1989 *Himalayan Environment and Tourism*. Change Publication, Allahabad
4. Chavan A 2014, *Environment , Security and Tourism Development*. Publication ND
5. Chawla R 2008, *Adventure Tourism*, Rajat Publications, ND
6. Fadia A 2009, *International Trends in Nature Based Tourism*, Cyber Tech Publications, ND
7. Geetanjali, 2010, *Tourism and Ecotravel*, Centrum Press, Bengaluru
8. Harish Chandra R, 2007, *Hill Tourism –Planning and Development*, Kanishka Publishers, ND
9. Randeep S, *National Ecotourism and Wildlife Tourism*, 2004
10. Singh S.C, 1989, *Impact of Tourism on Mountain Environment*, Research India Publications, Meerut
11. Huddart D. and Stott T, 2020, *Adventure Tourism- Environmental Impacts and Management*, Palgrave Macmillan, Springer ,Switzerland
12. Shah R, 2014, *Adventure Tourism- The new Frontier*, Random Publications, ND
13. Nagapathi K.S., 2009, *Karnataka- a delight for tourists*, MTDI , Mysuru

MTTM (PG) II Semester
DSC-11: B2MTM003T
E-Commerce in Tourism – I

After successful completion of this course, the students will be acquainted with,

- **To understand the close relationship between tourism and ICT.**
- **Understanding E-commerce and M-commerce Concepts.**
- **Design your own website.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-11	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course	45 Hrs
Unit –1 Internet and Social Media	15
1.1: Introduction to Computer Network, Network Types and Topologies. Internet Tools, Internet service provider, Artificial Intelligence (AI), Virtual Reality, IOT, IIOT, Cloud Computing, E-mail, URL, TDP/IP, FTP, HTTP, Browser, Search Engines.	
1.2: Definition of E-Commerce, Categories of E-Commerce, Advantages and Disadvantages. E-Commerce legal issues and Cyber Laws.	
1.3: Definition of M-Commerce, Impact of M-Commerce, Classification and Application	

of M-Commerce. Business models of M-Commerce.	
Unit - 2 Introduction to ICT in Tourism	15
2.1: History and evolution ,Adoption and use of ICT in Indian Tourism ,Impact of ICT on Indian Tourism. Information Technology (IT) as a Business tool, Travel blogs and OTAs .	
2.2: Securing Business of Network: security policy, security procedure and practices. Security protocols for web commerce like SSL,SET etc.	
2.3: Definition of Firewall ,Types, transaction security, Cryptology, Digital signature, Digital certificate.	
Unit – 3 Creation of webpage using HTML	15
3.1: Introduction to HTML: History and Generation of HTML. Structure of HTML.creating simple webpage, Formatting text with HTML.	
3.2: Creation of table, add images and sound to th web pages and Give hyperlink for each page .	
3.3: Creation of Form like Reservation form, Admission form etc ,Frames in HTML and case studies.	

References

1. E-commerce ,Sgivani Arora R Chand and Co,New Delhi.
2. E-cmmerce concepts,models strategies by CSV Murthy ,Himalaya publishing
3. Bhatia A.K):Tourism Development: Principles and Practices Sterling Publishers (P) Ltd, Noida, India, .2019
4. Page J.S. ,ConnellJ, Tourism A Modern Synthesis Routledge, NY,2020.
5. Dr,Jagadish Gupta:ICT with tourism and management,Bharti publication, New Delhi,2021.
6. Anukrati Sharma,Azizul Hassan: The Emerald handbook of ICT in tourism and Hospitality, emerald publishing limited, New Delhi,2020
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8. Jitendra.K.Sharma, Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi. 2009,
9. S. Medlik: Dictionary of Travel, Tourism & Hospitality, Oxford, 1993.
10. Anand M.M.: Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi,1976.
11. Negi, Jagmohan: International Tourism & Travel: Concepts and Principles. S. Chand & Co. Ltd. New Delhi.,1990.
12. Varindra Kaul- Tourism and the Economy, New Delhi, 1994.

MTTM (PG) II Semester
DSC-12: B2MTM004T
RESEARCH METHODS IN TOURISM AND HOSPITALITY

After successful completion of this course, the students will be acquainted with,

- **Importance, relevance and application of research in Tourism and Hospitality Industry**
- **Research process and Research Design as components of scientific research**
- **Structure of a scientific research report and the usage of technology in tourism and hospitality research**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-12	Theory	03 hrs	45	03 hrs	50	50	100	03

Content of Course	45 Hrs
Unit –1 Introduction to Research	15

<p>1.1: Introduction: Importance and role of Research in tourism and hospitality industry, approaches to tourism research, terminologies, significance and application of research (Market research, marketing research, service quality studies, performance monitoring etc), Limitations, the Research Industry (Indian Scenario), Research ethics</p>	
<p>1.2: The Research Process and Research Design: Philosophy of Research, Major Research Methods, Elements of the research process, literature review</p>	
<p>1.3: Research Design, Potential Errors Affecting Research Design</p>	
<p>Unit - 2 Data Collection and Sampling</p>	15
<p>2.1: Data Collection – Secondary and Primary data sources, Validation of Secondary Data Understanding Concept, Construct and Variables, Measurement and scaling, Construction of questionnaire, Qualitative research methods, qualitative research process, Mixed methods and Netnography</p>	
<p>2.2: Measurement Techniques : Questionnaire Design, Steps in Construction of a Questionnaire with Illustrations, Attitude Scales - Rating Scales, Attitude Scales, Which Scale To Use Measuring Emotions, Perceptual Mapping</p>	
<p>2.3 : Sampling : Census V/S, Sample, Characteristics Of A Good Sample, Quantitative and qualitative sampling</p>	
<p>Unit - 3 Data Analysis and Interpretation</p>	15
<p>3.1 : Data Reduction and Data Analysis: Coding Elimination of Incomplete Responses, Null And Alternate Hypothesis, Type I and II Errors, Hypothesis Testing Procedure</p>	
<p>3.2: Data Analysis for Quantitative data – Parametric and Non- Parametric , Qualitative data Analysis Techniques, Data Analysis using digital aids - SPSS, NVivo, AMOS, SEM etc</p>	
<p>3.3: Research Reports: Preparing the Written Report, structure of the report, report functions, Reference management, Plagiarism checks, Technology and Research, AI and E- tools, Ethics in Tourism</p>	

References

- Veal, A., (2018), Research Methods for Leisure and Tourism, Pearson Education
- Donald & Del. I Hawkins (1998), Marketing Research: Measurement And Method: Prentice Hall India.
- G.C. Beri (2000), Marketing Research, Prentice Hall India

MTTM (PG) II Semester
DSC-13: B2MTM005T
Tourism and Travel Management – II

After successful completion of this course, the students will be acquainted with,

- Understand the concepts of travel trade
- Plan, lead, organize and control resources for effective and efficient tour operations.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-13	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45Hrs
Unit –1 Tour Planning and Designing	15
1.1. Preparation of Itinerary- Introduction, Meaning, Importance, Types. 1.2. Itinerary Planning	
1.3.Dos and Don'ts of Itinerary, GIT, FIT, SIT, Virtual Tours and Resources for Itinerary Planning. Practical and Case studies	
Unit - 2 Travel Documentations and Travel Insurance	15
2.1.Travel Documents – Passport, Types and Procedures to apply for Passport. VISA – e-visa, Types, Procedures to apply for VISA, Tourist VISA On Arrivals.	
2.2 Temporary Landing Permit, Protected Area Permit, Currency Rules, Health Regulation, Travel Baggage Rules.	
2.3. Travel Insurance, IATA Accreditation and Recognition from Government. Practical and Case studies	
Unit - 3 Package Tour – Preparation, Costing and Pricing	15
3.1 Tour Formulation and Designing –Introduction, Package Tour Formulation Process. Package Tour-Planning and Components of Package Tour for FIT and GIT, Classification and Types of Tour Package.	
3.2 Package Tour Costing-Factors Influencing Tour Costing, Components of Tour Costing, Preparation of Cost Sheet.	
3.3. Tour Pricing – Strategies, Types. Marketing and Promotion Strategies for Package Tour. Practical and Case studies	

BOOKS FOR REFERENCE

1. Dr.JagamohanNegi: *Tourism Development Resources Conservation* Metropolitan, New Delhi, 1990
2. Sethi Praveen: *Tourism Today Tomorrow*, AnmolPub;New Delhi, 1999.
3. Chopra Suhita: *Tourism and Development in India*, Ashish Pub; New Delhi 1991.
5. Douglas Foster- *Tourism and Travel Management*, Macmillan, London, 1985.
6. Ramakar. J.G., *Tourism And Transport*, Scientific Commission of The Alliance International Day Tourism 1954.
7. *The Travel Trade*, Practical Press Ltd, London 1958.
8. A.K.Bhatia, *The Business of Travel Agency and Tour Operations Management*

MTTM (PG) II Semester
DSC-14: B2MTM006T
Hospitality Management – II

➤ **COURSE OUTCOMES:**

- a. Learn duties, responsibilities, and personal attributes.
- b. Gain knowledge of different cuisines, food service areas and their unique functions.

- c. Explain the Origin and Evolution of Modern Cookery.
- d. Identify various tools used for cooking & elaborate on the role and importance of various cooking ingredients.
- e. Analyze the basic food nutrients and its role & assess the importance of kitchen safety measures.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
Paper - I	Theory	03 Hrs.	45 Hrs.	02 Hrs.	50	50	100	03

UNIT- 1: FOOD & BEVERAGE MANAGEMENT (PRODUCTION)	15 rs.
<p>1.1: Financial Management, Cost Concepts, managing food pricing, Cost Control, Calculating Quantity sold and selling prices, Pricing Book keeping & Accounting Menu formats; Food Commodities – Classification, Cereals & Pulses, Types & Uses.</p> <p>1.2: Dairy Products – Types & Uses; Food Management, Characteristics of Food, Food Purchasing, Receiving & Storage of food; Vegetables & Fruits – Types, Cuts & Classification; Fats & Oils – Types & Uses; Herbs, Spices & Condiments – Types & Uses; Methods of Cooking.</p> <p>1.3. Hygiene Sanitation & Safety Kitchen Hygiene Pantry Hygiene of equipment's Hygiene in food handling; Personnel Hygiene Safety procedure safety training; Accidents and safety devices used in the kitchen ; Hygiene storage of perishable and non-perishable items.</p>	
UNIT- 2: CUTS AND USES OF VARIOUS MEATS	15 rs.
<p>2.1. Meat & Meat Products – Types, Cuts & Uses; Sea food - Classification, Types, Cuts & Uses.</p> <p>2.2. Methods of heat transfer, Effect of heat on Carbohydrates, Proteins, Fats, Vitamins & Minerals; Aims & objectives of cooking; Modern methods of cooking – Microwave, Solar, Infrared, etc; Rechauffe - Meaning, Merits & Demerits.</p> <p>2.3. Food & Beverage Service - The food & beverage service industry; Types of Service - Mis en Place & Mis en Scene, Service – Carver; Beverages – Definition, Classification of beverages, alcoholic beverages & types of beverages with example.</p>	
UNIT- 3: MENU, FOOD SERVICE OPERATIONS, LAYOUT	15 rs.

<p>3.1. Food Service Planning & Management - Types of Food service Operations; Sectors of Food service Industry, Food and Beverage service areas, Layout of the restaurant & coffee shop; Waiter - Physical & Personnel attributes, Receiving Guest, Methods of taking order, Sequence of Food and Beverage Service.</p> <p>3.2. Beverages – Definition, Classification of beverages, alcoholic beverages; Types of beverages with example; Accounting, Audit and Control of Food and Beverage, Beverage sale and service, Beverage control, Bar Management, purchase receiving and storing.</p> <p>3.3. Menu – Origin and types of menu; The French classical menu and planning a simple menu; French menu terminology; Hygiene and Sanitation, Back areas of F&B departments, Kitchen Stewarding Dept.</p>	
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BOOKS FOR REFERENCES:

- Kinton & Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- Thangam E Philip, *Modern Cookery Vol I & II*, Orient BlackSwan, New Delhi, 2009.
- Mohini Seth & Surjeet Malhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- S. Roday, *Food Hygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 2007.
- John Fuller, *Modern Restaurant Service*, Copp Clark Pitman Publication, Canada, 1983.
- Dennis Lilicrap & John Lousins, *Food & Beverage Service*, Hodder Arnold, London 2006.
- Peter Dias, *The Steward*, Orient Blackswan Publishers, Delhi, 2012.
- Brian Varghese, *Food & Beverage Service*, Laxmi Publications, Solapur, 2002.

MTTM (PG) II Semester

OEC-1

Open Elective Course (OEC) as per KUD Norms For Tourism

MTTM (PG) II Semester
DSC-15: B2MTM004P
Study Tour, Project Report and Viva-Voce

After successful completion of this course, the students will be acquainted with,

- Planning and executing study oriented tours
- Importance of preparing written reports
- Reporting the findings and observations in a structured format

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment/Viva Marks	Summative Assessment Marks	Total Marks	Credits
	Practical	03 hrs	30	02hrs	50	50	100	03

Content of Theory Course 1	45 Hrs
Unit - 1 Study Tour Planning and Execution	15
1.1. Theme – Destination Research and Selection	
1.2. Study Tour Itinerary Planning and Execution	
1.3. Study Tour Costing and Execution	
1.4 Tour Documentation	
Unit - 2 Data Collection and Report Preparation	15
2.1. Certificate	
2.2 Content – Tables, Figures, Graphs, Maps	
2.3 Introduction to the theme/title	
Unit – 3 Report Preparation	15
3.1. Report preparation based on Theme	
3.2. Conclusion	
3.3. References	
3.4. Presentation and Viva	

OEC-A: B2MTM203TA
Fundamentals of Tourism

After completion of this subject, Students will be able to.

- Understand Tourism in terms of components, elements, system, Constituents, Types and Impacts etc.
- To know Tourism Organisations.
- Understand Tourist services.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	04hrs	65	03hrs	25	75	100	03

Content of Course 1	65Hrs
Unit –1 Basic concepts of Tourism	15
1.1. Tourism - Meaning and Definition, Tourism Terminology and Characteristics.	
1.2. Tourism System - Leiper’s Model of Tourism, Elements,	
1.3. Travel Motivations, Typology of Tourism, Types of Tourists - Cohen’s classification, Tourism and Sustainability.	
Unit - 2 Tourism Components and Tourism Impacts	15
2.1. Tourism Components –Attractions, Accessibility, Accommodation, Information and Guiding, Tour Operations, Emerging Trends in Tourism.	
2.2. Economic impacts and Socio-cultural impacts of Tourism.	
2.3 Environmental impacts and Political impacts of Tourism	
Unit - 3 Tour Operations	15
3.1. Travel agency - Definition and meaning, Types, Functions.	
3.2. Organization Structure of a Travel Agency.	
3.3. Tour Operations –Definition, Meaning and Types.	
Unit - 4 UNIT-IV Tourism Organizations	15
4.1. Introduction, Significance, Role and Functions of Tourism Organizations	
4.2. World Tourism Organizations: UNWTO, IATA.	
4.3. Indian Tourism Organizations: MoT, TAAI, FHRAI. State Tourism Organizations: KSTDC, JLR.	

BOOKS FOR REFERENCE

- 1.R. C. Majumdar, H.C. Roychoudhuri and K. Dutta- An Advanced History of India- Mac Milan –1967.
- 2.Goeldner, R. and Ritchie B(2010) Tourism, Principles, Practices and Philosophies, John wiley and sons, London.
- 3.K.S.Nagapathi Tourism Development- A new approach
- 4.A.K. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt.Limited, New Delhi 2010.
- 5.Krishna K Kumar and Mohinder Chand-Basics of Tourism: Theory, Operation and Practice.
6. Mac Millan Foster Douglas: Travel and Tourism Management – 1985
7. Pranathseth: Tourism Management, Sterling Publishers Private limited, New Delhi, New Delhi, 1992
8. Negi. J. Travel Agency Operation- Concepts and Principles, Kanishka, New Delhi. 2005
9. Bhatia A.K. Travel Agency and Tour Operations: Sterling Publications New Delhi.
10. Chand M, Travel Agency Management- An Introductory Text, Anmol Publications Pvt. Ltd, New Delhi, 2002

OR

MTTM (PG) II Semester
OEC-B: B2MTM203TB
World Heritage Sites in India

After successful completion of this course, the students will be acquainted with,

- The students will gain basic knowledge of Karnataka Art in its various facets.
- They will acquire knowledge related to different styles and also iconographical development in sculptures.
- They will acquire knowledge with regard to different styles of paintings in Karnataka.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	04hrs	60	03hrs	25	75	100	04

Content of Course 1	60Hrs
UNIT-1 Introduction to World Heritage	15
1.1. Need for preservation and conservation of common culture and heritage	
1.2. Categories of world heritage sites	
1.3. Important world heritage sites in India	
Unit-2 Categories of world heritage sites	15
2.1. Cultural Sites	
<ul style="list-style-type: none"> • Ajanta Caves (1983) • Buddhist Monuments at Sanchi (1989) • Churches and Convents of Goa (1986) • Ellora Caves (1983) • Great Living Chola Temples (1987, 2004) • Group of Monuments at Mahabalipuram (1984) • Hill Forts of Rajasthan (2013) • Khajuraho Group of Monuments (1986) • Qutb Minar and its Monuments, Delhi (1993) • Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (2014) • Sun Temple, Konârak (1984) • Taj Mahal (1983) 	

2.2. Mountain Railways of India (1999, 2005, 2008)	
NaturalSite - Great Himalayan National Park Conservation Area (2014)	
<ul style="list-style-type: none"> • Kaziranga National Park (1985) • Keoladeo National Park (1985) • Manas Wildlife Sanctuary (1985) • Nanda Devi and Valley of Flowers National Parks (1988, 2005) • Sundarbans National Park (1987) • Western Ghats (2012) 	
2.3. MixedSite - Khangchendzonga National Park (World heritage in danger. Intangible cultural heritage)	
Unit-3 World heritage sites in Karnataka	15
3.1. Group of Monuments at Hampi (1986), Group of Monuments at Pattadakal (1987), Western Ghats(2012)	
3.2. -WorldHeritageSustainableDevelopment Policy(2015	
3.3. WorldHeritageSitesandotherdevelopmentalprogrammes	

References

1. WorldHeritage,ASI,NewDelhi
2. Chola Temples, C. Sivaramamurti, ASI, New Delhi
3. Mahabalipuram, C. Sivaramamurti, ASI, New Delhi
4. Konark,DebelaMitra,ASI,NewDelhi
5. Hampi,
SubhadraSenGupta,NewDelhiHinduArchitecture,SurendraSahai,NewDelhi
6. IndianPainting-TheGreatMuralTradition,MiraSeth,Ahmedabad
7. Masterpieces of Vijayanagara Art, S. Rajasekhara, Bombay
8. Nalanda,FredrickM. ,Bombay
9. ThecompleteTajMahal,EbbaKoch,NewDelhi
10. Sahyadris,India'sWestern Ghats-AvanishingHeritage, SandeshKadurand Kamal Bawa

OR

MTTM (PG) II Semester

OEC-C: B2MTM203TC

Title of the Course: DSC – Cultural Heritage of India (Indus Culture to 1206 CE)

After successful completion of this course, the students will be acquainted with,

- **Concept, Meaning and significance of cultural heritage of India**
- **Cultural history and contribution of the dynasties**
- **Performing Arts and the influence of history in South East Asia**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC	Theory	04 hrs	60	03 hrs	25	75	100	04

Content of Course 1	60 Hrs
Unit –1 Indian Culture	15
1.1 : Indian Culture: An Introduction-Indus Civilization-its Characteristic Features	
1.2 : Geographical Features of India	
1.3 : Vedic Religion, Buddhism and Jainism, Indian philosophy-Shankar, Ramanuja and Madhvacharya	
Unit - 2 Cultural History and Contribution	15
2.1 : The Mouryas-Asoka-Cultural Contribution of the Mouryas, the Guptas-Samudra Gupta, Chandra Gupta II and Their Cultural Contribution to Culture	
2.2 : A Brief History of Indian Art and Architecture- Gandhara School and Mathura School of Art; - Hindu Temple Architecture, Buddhist	

Architecture	
2.3 : Indian Painting Tradition: ancient painting at Ajanta-Nagara Style and Dravidian Style of Architecture-Features	
Unit – 3 Performing Arts	15
3.1 : Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic	
3.2 : Dances of India: Various Dance forms: Classical and Regional, Folk dances	
3.3 : Indian Culture in South East Asia	

REFERENCE BOOKS

1. Gore, M. S., *Unity in Diversity: The Indian Experience in Nation-Building*, Rawat Publication, Jaipur, 2002.
2. Malik, S. C., *Understanding Indian Civilisation: A Framework of Enquiry*, Indian Institute of Advanced Study, Simla, 1975.
3. Mukerji, D. P., *Sociology of Indian Culture*, Rawat Publications, Jaipur, 1948/1979.
4. Mukherji R.K, *Hindu Civilisation*, London, 1959
5. Narayan S, *Indian Classical Dances*
6. Pandey, Govind Chandra, *Foundations of Indian Culture*, Books and Books, New Delhi, 1984
7. Rajasekhara S. *Karnataka Vastushilpa mattu Chittrakale*, Dharwad, 1989
8. Rapson E.J, (Ed), *Cambridge History of India*, Vol, I, 1989
9. Smith V.A, *Early History of India*, Cambridge, 1924
10. Tripathi R.S, *History of Ancient India*

MTTM (PG) III Semester
DSC-16: B3MTM001T
E-Commerce in Tourism – II

After successful completion of this course, the students will be acquainted with,

- **To understand Emerging business models in tourism and travel industry.**
- **To study the impact of information technology on tourism and travel sector and to explore the scope of entrepreneurship in the emerging E-Tourism business.**
- **To acquaint the students with knowledge computerised Accounting Tally.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-16	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course	45 Hrs
Unit –1 Introduction to E-Tourism	15
1.1. Historical Development of E-Tourism. Electronic Technology for data Processing and communication Strategic, tactical and operational use of IT in tourism.	
1.2: E-Tourism players and their activities, E-Airlines, E-Hospitality, E-Tour operators, E-Travel Agencies, E-Destinations.	
1.3: Payment system in E-Tourism and security issues in E-Tourism.	
Unit - 2 Global Distribution System	15

<p>2.1: History and Evolution GDS and CRS. Levels of CRS Participation- Hotel distribution system.</p>	
<p>2.2: Contribution made by the major GDSs like of Amadeus-Galileo ,world span, Sabre to the travel and tourism industry across the world.</p>	
<p>2.3: Unit-III Amadeus Practical- Hands on Amadeus Software- Searching- Building Ret rival, Display and Cancel of PNR- Fare Display- Itinerary Pricing.</p>	
<p>Unit – 3 Tally Accounting package</p>	15
<p>3.1: Introduction to Tally: Features of Tally. Gateway of Tally, creating new company in tally. Altering, deleting company details. Creation of single ledger, altering and deleting ledger in Tally. Inbuilt Groups , creation of Groups, Altering and deleting of Groups in tally.</p>	
<p>3.2: Vouchers in Tally: Creating voucher, Types, Accounting Vouchers, Voucher entry in Tally. Generating Reports in Tally.</p>	
<p>3.3: Inventory Management System: Introduction ,Creation of Stock group ,Stock Items, Units of Measures, Stock categories.</p>	

References

1. Sheldon p (2002): *Tourism Information Technology*, CABI
2. Inkpen G (2000): *Information Technology for Travel and Tourism*, Addison Wesley.
3. Buhalis, D(2004): *E Tourism ; Information Technology for Strategic Tourism Management*, Prentice Hall India
4. Poon A (1998): *Tourism Technology and Competitive Strategies*, CABI.
5. Tally ERP 9 with GST by Gaurav Agarwal.

MTTM (PG) III Semester
DSC-17: B3MTM002T
Destination Management

After successful completion of this course, the students will be acquainted with,

- Understanding the Concept of Destination Management
- Apply destination development models and frameworks for effective planning and sustainable development
- Utilize digital marketing, promotional tools and innovative technologies for effective destination management.
- Policy and Governance in Destination Management.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45Hrs
Unit –1 Introduction to Destination Management and Destination Product Development	15
1.1. Introduction to Destination Management: Concepts-definition of	

<p>tourism destination, Destination Marketing -Destination Management roles.</p> <p>1.2. Definition and components of destination product-Destination Product Life Cycle-DMO involvement- product development strategy models-Development of physical products (types and analysis).</p> <p>1.3. HR development strategies for tourism workforce- Development of packages- DMO role in packaging- Event and Activity Programme development and role of DMO- Interpretation-visitor information centers, accessible tourism, tourism signage- sustainability factor.</p>	
Unit – 2 Destination Planning and Destination Marketing	15
<p>2.1. Destination Planning: Benefits- Timeframes -Content Areas and Geographic Levels-Tourism Planning Process- Specialised forms of Destination Planning.</p> <p>2.2. Destination Marketing: Planning, Principles, Concepts- Market Segmentation and marketing Mix- Destination Marketing Planning Process- DMO vision, goals, objectives and mission-DMS and PRICE MODEL- importance and benefits.</p> <p>2.3. Destination Branding-Challenges- steps in destination branding- Destination advertising, sales, public relations and promotion, digital marketing- Destination ICTs</p>	
Unit – 3 Destination Partnerships - Team Building - Destination Governance and Leadership	15
<p>3.1. Destination Partnerships and Team Building: definitions, Partnerships and destination governance</p> <p>3.2. Identifying destination partners-Partnership types, steps and team building - Tourism sector stakeholder relations-types of stakeholders.</p> <p>3.3. Destination governance and leadership: Definition and dimensions- DMO (Accountability, Transparency, structures and functions, funding)- DMO involvement and effectiveness</p>	

INTERNAL ASSESSMENT

BOOKS FOR REFERENCE

- Books for Reference

1. Morrison A.M. (2013): *Marketing and Managing Tourism Destinations*, Routledge. USA

2. Kamra K.K. (2001). *Managing Tourism Destination*, Kanishka Publishers, New Delhi, India
3. Schaumann P. (2004). *The Guide to successful Destination Management*, Wiley.USA
4. Buhalis, D. (2000). Marketing the Competitive Destination of the Future. *Tourism Management*, 21(1), 97-116.
5. Ritchie, J. R. B., & Crouch, G. I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. CABI Publishing.
6. Pike, S. (2016). *Destination Marketing Essentials* (2nd ed.). Routledge.
7. García-Rosell, J.-C., & Mikkilä, M. (2021). *Sustainable Destination Management: Principles and Practices*. Edward Elgar Publishing.
8. World Tourism Organization (UNWTO) & European Travel Commission (ETC). (2014). *Handbook on E-marketing for Tourism Destinations* (3rd ed.).

MTTM (PG) III Semester
DSC-18: B3MTM003T
International Financial Management

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-18	Theory	03 hrs	4 5	02 hrs	5 0	5 0	100	03

- **Course Outcomes:**

By the end of the course, participants will be able to:

- Understand international capital and foreign exchange market
- Identify and appraise investment opportunities in the international environment
- Identify risk relating to exchange rate fluctuations and develop strategies to deal with them.

Content of Course	45Hrs
UNIT-I 1 Introduction to international finance management	15

<p>1.1. Introduction Nature and Scope, meaning and objectives of International Financial management..</p> <p>1.2. Trends in international traders and cross border financial border financial flows</p> <p>1.3. Types of international trade, theories of International trade MNC and agency cost.</p>	
Unit – 2 International monetary system and financial markets:	15
<p>2.1. International monetary system and financial markets: Overview of international Capital and money markets</p> <p>2.2. Arbitrage opportunities international Capital and money market instruments- GDRs, DRs, Euro bonds, euro equity, euro deposits</p> <p>2.3. Foreign exchange rate determinations . Exchange rate definition, spot, forward and cross exchange rate, forsee trading and financing of international trade.</p>	
Unit - 3 Foreign exchange risk Exposure and management	15
<p>3.1 : Foreign exchange risk exposure-types of exchange risk exposure, economics, transaction and translation, management of foreign exchange risk.</p> <p>3.2. Foreign exchange markets: functions, characteristics, organization.</p> <p>3.3. Participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.</p>	

Books for reference

- Jeevananadan C-Foreign Exchange and Risk Management- Sultan chand
- Andley K. K- Principles of Foreign Exchange
- Apte P.G- International Financial Management
- Khan and others-International Financial Management
- Ian Giddy- Global Financial Markets

MTTM (PG) III Semester
DSC-19: B3MTM004T
International Tourism and Marketing

After successful completion of this course, the students will be acquainted with:

- **Understanding of International and Global tourism market sphere**
- **Digitalisation of tourism marketing in International Tourism**
- **Collaborative international tourism marketing projects across the world**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
TMC-04	Theory	03 hrs	45	02 hrs	50	50	100	03

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Content of Course 1	45 Hrs
Unit –1 Internationalisation and Globalisation of Tourism	15
1.1: Global issues facing tourism, Key factors of internationalisation of tourism, challenges faced by globalised tourism businesses, post-Covid19 scenario 1.2: Definition of International Tourism Marketing-Market Place-Major Participants in International Tourism Market, 1.3 : Digital Tourism Ecosystem-DMS (Destination Management System)	
Unit – 2 International Tourism marketing by various sectors	15
2.1: International Agreement On Fares- code sharing as marketing technique- interdependence between airlines and destinations development in International Tourism- ICT in International Airline marketing 2.2: Reservation Of Hotels And Tourism Accommodation-PMS 2.3: Cruise Reservation and Rail Travel Reservation –examples across the world	
Unit – 3 International Tourism Market approaches	15
3.1: International Product Pricing and Issues in International Tourism Market- Overseas Marketing- Policies and Physical Distribution 3.2: Online Intermediaries- New Digital Marketing Channels in International Tourism 3.3: New trends in International Tourism Marketing and the future	

REFERENCE BOOKS

1. JagmohanNegi: *International Tourism and Travel*, S. Chand Publisher, New Delhi, 2003
2. Philip Kotler: *Marketing Management*, Prentice Hall (13thed), 2008.
3. Chokalingam S.M. And Nirmal Kumar R.P.: *International Marketing*, Anmol Publications, Delhi, 2013.
4. Dileep.M.R: *International Marketing in Tourism*, Anmol Publications, Delhi, 2011.
5. ManjulaChaudhuri: *Tourism Marketing*, Oxford University Press, Delhi, 2010
6. Fyall A. & Garrod B. (2006). *Aspects of Tourism: Tourism Marketing. A collaborative Approach*. Viva Books Pvt.Ltd. New Delhi
7. Bhardwaj D.S. (2006). *International Tourism: Issues and Challenges*. Kanishka Publishers, New Delhi

8. Tisdell C.A. (2013). *Handbook of Tourism Economics: Analysis, New Applications and Case Studies*. World Scientific Publishing Co. Singapore
9. Juan A. Campos-Soria (2020). *Optimal Tourism Development*, MDPI

MTTM (PG) III Semester
DSC-20: B3MTM005T
Global Tourism

After successful completion of this course, the students will be acquainted with:

- **Globalisation of Tourism and its impacts**
- **Tourism geography and Tourism resources of the world**

- **World map of Tourism**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
TMC-05	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of the Course	45 Hrs
Unit –1 Impacts of Global Tourism and Environmental Laws	15
<p>1.1: Impacts of Tourism: Physical, Economic, Socio-cultural and Environmental (Positive and Negative)- Environmental Laws</p> <p>1.2: Current Trends, Spatial Patterns and Recent Changes; Role of Foreign Capital</p> <p>1.3 Impact of Globalization on Tourism, Emerging Trends</p>	
Unit – 2 Tourism: Asia and Americas	15
<p>2.1: Physiographic features of Asia- Geography Of Tourism In Asia- Tourism In East Asia (Selected Countries) – Tourism In South – east Asia (Selected Countries)- Tourism In South Asia (Selected Countries) Tourism In West Asia (Selected Countries).</p> <p>2.2: Physiographic features of North America–Status of Tourism In North America–Tourism In Canada–Tourist Points In U.S.A. (West And East Coasts)– Important Tourist Centres In Latin America – Tourism In West Indies – Hawaiian Islands Tourism</p> <p>2.3: Physiographic features of South America – Nature Of Tourism In South America – Tourist Spots Of West Coast And East –Coast Of South America (Selected Spots).</p>	
Unit – 3 Tourism: Europe, Africa and Oceania	15
<p>3.1 : Physical Features Of Europe – Status Of Tourism In European Countries – Tourism In West Europe (Selected Countries) – Tourism In East Europe (Selected Countries) – Tourism In North Europe (Selected Nations) – Tourism In Southern Europe (Selected Nations).</p> <p>3.2 : Physiographic features Of Africa – Status Of Tourism In Northern Africa – Tourism In East Africa (Selected Countries) – Tourism In West Africa (Selected Countries) and Tourism In Southern Africa.</p> <p>3.3 Physiographic features of Oceanic Countries and Pacific islands- Nature Of Tourism In Australia (Selected Spots of West And East Coasts) Tourist Points Of New Zealand (Selected Points), Tourism in Micronesia, Melanesia and Polynesia</p>	

REFERENCE BOOKS

1. *Travel Geography*, Burton and Rosemary Longman Edn. 1999.

2. *World Wide Destinations, Geography Of Travel And Tourism* By Chris Cooper And Boniface. 2009 & 2021
3. *Geography of Travel and Tourism*, Hudson, LyodsAnd Jackson, Delmar Publishers 1999.
4. *An Introduction to the Geography of Tourism*, Velvet Nelson, Rawat Publications, 2013
5. Asian Development Bank (2021). *Sustainable Tourism After Covid-19*, ADB , Philippines

Airport Management

After successful completion of this course, the students will be acquainted with,

- **Importance and components of Aviation Industry**
- **Airline and Airport Operations**
- **Travel Formalities and Ticketing Management**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course	45 Hrs
Unit –1 Introduction to Airport Management	15
1.1 : Introduction to Airport Management - Introduction to Airports, Business of Airlines, Historical developments, Categories of Airport, Airport Terminologies, Layout of an Airport, Basic properties and Physical Principles of flight	
1.2 : IATA Traffic Conference Areas and Sub-Areas, International Air Transportation Laws and Conventions, Major Organizations – IATA, ICAO, DGCA, AAI	
1.3 : Airline and Airport Operations – Introduction, Ownership types in Air Services and Airports, Current Trends in Airport Management, Role of International and National regulatory bodies in Aviation Management, Use of Technology in airport operations	
Unit - 2 Understanding Airport Infrastructure and Operations	15
2.1 : Airport Infrastructure and Services – Airport Terminal Planning and Design, Passenger and Cargo Services, Cargo Categories, Dangerous Goods, Baggage Handling System, Concessions Management	
2.2 : Ground Control and Ground Handling Agreements, Ground handling services, Airline Catering, Airport Housekeeping	
2.3 : Airside planning and Aviation Safety – Need and Importance, Aviation safety programmes, IATA safety strategies, Medical services in aircraft, First Aid and Universal Precaution Kit, Air Traffic Control – Role and functions of ATC, Air Space Management and navigational Aids, contemporary Air Traffic Control Systems	

Unit - 3 Travel Formalities and Ticketing Management	15
3.1 : Travel Formalities and Customer facilities - Travel formalities and Documents, Airport facilities, In-flight services	
3.2 : Air Ticketing Management – Manual, Computerized and E- Ticketing, AIRIMP Codes, Types of Itineraries, Selling and Managing Airline Reservations using GDS, NDC fares	
3.3 :Human Factors and Stress Management, Airport management systems, ICT and Airport Management, Current trends and challenges in Aviation Industry	

References

1. *Aviation Information Management*, authors: Thomas. L.Seamster & Barbara. G. Kanki, published by ashgate publishing,USA. 2002
2. *Human Factors Impacts in Air Traffic Management*, authors : Barry Kirwan, mark Rodgers,ashgate publishing,Newyork.2010
3. aviation management, author: Ratandeeep singh, kanishka publishers, New-Delhi, 2008,
4. *Airport Planning and Management*, authors: Seth. B . Young and Alexander. T. wells , published by mc graw hill companies, USA, 2011
5. Air Cargo Management and Airport Handling , author :Unnikrishnan K.M, published by gemini publishers Bengaluru.
6. IATA Manuals, AAI Manuals

MTTM (PG) III Semester
DSE-1: B3MTM102TA
India Tourism

After successful completion of this course, the students will be acquainted with:

- **Tourism geography of India- Natural and Cultural**
- **Tourism resources and Tourism products of India**
- **Tourism regulations in India**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
TMC-02	Theory	03 hrs	45	02 hrs	50	50	100	03

Content of Course 1	45 Hrs
Unit –1 Introduction to Tourism in India	15
1.1: Historical background, modern tourism scenario in India 1.2: Geographical divisions of India- Natural, Cultural and Mixed type tourism resources of India 1.3: Transportation, Accommodation, Tourism infrastructure in India, Travel and Tourism Trade in India, Digitalisation in various sectors of Tourism in India	
Unit – 2 Tourism Products of India	15
2.1: Heritage- Historic monuments of tourist significance (forts, palaces, museums), Art Galleries, Architecture and Religion, Cuisine, etc 2.2: Nature based- Islands and Beaches, Deserts and Hill stations , Protected areas (Wildlife Sanctuaries, National Parks & Biosphere Reserves, Marine areas etc), Adventure destinations and Ecotourism 2.3: Special interest tourism products: Performing arts of India- classical dance, folk dance and folk culture - Handicrafts and textiles: important handicraft objects and centres, craft <i>Melas</i> , souvenir industry. - Fairs and Festivals	
Unit – 3 Regulations and New trends in India Tourism	15
3.1: Tourism Policies of India- Development and current issues	

3.2 : Tourism industry organizations in India – TAAI, IATO, ATOAI, FHRAI, ICPB, etc	
3.3 : Emerging trends- Wellness Tourism, MICE (World Class developments)	

REFERENCE BOOKS

1. *The Wonder that was India*: A.L. Basham
2. *A Cultural History of India*: A.L. Basham
3. *India* - Lonely Planet:
4. *India - Plan your own holiday*: S. Jagannathan
5. *Travellers Indian*: H.K. Kaul
6. *Museums of India*: S. Punja
7. *The Art of Ancient India*: S. Huntington
8. *Indian Architecture*: Percy Brown
9. *Pravasi Kanda India*: H.L. Nagegouda
10. *Geography of India*: Tirtha R
11. *Geography of India* :Dr.AlkaGoutam
12. *Geography of Tourism*: DeepaGarg
13. *Tourism Development- principles and practices*: A.K.Bhatia
14. *Tourism Development-a new approach*: K.S. Nagapathi

OR

**MTTM (PG) III Semester
DSE-2: B3MTM102TB
TOUR GUIDING AND INTERPRETATION**

After successful completion of this course, the students will be acquainted with,

- **Understand the concepts of Professional Tour Guiding and Interpretation**
- **Appreciating heritage and Understanding the tour guiding dynamics and mechanics**
- **Gain skills and knowledge to practice professional tour guiding**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC	Theory	03 hrs	45	02 hrs	50	50	100	03
Content of Course 1								45Hrs
Unit –1 Introduction to Tour Guiding and Tour Escorting								15
<p>1.1: History & Evolution of guided tours, Multi-dimensional context and nature of tour guiding, Definition and Meaning of Tour Guiding, Guiding Terminologies, Multiple roles of Tour Guides, Guides as Interpreters, Storytellers and Intercultural Communicators, Principles of Interpretation, Role of Escorts and Tour Managers</p> <p>1.2 : Profile of a professional tour guide, role and duties of a Tour Guide, Tour Guiding in India, Tourist Guide Federation of India (TGFI), World Federation of Tourist Guide Associations(WFTGA), Steps to become a tour guide.</p> <p>1.3 : Understanding the dynamics and mechanics of tour guiding, Authentic source of information, Preparing commentary, Tools</p>								
Unit - 2 Guiding Techniques and Group Handling								15
<p>2.1 : Organising oneself, keeping schedules, Guest arrival and departure formalities, making sense of culture</p> <p>2.2 : Guiding at Monuments, museums, spiritual sites - Guiding in Wildlife Sanctuaries & National Parks, Guiding tours through Drama and Narratives etc</p> <p>2.3 : Group Handling – Role of Escorts, Tour Managers, Knowledge regarding local culture</p>								

including cuisine, Handling Emergencies and Conflicts, Personal values and Ethical practices, Code of Conduct	
Unit - 3 Technology and Trends in Tour Guiding	15
3.1 : Technology and Tour Guiding - Use of electronic gadgets and other technology - GPRS, AI, VR, AR etc	
3.2 : Immersive and Virtual tours - current trends, advances and challenges in the tour guiding	
3.3 : Tour Guiding and its contribution to sustainability, visitor experience, visitor behaviour and quality, Guided vs. Non Guided tours, Training and Education, review of case studies	

Books for Reference

- Chowdhary, Nimit. *Handbook for Tour Guides* . New Delhi: Matrix Publishers, 2013.
- Chowdhary, Nimit and Monika Prakash. *Interpretation and Tour Leadership*. New Delhi: Good fellow Publishers, 2022.
- Kumar, C. and Chiranjit. *Tour Guiding*. Create Space Independent Publishers, 2016.
- Manning, Nick. *How to be a Tour Guide: The Essential Training Manual for Tour Managers and Guides* . Nick Manning, 2014.
- Weiler, Betty and Rosemary Black. *Tour Guiding Research – Insights, Issues and Implications*. United Kingdom: Channel View Publications, 2007.

MTTM (PG) III Semester
OEC-2

As Per KUD Norms

MTTM (PG) III Semester
OEC-2A: B3MTM203TA

TOURISM IN NORTH KARNATAKA

- After the completion of this paper the students will come to know about the important destinations in North Karnataka.
- They will acquire knowledge about Fairs and Festivals, Museums of North Karnataka and the role of KSTDC.
- They will also come to know about Infrastructure and resources regarding tourism in North Karnataka.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	04hrs	60	03hrs	25	75	100	04

Content of Course 1		60Hrs
UNIT- 1 Geography , History and Tourist Destinations		15
1.1 Geography of North Karnataka		
1.2 History of North Karnataka		
1.3 Important Tourist Destinations: Aihole, Pattadakal, Badami, Banasankari, Kudalasangama, Vijayapura, Hangal, Hampi, Bidar, Kalaburagi, Sirsi,		

Gokarna, Kittur, Raichur, Banavasi, Dharwad,	
Unit - 2 Tourism Policy, Promotion and Infrastructure	15
2.1. Tourism policy of Karnataka Government;	
2.2. Role of KSTDC in promoting tourism	
2.3. Transport – Rail, Road and Airways, Tourism related Services – Tourist Information Centres, Guide Service, Literature, Travel Agencies and Tour Operators	
Unit – 3 Cultural Resources	
3.1. Visuals Arts and Folk Dances	15
3.2. Museums of North Karnataka	
3.3. Handicrafts, Emporiums and Woodencraft	
Unit – 4 Natural Resources	
4.1. Wild life sanctuaries	15
4.2. Bird sanctuaries	
4.3. Natural heritage sites	

References

1. K. R. Basavaraja: *History & Culture of Karnataka*, Dharwad, 1984
2. *Karnataka Sangathi*, Kannada Development Authority, Bangalore
3. *A Hand Book of Karnataka-2005*.
4. H.S. Krishnaswamy: *Avolokana, a Compendium of Karnataka' Heritage* Directorate of Kannada and Culture, Bangalore, 1985
5. B.S. Badami: *Impact of Tourism in South India*. Commonwealth Publishers, New Delhi 1997.
6. S. Rajasekhara: *Karnataka Architecture*, Dharwad, 1985
: *Early Chalukya Art at Aihole*, New Delhi 1985.
: *Masterpieces of Vijayanagara Art*, Bombay 1984

7. D.Devakunjari; *Hampi*, ASI, 1998

OR

MTTM (PG) III Semester
OEC-2B: B3MTM203TB

Title of the Course: – TOURISM PRODUCTS OF INDIA

After successful completion of this course, the students will be acquainted with,

- **Unique features of India as a tourism destination**
- **Typologies of Tourism Products**
- **Emerging Tourism Products and Future Trends**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	04 hrs	60	03 hrs	25	75	100	03

Content of Course	60 Hrs
Unit –1 Introduction to Tourism Resources in India	15
1.1 : Tourism Resources of India – Geographical features of India, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna, Unique features of India as a tourism destination	
1.2: Tourism in India, 5 As of Tourism, Typologies of tourism resources, Unique features	

of tourism products, Differentiating resources and products 1.3: Tourism products: Definition, types, designing and Developing Tourism Products, Sustainable Development, Ethics and Values	
Unit - 2 Tourism Products - Typologies	15
2.1: Natural Tourism Products- Mountains and Hill stations, Beaches, Islands, Deserts, Rocks, Rivers, lakes, Waterfalls, Valleys, Caves etc	
2.2: Manmade Tourism Products- Culture, traditions and lifestyle, folklore and other art forms, fairs and festivals, religious destinations, Historical Tourism Products - Historical places, Archeological Sites, Heritage Sites, Museums, Art galleries	
2.3 : Symbiotic Tourism Products – Wildlife Sanctuaries, National Parks, Biosphere reserves, Marine Parks, flower festivals etc	
Unit - 3 Emerging Tourism Products and Trends	15
3.1 : Site Based Tourism Products	
3.2 : Event Based Tourism Products – Cultural, Sports, Music, Cuisine, Festivals etc.	
3.3 : Recreational– Amusement and Theme Parks, Shopping Tourism, Film Tourism etc	
Unit - 4 Emerging Tourism Products and Trends	15
4.1 : Adventure Tourism Products: Ariel-Land based-Water based adventure activities, Aero Products and water Sports,	
4.2 : Alternative and Special Interest Tourism Products, Accommodations and Transport Systems as tourism products	
4.3 : Emerging Tourism Products: Niche Tourism forms, Current trends and challenges	

References

- Manoj Dixit (2002)**, TOURISM PRODUCTS, *New Royal Book Co. Lucknow.*
- Norman Douglas**, SPECIAL INTEREST TOURISM, *John Wiley, Australia.*
- Robinet Jacob (2007)**, INDIAN TOURISM PRODUCTS, *Abhijeet Publicatons, Delhi.*

OR

MTTM (PG) III Semester
OEC-2C: B3MTM203TC

Cultural History of Karnataka (From earliest Times to 1500 A.D.)

Title of the Course: Cultural Heritage of Karnataka (From Earliest Times to 1500 A.D)

After successful completion of this course, the students will be acquainted with,

- **Early history and heritage of Karnataka**
- **Dynasties and their cultural contributions to Karnataka history**
- **Tangible and Intangible cultural heritage of Karnataka**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC	Theory	04 hrs	60	03 hrs	25	75	100	04

Content of Course 1	60 Hrs
Unit –1 Early History of Karnataka	15
1.1 : Early History of Karnataka – Satavahanas-Kadambas-Gangas of Talakadu	
1.2 : Cultural Contribution from the earliest times to History of Karnataka	
1.3 : The Chalukyas of Badami, Pulikesi-II, Cultural Contribution	
Unit - 2 Dynasties of Karnataka	15
2.1 : Rashtrakutas- Amoghavarsha-I- Their Cultural Contribution.	
2.2 : The Hoysalas- Vishnuvardhana and Ballala –II, Cultural Contribution of the Hoysalas.	
2.3 : Vijayanagara- Foundation- Devaraya-II and Krishnadevaraya-Cultural Contribution of the Vijayanagara	
Unit – 3 Cultural Heritage of Karnataka	15
3.1 : Cultural Heritage of Karnataka-Meaning-Definition-Concepts-Characteristic features	
3.2 : Festivals and Fairs- Development of Kannada Literature	
3.3 : Architectural Heritage of Karnataka-Early Period Art, The Chalukyas of Badami, Hoysalas and Vijayanagara	

REFERENCE BOOKS

1. Altekar A.S., *Rashtrakutas and Their Times*, 1974
2. Narayan S., *Indian Classical Dances*, New Delhi, 1980
3. Chopra P.N, & Others, *History of South India*, New Delhi, 2003
4. Desai P.B. & Others, *A History of Karnataka*, Dharwad, 1970
5. Diwakar R.R., *Karnataka Through the Ages*
6. Neelakantha Shastri K.N, *A History of South India*, Madras, 1972
7. Pancharukhi R.S., *Karnatakada Itihas*, Dharwad, 1967
8. Rajasekhara S., *Karnataka Vastushilpa mattu Chitrakale*, Dharwad, 1989
9. Rice B.L, *The Mysore Gazetteer*, 1930
10. Krishna Reddy, *Cultural Heritage of South India*

MTTM (PG) IV Semester
DSC-23: B4MTM001T

Four Weeks Classroom Discussion and Seminar

MTTM (PG) IV Semester DSE-24: B4MTM102TA **Ecotourism: Concepts, Principles and Practices**

After successful completion of this course, the students will be acquainted with

- The concept and origin of Ecotourism
- Various techniques and tools of Ecotourism
- Examples of Ecotourism practices across all sectors

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03hrs	45	02hrs	50	50	100	03

Content of Course	45Hrs
UNIT 1 Introduction to the fundamentals of Ecotourism 1.1: Ecotourism (Essence and Principles) 1.2: Environmental Management System (EMS)-Environmental Audit- Eco Certification- Eco Labelling 1.3 : Eco Lodge- Eco Tours- Ecotourist- Eco Guide	15
UNIT 2 Concepts and Components in Ecotourism 2.1: Visitor Behaviour - User Payback- Volunteerism- Signage 2.2: Visitor Management 2.3:Ecotourism Ethics- Key Stakeholders- Wildlife Management	
UNIT 3 Management of Ecotourism 3.1 : Ecotourism Issues 3.2: Ecotourism Assessment- Ecotourism Management- Ecotourism Policy- Ecotourism Programme Planning 3.3: Case Studies (Sustainable Tourism Ventures)	15

BOOKS FOR REFERENCE

- Dimitrios D. (2011). *Ecotourism Management and Assessment*. UK: Cengage Learning EMEA
- Black R. & Crabtree A. (Eds).(2008). *Quality Assurance And Certification In Ecotourism*. UK:CABI
- Weaver D.B. (Ed). (2010). *The Encyclopedia of Ecotourism*. UK: CABI
- Newsome D., Moore S.A. & Dowling R.K. (2006). *Aspects of Tourism: Natural Area Tourism*. New Delhi: Viva Books Private Limited

- Bulbeck C (2007). *Facing the Wild: Ecotourism, Conservation and Animal Encounters*. UK: Earthscan
- James Higham (2007). *Critical Issues in Ecotourism*. NY: Routledge
- Ralf Buckley (2009). *Ecotourism-Principles and Practices*. UK: CABI
- J. Swarbrooke (1999). *Sustainable Tourism Management* UK: CABI

OR

MTTM (PG) IV Semester

DSE-24: B4MTM102TB

Karnataka Architecture, Sculpture and Painting

After successful completion of this course, the students will be acquainted with

- The students will gain basic knowledge of Karnataka Art in its various facets.
- They will acquire knowledge related to different styles and also iconographical development in sculptures.
- They will acquire knowledge with regard to different styles of painting in Karnataka.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
	Theory	03hrs	45	02hrs	50	50	100	03

Content of Course 1	45Hrs
Unit –1 Ancient Texts and Early Historic Art of Karnataka	15
1.1. Ancient Texts on Architecture - Ancient Texts on Architecture, Sculpture and Painting (<i>Vishnudharmottara, Manasara, SilpaRatna, Agamas and Chitralakshana</i>).	
1.2. Maurya, Satavahana, Early Kadamba and Ganga art and architecture.	
1.3 Early Chalukya and Rashtrakuta architecture, sculpture and painting.	
Unit - 2 Structural Architecture and Medieval Painting	15
2.1 Kalyana Chalukya and Hoysala architecture and sculpture.	
2.2. Vijayanagara architecture (religious, secular and defense architecture) – Vijayanagara sculptures and paintings	
2.3. Bahmani, Adil Shahi and Barid Shahi architecture and painting	
Unit - 3 Modern Architecture and Painting; World Heritage Sites in Karnataka	15
3.1. Jain architecture, sculpture and painting.	
3.2. Palaces and Painting under Wodeyars of Mysore, Holalagundi Paintings.	
3.3. World Heritage Sites in Karnataka	

BOOKS FOR REFERENCE

1. Percy Brown: *Indian Architecture*- Part 1 and 2, D. B. Taraporevala, Bombay, 1956
2. K. V. SoundaraRajan: *Cave Temples of the Deccan* ASI, New Delhi, 1981
3. S. Rajasekhara: *Karnataka Architecture*, Sujata Publication Dharwad, 1985
-*Early Chalukya Art at Aihole*, Vikas, New Delhi 1984
-*Rashtrakuta Art in Karnataka*, Sujata Publication, Dharwad, 1991
-*Masterpieces of Vijayanagara Art* D. B. Taraporevala, Bombay, 1986

4. K.R. Srinivasan: *South Indian Temples*, 1971
5. Henry Cousens: *Chalukya Architecture of the Kanarese Districts*, ASI, Calcutta, 1926
7. C. Sivaramamurti: *Jaina Art in South India*, 1982
8. D HanumanthaRao: *Lepakshi Temple-A Cultural and Architectural Study* Bharatiya Kala Prakashan, Delhi, 2004
9. I.K Sarma, *Temples of Gangas of Karnataka*, ASI, New Delhi, 1992
10. SunderSahai: *Temples of South India*, Prakash Books India Pvt.Ltd, New Delhi. 2010

Industrial Training/Internship for Twelve Weeks in any Tourism Industry/Hospitality /Airport/Events- Project Report for 200 Marks and Viva Voce test – 100 marks (300 Marks)