

MTTM – I SEMESTER (CBCS)

Sl. No.	Syllabus Name	Code No.
1.	Economics of Tourism	MTA1001
2.	Indian History, Society and Culture	MTA1002
3.	Organization and Management	MTA1003
4.	Planning & Management of International Tourism	MTA1004
<u>Optional Language:</u>		
5.	Foreign Language: Arabic	MTA1011
	Foreign Language: French	MTA1012
<u>Optional</u>		
6.	Tourism Entrepreneurship	MTA1013
7.	Hospitality Management	MTA1014

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
ECONOMICS OF TOURISM (MTA-1001)
MTTM - I Semester (CBCS)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Objective

This course is designed to acquaint the students with the varied aspects of Economic Tourism as well as its socio-cultural impact. It also aims at making them familiar with the problems and prospects of tourism development.

- UNIT - I Tourism :** Definition, history and different forms, Socio-cultural significance of tourism. Recreation & Tourism, distinction between excursionist, visitor and traveller. Basic components and elements of Tourism : Factors affecting tourist inflow.
- UNIT - II Economic Significance of Tourism:** Introduction: Economics and Tourism. Economic Development and Tourism. National Income and Tourism. Demand and Supply in Tourism:- its unique features. Cost/Benefit Analysis of Tourism, Multiplier effect.
- UNIT - III Fiscal and non-fiscal incentives for Tourism Development:** Concessions granted by Central/State Governments, Passport and Visa. Tourism policies of Government of India. Public private partnership - need and significance in tourism industry.
- UNIT - IV Trends in World Tourism:** Neo-Tourism, Development of spas, resorts etc., Problems and Prospects of Tourism Growth. Resource Mobilization for growth of Tourism. Tourism demand forecasting: Methods.

References :

1. Holloway, Y. J. Christopher : The Business of Tourism
2. Bhatia, A. K. : Tourism in India
3. Kaul, R. N. : Dynamics of Tourism - A Trilogy (3 Vols.)
4. Seth, P. N. : Successful Tourism management in India.
5. Madlik, S. : Tourism : Past, Present & Future
6. Mathieson Alister : Tourism : Economic, Physical and Social Impact.
7. Sipra Makhopadhayay : Tourism Economics.
8. Ronila Chawala : Economics of Tourism and Development.

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
INDIAN HISTORY, SOCIETY & CULTURE (MTA-1002)
MTTM - I Semester (CBCS)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Objective

The course of Indian History has been designed in such a manner as to acquaint the students with the social political economic and cultural history of the Indian people through the ages.

COURSE INPUTS

- UNIT - I** Stages of Evolution: Pre and post Vedic periods, Social Set up: Formation of Varnashrams and caste system, religion and beliefs
- UNIT - II** Sacred Literature: Vedas, Epics, Puranas, The Buddhist literature. Travelogues and Biographic Accounts, Memoirs and other written records.
- UNIT - III** Traditional Arts and Crafts, Cuisines: variations , Fairs and Festivals, Folk Culture : music, dance, folklores.
- UNIT - IV** Indian people and society - Social Structure, Diversified nature and composition. Unity in Diversity, Traditions, Manners, Customs. Pilgrimages and traditional beliefs.

REFERENCES :

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| 1. | Panikkar K.M. | : Survey of Indian History |
| 2. | Spear Percival | : History of India Vol. 2 |
| 3. | Tomory Edith | : A History of Fine Arts in India and the West |
| 4. | Brown Percy | : Indian Painting |
| 5. | Geoff Crother, Prarkash A. Raj, and Tony Wheeler | : India: A travel Survival Kit. |
| 6. | Chandra, B. | : Modern India, NCERT, New Delhi 1971. |
| 7. | Das, Arjun | : The Study of Civilization, Vol. I-II, NCERT, New Delhi 1987. |

Revised - 25.07.2018

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
ORGANIZATION AND MANAGEMENT (MTA-1003)
MTTM - I Semester (CBCS)

Credit - 04
Max. Marks - 100
Sessional – 30
Examination – 70

Objective: The purpose of this course is to acquaint the students with the fundamental knowledge of basic management philosophy, and Organization Structure with reference to Tourism Industry.

COURSE INPUTS

- UNIT - I Basic Management Concepts:** Nature, Functions & Scope of Management, in tourism industry, Contribution of Taylor and Fayol, Management Process, Managerial Roles and skills, Evolving techniques in Management & their applicability in tourism organizations: MBO, MBT, MBWA & MBE.
- UNIT - II Planning & Organizing:** Nature, Objectives, Significance & limitations of planning, Strategy & Policy formulation, Concept & Process of Organizing
Decision Making: Significance, process, rationale and decision making models.
- UNIT - III Organization Design:** Concept, determinants of Organizational design, Types of Structures: Flat, Matrix, Bureaucracy and Virtual Structure.
Organizational Learning: Why Organizations Need to Learn, Learning Tools and Techniques: Systems Thinking, Benchmarking and Process Mapping.
- UNIT - IV Motivation, Leadership and Power:** Trait, Behavioural and Contingency theories of leadership, Power: Concept and bases of power, Motivation: Significance and factors affecting motivation, Theories of motivation: Maslow Hierarchy Model, X and Y Theory, Two factor theory, ERG theory, self-determination Theory and Reinforcement theory of motivation.

REFERENCES :

1. *Sharma, R.A.: Strategic Management in Indian Companies, Deep & Deep Pub., New Delhi.*
2. *Prasad, L.M.: "Organizational Behaviour" S. Chand Publications.*
3. *Robbins, S.: "Organizational Behaviour", Prentice Hall India.*
4. *Mishra, M.N.: Organizational Behaviour, Vikas Publishing House.*
5. *Khanka, S.S.: Organizational Behaviour (Text & Cases), S. Chand & Sons.*

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DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
PLANNING AND MANAGEMENT OF INTERNATIONAL TOURISM
(MTA-1004)
MTTM - I Semester (CBCS)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Objective

The course is designed to acquaint the students with up-to date international tourism scenario, its planning and management. It also aims at making them familiar with the development of international tourism as well as its problems and prospects.

COURSE INPUTS

- UNIT - I** Tourism Planning and its types; Models - Sectorial, Spatial and Integrated, Tourism complex planning. Tourism Master Plans. Tourism Product life cycle theories and their applicability in Tourism Planning – Tourism planning and policy perspectives-overall national, State and regional policy goals verses tourism policy goals; identifying the place of tourism in tourism policy goals.
- UNIT - II** **Background for Tourism Planning :** Tourist Market, Tourism Resources, Tourist Infrastructure, Tourist Impacts, Carrying Capacity. Identifying the role of tourism in socio-economic and environmental perspectives of the tourist destination Area/region.
- UNIT - III** **Planning Tourist Destinations & Destination Regions :** Tourism Planning Process: Objective setting; Background Analysis; Detailed Research & Analysis; Synthesis; Goal Setting; and Plan formulation. Project feasibility study : Evaluation of tourism project, techniques for preparing feasibility reports.
- UNIT - IV** Role of WTO, PATA, UFTAA, IUOTO, WATA and ASTA towards planned development of tourism with special reference to developing countries – Planning urban and rural tourism destinations and sea side resorts; Case model from India- Institutions/ Departments responsible for evolving tourism plans in India.

REFERENCES :

1. Haekins, D.E. : Tourism Planning and Development, CBI Publishing, Boston.
2. Kaul, R.N., 1985 : Dynamics of Tourism-A Trilogy, Sterling Publisher Pvt. Ltd., New Delhi.
3. Hill Robert Christies & Alastair M. Horrison, 1985 : The Tourism System.
4. Singh, T.V., J. Kaur et al. (eds.) 1992 : Tourism Wildlife Parks Conservation, Metrololitan, New Delhi.

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FOREIGN LANGUAGE: ARABIC (MTA-1011)

MTTM - I Semester (CBCS)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Objective:

The course aims at acquainting the students with the basic knowledge of Arabic Grammar and Composition in order to help equip them with communication skills, essentially needed for tourism administration personnel.

Course Input

Unit – I Lesson 01 – 06 Text with Grammar and Exercises

Hamazatul Wasl, Tanween, Common Noun & Proper Noun (همزة الوصل، النكرة تنوين، معرفة،)

Unit – II Lesson 07 – 12 Text with Grammar and Exercises

Mudaf & Mudaf Ilaahi, Masculine & Feminine, Adjective, Possessive Pronouns, (موصوف صفت، مضاف، مضاف اليه، مذكر مؤنث، المبتدأ، الخبر)

Unit – III Lesson 13 – 18 Text with Grammar and Exercises

Singular Dual & Plural, (واحد، اثنان والجمع)

Unit – VI Lesson 19 – 23 Text with Grammar and Exercises

Diptotes (الممنوع من الصرف)

Suggestion Readings:

Dr. V. Abdur Rahim Arabic Course for English-Speaking Students, Vol. I

Dr. V. Abdur Rahim Arabic Course for English-Speaking Students, Vol. II

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
FOREIGN LANGUAGE: FRENCH (MTA-1012)
MTTM - I Semester (CBCS)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Objective: The objective of the course is to acquire the basic of French language with special reference to tourism. The first term will cover the first three modules of the book *Le français en contexte, tourisme, Méthode de français professionnel*. At the end of the Term, students would have covered half the syllabus of DELF A1 Pro of the Common European Framework of Reference for Languages.

Course Outline:

- Unit - I** **Professional Competence:** To talk about one self, to introduce a professional of tourism, to talk about his qualities, tastes and to understand information
Lexical: Nationalities, Sectors of Tourism, Professional Qualities, Professions in Tourism,
Grammar: Present Tense (*Indicatif*), Qualitative Adjectives
- Unit - II** **Professional Competence:** To understand and write an email, to answer to queries and to propose activities
Lexical: Professional written communication, Documentation, Frequent Questions, Tourism Activities
Grammar: Modal Verbs, Demonstrative and Possessive Adjectives, Articles (Definite, Indefinite, *partitif* and *contracté*)
- Unit - III** **Professional Competence:** To know the city, to be able to direct tourists, to understand historical and cultural explanations and to understand different professions of tourism agency
Lexical: City, Location in Time and Space, Kinds of work in Tourism Agencies, Type of Agencies
Grammar: Imperative, *Passé composé*, demonstrative pronouns.
- Unit - IV** **Professional Competence:** To identify different details of an offer, to compare offers, to create one, to finalize an offer and cancel a file.
Lexical: Offers, Characteristics of an offer, sale and after-sale
Grammar: Relative pronouns, comparatives and future tense

Course Book: *Le français en contexte, tourisme, Méthode de français professionnel*, Arnaud Laygues and Andreu Coll, Edition Maison des Langues

Exercise Books

Les 500 Exercices de Grammaire Niveau A1, Anne Akuz et al, Hachette
DELFL Claire et Junior A1, Marie Christine Jamet, Hachette

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
TOURISM ENTREPRENEURSHIP (OPTIONAL)
MTTM - I Semester (CBCS) (MTA-1013)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Objective

- UNIT - I** Entrepreneur & Entrepreneurship, Entrepreneur Types, Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development.
- UNIT - II** Institutional Interface and Set up; Government Policy; Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analysing Competitive Situation, Understanding Trade Practices, Resource Mobilization, Technology Determination, Site Selection.
- UNIT - III** Ownership Structure & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises.
- UNIT - IV** Management Issues in Tourism Industry; Entrepreneurial case studies of Selected major Travel Agencies/ Tour Operators i.e. Cox & Kings, Thomas Cook, STIC Travels, Le Passage to India, Make my Trip.

REFERENCES :

1. Vasant Desai – Entrepreneurship & Small Business Management
2. Peter Drucker – Innovation & Entrepreneurship
3. S S Khanda – Entrepreneurial Development
4. C B Gupta, N P Srinivasan – Entrepreneurial Development
5. D N Mishra – Entrepreneur and Entrepreneur Development & Planning in India

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
HOSPITALITY MANAGEMENT (OPTIONAL)
MTTM - I Semester (CBCS) (MTA1014)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Objective

The purpose of this course is to familiarize students with important managerial functions in a hotel with a view to give insights into hotel jobs.

COURSE INPUTS

- UNIT - I Introduction to Hotel Industry:** Historical background, Hotel Organization structure. Forms of Hotel ownership. Economic significance of Hotel Industry in India. Future trends. Emerging Challenges before hotel industry in India.
- UNIT - II Hotel project planning:** Concept, Star categorization: Guidelines and Procedures, Components, General market and hotel market analysis, Demand and demand potential, Cost Analysis, Hotel Planning, Hotel Design.
- UNIT - III Hotel Finance:** Sources of hotel finance, Role of Public Institutions in hotel finance, general procedures for obtaining loan from State Financial Corporations, State assistance in developing hotels.
- UNIT - IV Hotel Control and Accounting:** Control Process and techniques, **Front-Office Cashier** – important terminologies broad duties of Front Officer Cashier. **Night Auditor** – Organization of the Night Audit Function Duties of Night Auditor. **Maintenance of Accounts** – Personal ledger: Debtor ledger – Visitors tabular ledger, Creditors ledger – City ledger – Ledger for individuals, Ledger for credit card holders ledger for Air lines, ledger for travel agencies, ledger for Government Department, Impersonal ledger – Trade ledger, General ledger, Cash book.

REFERENCES:

1. Rutherford Deeney G. : Hotel Management & Operation
2. Reid Robert D. : Hospitality Marketing Management
3. Andrews Sudhir : Front Office Manual
4. Sethi Mohini, : Catering Management : An Intergrated Approach.

MTTM – II SEMESTER (CBCS)

Sl. No.	Syllabus Name	Code No.
1.	Tourism Geography	MTA-2001
2.	Tourism Marketing	MTA-2002
3.	Accounting and Finance for Tourism	MTA-2003
4.	Seminar Course	MTA-2071
Optional (Language):		
5.	Foreign Language: French	MTA-2011
5.	Foreign Language: Arabic	MTA-2012
Optional:		
6.	Eco-Tourism and Sustainable Development	MTA-2015
6.	Cultural and Heritage Tourism	MTA-2016

TOURISM GEOGRAPHY (MTA2001)

MTTM-II Semester (CBCS)

Credit – 04
Max. Marks - 100
Sessional – 30
Examination – 70

Course Objective:

To help the students gather information about the geographical component of Tourism. Also to let them be familiar with the geography in different countries of the world.

- UNIT – I** Definition of Tourism Geography, Classification of Geography – Importance of Geography in Tourism, International Dateline, Time Zone, Latitude, Longitude – World's Climates – Climatic elements and Tourism – Impact of weather and climate on tourists' destinations – latitude and longitude – Worlds' continents – destinations on world map major landforms on globe, Map reading and practical exercise.
- UNIT – II** Elements of Tourism – Basic and Geographical Components of Tourism, Tourism development, factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors, Trends in international tourist movements.
- UNIT – III** Tourism Geography of different countries in the world: Western Europe, Southern Europe, Asia, Australia and New Zealand, North America.
- UNIT – IV** Physiographic regions of India, Important tourist circuits and the geography of selected Indian States like Jammu and Kashmir, Rajasthan, Uttarakhand, Gujarat, Orissa, Kerala, Goa, Tamil Nadu.

Suggested Books:

1. Burton Rossemary- Travel Geography, Longman edn. 1999.
2. Cooper, Chris and Bonifars- Worldwide destinations, the Geography of Travel and Tourism Butterworth.
3. Hudman Lloyd and Jackson Richard- Geography of Travel and Tourism, Delmer Publishers ed. 1999.
4. R.L. Singh-Geography of India.
5. Savindu Singh-Geography of India.
6. Atlas

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
TOURISM MARKETING (MTA2002)
MTTM-II Semester (CBCS)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Course Objective:

The aim of the course is to expose the students to the concepts and components of marketing and internet marketing, to acquaint them with the basic tools of marketing applicable in tourism.

- Unit I** Introduction to Tourism Marketing – Approaches, Relevance and Role; Tourism Marketing Mix: 8 P's of Marketing; Tourism Markets: International and Domestic Market Segmentation- Targeting – Market Positioning.
- Unit II** Concept of Tourism Product Development; Various Middlemen in Tourism & Travel Business; Various Promotional Techniques in Tourism Marketing; Difference between 'Product Marketing' & 'Tourism Marketing'. Marketing Small Tourism Business.
- Unit III** **Internet Marketing:** Introduction, Scope of Internet Marketing, Challenges in Developing & Managing an Internet Marketing Strategy, Internet and Marketing Mix. Social Networking: Meaning, Importance and its impacts on tourism Industry. Internet and Customer Relationship Management (CRM).
- Unit IV** Trends in Tourism Marketing –Marketing Research, Objectives and Scope, Techniques of Marketing Research, Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviour – Buyer Decision Process

Suggested Books:

1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
2. Kotler Philip (2006), Marketing Management, PHI, Delhi.
3. Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.
4. Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
5. Ramasamy VS & Namakumar. S (1990), Marketing Management: Planning & Control, Macmillan, New Delhi.
6. Kotler, P: Marketing Management, Analysis, Planning and Control, Prentice Hall of India, New Delhi, 2007.
7. Kotler, Philip(2006), Bowen John, Makens James: Marketing for Hospitality and Tourism; Pearson Education.

Revised – 25.07.2018

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH

ACCOUNTING AND FINANCE FOR TOURISM
MTTM-II Semester (CBCS) (MTA2003)

Credit – 04
Max. Marks - 100
Sessional – 30
Examination – 70

Course Objective:

The objective of the paper is to foster an understanding of the principles and practices of Accounting in general and Tourism industry in particular. It also aims to develop knowledge and skills for decision-making in accounting. It will also provide basic knowledge of the tools and techniques of financial management and its implementation to hotel and tourism industry.

Unit I: Financial Accounting: Meaning, Objectives, Concepts and Conventions of Accounting, Double Entry System, Preparation of Journal, Ledger and Trial Balance. Preparation of Financial Statements: Trading and Profit & Loss Account and Balance Sheet.

Unit II: Cost Accounting: Basics of Travel Agency Accounting Meaning, Definition, Objectives of Cost Accounting and Financial Accounting Elements of Cost, Preparation of Cost Sheet, Methods of Costing Relevant to Tourism Industry - Operating Costing (Transport Costing). Preparation of Operating Cost Sheet.

Unit III: Financial Management: Meaning, Objectives, Scope and Importance of Finance, Finance Functions, Financial Decisions: Investment, Financing and Dividend. Pattern of Financial Requirements: Short Term, Medium Term and Long Term. Financing for Tourism Development.

Unit IV: Management of Working Capital: Meaning, Concepts: Balance Sheet and Operating Cycle Concept, Kinds, Need and Significance of Working Capital. Factors Determining the Requirements of Working Capital, Financing of Working Capital. Management of Cash and Inventory.

Suggested Books:

1. R.L. Gupta, Book Keeping & Accountancy.
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand New Delhi.
3. Gordon Shelling Law, Cost Accounting: Analysis & Control.
4. Horngren G.T, Cost Accounting: Planning & Control.
5. Jain & Narang, Cost Accounting Principles and Practice, Kalyani Publishers, New Delhi.
6. Peter J Harris, Accounting and Finance for the International Hospitality Industry
7. S.M. Shukla, Financial Accounting, Sahitya Bhawan Publications Agra.
8. Shahshi K. Gupta & R.K. Sharma, Financial Management Theory and Practice, Kalyani Publishers, New Delhi.
9. N.K.Sahni, Financial Management, Kalyani Publishers, New Delhi.
10. S.P. Gupta, Financial Management, Sahitya Bhawan Publications Agra.
11. Prasanna Chandra, Financial Management Theory and Practice, Tata Mc Graw Hill.
12. Khan & Jain, Financial Management, Tata Mc Graw Hill.

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DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH

FOREIGN LANGUAGE: FRENCH (MTA2011)
MTTM-II Semester (CBCS)

Credit – 04
Max. Marks - 100
Sessional – 30
Examination – 70

Course Objective:

To acquaint the students with the day to day reading, writing, listening and spoken activities in French language.

Reading and Writing Activities	
Unit – I	
1.1	Talking about his/her tastes, and activities, Talking about his or her profession
1.2	Talking about his centre of interests, Characterising a person
1.3	Talking about his/her family, Understanding invitations
1.4	Talking about family events, Reacting and felicitating, Asking and giving news of others
Unit – II	
2.1	Asking and indicating time and time-table, Expressing necessity, Talking about his/her daily habits
2.2	Proposing/Accepting/Refusing an outing, Fixing an appointment, Inviting, Giving instructions, Talking about projects,
2.3	Narrating past events, Understanding surveys
2.4	Questioning, Talking about festivals, Calling and answering to telephone calls
Listening and Spoken Activities	
Unit – III	
3.1	Understanding simple information such as name, age, country of origin etc
3.2	Understanding simple information about an object, Asking for something (in a store, for example) when pointing or gesturing supports the request
3.3	Making an appointment with someone (for example the doctor's office)
3.4	Talking about vacation and past experiences using basic expressions
Unit – IV	
4.1	Recognizing words, names, and numbers, Talking about future plans using basic expressions
4.2	Identifying the sound of most letters, Identifying the names of common colours
4.3	Using basic expressions to talk about the weather
4.4	Introducing them-selves very briefly, for example stating name, where they are from, and what school they attend.

Suggested Books:

Alter Ego A1, Méthode de Français
Alter Ego A1 Cahier d'Activité

Recommended Exercise Books:

DEL F A1 Junior, Didier
Echo DEL F A1 Méthode de Français
Echo DEL F A1 Cahier d'Exercice

Other materials will be given on regular basis. For evaluation, 50% of marks will be awarded for reading and writing activities and 50% for listening and spoken activities.

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DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
FOREIGN LANGUAGE: ARABIC (MTA2012)
MTTM-II Semester (CBCS)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Objective:

The course aims at acquainting the students with the basic knowledge of Arabic Grammar and Composition in order to help equip them with communication skills, essentially needed for tourism administration personnel.

Course Input

- Unit – I Lesson 01 – 07 Text with Grammar and Exercises**
Nominal Sentences, Verbal Sentence, Negative Sentences, (الجملة الاسمية،)
(الجملة الفعلية، ليس، ليست، لست)
- Unit – II Lesson 08 – 14 Text with Grammar and Exercises**
Past Tense, Future Tense, Subject Object (الفعل الماضي، الفعل المضارع، الفاعل)
(والمفعول)
- Unit – III Lesson 15 – 21 Text with Grammar and Exercises**
Negative Particles, Interrogative Sentences (ما ولا و لم، المضعف، السالم، المهموز،)
(المعتل المثال، المعتل العين الاجوف، المعتل اللام الناقص،)
- Unit – VI Lesson 23 – 30 Text with Grammar and Exercises**
Declension *i' raba, mu' tall al- 'ain or ajwaf, naqis verbs, muda' af, Salim*
(اللفيف المقرون، الليف المفروق)

Suggestion Readings:

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| Dr. V. Abdur Rahim | Arabic Course for English-Speaking Students, Vol. I |
| Dr. V. Abdur Rahim | Arabic Course for English-Speaking Students, Vol. II |

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
ECO-TOURISM AND SUSTAINABLE DEVELOPMENT (Optional)
MTTM-II Semester (CBCS) (MTA2015)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Course Objective:

This course is designed to acquaint the students with the importance of ecology and sustainable development in tourism.

- UNIT - I Fundamentals of Ecology** – Basic Laws and Ideas in Ecology, Ecosystem, Biodiversity and its Conservation, Pollution, Relationship between Tourism and Ecology. Ecotourism: Evolution, Principles, Trends and Functions of Ecotourism, Sustainable Ecotourism, Resource Management, Eco-friendly Facilities and Amenities, Conservation of Ecotourism.
- UNIT - II Sustainable Development:** Background, Concept and Definition, Dimensions of Sustainability, Social, Economic, Environmental and Culture of Stockholm Conference 1972 – Brundtland Commission 1987, Rio Declaration 1992, WSSD 2002 – Global Warming and Sustainable Development, Sustainability and Climate Changing Issues in Tourism.
- UNIT - III Sustainable Tourism:** Meaning, Definition, Basic Concepts in Sustainable Design, Global Significance of Sustainable Tourism-Agenda-21 for Travel and Tourism Industry-World Conference on Sustainable Tourism 1995 – Benefits and Issues of Sustainable Tourism Development, Millennium Development goals and Sustainability in Tourism Role and Significance of Millennium Development goals in Tourism development.
- UNIT - IV Standardization and certification for tourism, sustainability, ISO 1400 – Role of WTTC, UNWTO, PATA, UNEP, IUCN in Sustainable Tourism Development, need and importance of tourism sustainability. Case studies on Island Tourism in Andaman and Nicobar. Hill Tourism in Udhagamandalam and Sikkim. Beach Tourism in Goa. Mountain Tourism in Jammu & Kashmir, Himachal Pradesh and Desert Tourism in Rajasthan. Conservation of Ecotourism in India.**

Suggested Books:

1. Fennel, D.A. (1999), Ecotourism – An Introduction, Routledge Publication.
2. Ramesh Chandra (2006), Ecology and Tourism Development, Sum.
3. Sustainable Tourism, A Marketing Perspective, Victor T.C. Middleton and Rebecca Hawkins.
4. Sustainable Tourism, Salah Wahab and John J. Pigram.

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
CULTURAL AND HERITAGE TOURISM (Optional)
MTTM-II Semester (CBCS) (MTA2016)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Course Objective:

the course is designed to study the richness and diversity of Indian Culture and Heritage and to enable the students to harness the rich historical and cultural heritage for the purpose of promoting tourism and national interest.

- Unit – I** An overview of cultural & heritage tourism-Introduction and definition of cultural & heritage tourism. Relationship between culture, heritage and tourism. Historical growth of cultural and heritage tourism in India, cultural and social aspects of tourism. Impact of cultural and heritage tourism on rural India. Challenges of cultural and heritage tourism in India.
- Unit – II** Major cultural and heritage tourism attractions in India-Historical buildings(Mughal period), Temples(North Indian and South Indian style of architecture with suitable examples). Stupas, Forts(North and South India), Management of tourism at places of heritage significance and protection and preservation of cultural and heritage tourist attractions.
- Unit – III** Cultural and Heritage Tourism(folk culture, traditions, customs, cuisines, costumes) in Rajasthan, Gujarat, Delhi, Himachal Pradesh, Haryana, Tamil Nadu, West Bengal, Orissa, Uttar Pradesh.
- Unit – IV** Organizations and agencies related to the development and management of Indian culture and heritage. Strategies and measures to promote cultural and heritage tourism in India. Role of World Tourism Organization in the development of heritage tourism in India.

Suggested Books:

1. Heritage tourism in central India-Amitabh mishra.
2. Dynamics of Historical cultural and heritage tourism-Ratandeep Singh.
3. Heritage tourism-Jack Randall.
4. Tourism the cultural heritage-Romilla Chawla.
5. Heritage, cultural and natural site tourism – Prem Nath dhar.
6. Heritage and cultural tourism –Ravee chauhan.

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DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
SEMINAR COURSE (MTA2071)
MTTM-II Semester (CBCS)

Credits – 04
Max. Marks – 100
Marks – 30
Marks – 70

Course Objective:

The course aims to groom the students in the etiquettes and techniques of business presentations. Also, to impart communication skills that contributes towards organizational effectiveness. To endeavor into beyond syllabus areas that concern policies, plans, current issues, model development, industry trends etc.

The students will be engaged in the below mentioned activities on suggested topics. However, the list is not exhaustive. Any area of choice or relevance according to industry demands may be chosen. The students will be awarded marks on the basis of their regular performance in seminar i.e.,(choice of topic, its relevance, group and individual activity, presentation technique and conviction.)

Power Point Presentations, Group Discussions, Debates and Talks may revolve around such areas as:

1. Mega Destinations and Circuits Identified by the Ministry of Tourism, Government of India
2. Niche tourism
3. Adventure tourism
4. Industry Trends
5. Any other relevant area

MTTM – III SEMESTER (CBCS)

Sl. No.	Syllabus Name	Code No.
1.	Mgt. of Travel Agency & Tour Oper.	MTA3001
2.	Study Tour Report	MTA 3002
3.	Tourism Ethics & Law	MTA 3003
4.	Strategic Management	MTA 3004
5.	Summer Training Report & Presentation	MTA 3071
<u>Optional:</u>		
6.	Business Tourism	MTA 3091
7.	Research Methodology	MTA 3092

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS
(MTTM-III Term)(CBCS) (MTA3001)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Course Objective:

To familiarize the students with the basic concepts, processes and current issues related to travel agency operations and tour operations/ management.

- Unit - I: Conceptual Framework of Travel Agency and Tour Operators:** Definition of Travel Agent and Tour Operators and distinction between the two, Growth and development of travel agencies and tour operators in India and worldwide, types of travel agencies and tour operators, role and contribution of travel agencies and tour operators in the growth and development of tourism industry.
- Unit - II: Setting up/Approval and Functions of Travel Agency and Tour Operators' Business:** Procedure for setting up and approval of travel agency and tour operators' business, Functions of Travel Agents and Tour Operators, Preparation of Itineraries, Travel information and counseling to tourist, Airline ticketing and reservations, Tour packaging, Types of Package tours.
- Unit - III: Linkages and Arrangements:** Linkages and arrangements with hotels, Airlines, Transport organizations, Ancillary tourism organizations. Present status and future prospects of travel agency and tour operators' business in India. Organizational structure of Travel Agents and Tour operators. Economics of Travel agency business.
- Unit - IV: Travel Agents and Tour Operators Organizations:** Role and contribution of the various national and international organizations in the development of tourism industry – Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI), International Air Transport Association (IATA), Pacific Asia Travel Agents Association (PATA), American Association of Travel Agent Association (ASTA), Universal Federation of Travel Agent Association (UFTAA).

References:

1. Negi, Jag Mohan, "Travel Agency and Tour Operations", Kanishka Publications, New Delhi
2. Chand, Mohinder, "Travel Agency Management – An Introductory Text", Anmol Publication, New Delhi.
3. Bhatia, A.K., "Tourism Development: Principles and Practices", Sterling Publishers, New Delhi.

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
STUDY TOUR REPORT (MTA3002)
(MTTM-III Term)(CBCS)

Credits - 04
Max. Marks - 100
Marks - 30
Marks - 70

Course Objective:

The objective of Study Tour Report is to enable the student to record his/her experience and observation along with suggestions and conclusions regarding the destination/s visited from the point of view of a tourism student and future tourism employee.

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
TOURISM ETHICS AND LAWS (MTA3003)
(MTTM-III Term) (CBCS)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Course Objective:

The purpose of this course is to provide basic knowledge to the students regarding important/relevant laws useful for tourism industry in India.

- Unit - I: Laws applicable to domestic tourist and international tourist:** Ethics and Morality under the Indian Laws, Fundamental Rights of Domestic Tourist and International Tourist, Right to Tourism as a Fundamental Right, contract between Tourist and Tourism Manager, Essentials of valid contract, Remedies, Jurisdiction of Criminal Law, Crime against the human body and property.
- Unit - II: Economic and General Laws on Tourism Industry:** Indian Passport Act, Customs Act, Foreign Exchange Management Act, Immigration Law, Conservation of Motor Vehicle Act, Foreign Exchange and Prevention of Smuggling Act.
- Unit - III: Stay of Tourist and Relevant Laws:** Salient features and important provisions, The Consumer Protection Act, The Prevention of Food Adulteration Act, The Information Technology Act, The Protection of Archeological and Ancient Monuments Act, Pollution and Environmental Laws.
- Unit - IV: Remedies during the stay of tourist and relevant courts:** Role of Tourism Department and Tourism Ministry, Tourist Visit to Criminal and Civil Courts, Special Relevant Courts related to special Laws, need of central tourism legislation in India.

References:

- | | | |
|--------------------|---|---|
| 1. Singh ,Avtar | : | Law of contract |
| 2. Jain, M.P. | : | Indian Constitution |
| 3. Pandey , J N | : | Indian Constitution |
| 4. Economic Laws | : | Taxman Publications, New Delhi |
| 5. Mercantile Laws | : | Taxman Publication, New Delhi |
| 6. Mahajan , V.D. | : | Jurisprudence |
| 7. Dhyani, S.N. | : | Jurisprudence |
| 8. Bare Acts | : | Indian Contract Act, Indian Constitutional Act, Indian Penal Code, The Indian Passport Act, The Conservation of Motor Vehicle Act, The Foreign Exchange and Prevention of Smuggling Act, The Consumer Protection Act, The Prevention of Food and Adulteration Act, Information Technology Act, The protection of Archeological and Ancient Monuments Act, Pollution and Environment Acts, Criminal Procedure Code(CrPC), Civil Procedure Code(CPC). |

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
STRATEGIC MANAGEMENT (MTA3004)
(MTTM-III Term) (CBCS)

Credit – 04
Max. Marks - 100
Sessional – 30
Examination – 70

Course Objective:

The objective of the course is to help the students to develop an understanding of the basic concepts and process of Strategic Management and to learn about strategy formulation and implementation.

- UNIT I: Framework of Strategic Management:** Concept of Strategy, Strategic Management, Strategic decision making, Importance of Strategic Management, Strategic management process, Steps in the strategic management process, Level of strategic management – Corporate, Business and Functional, Model of strategic management – Entrepreneurial, Adoptive, Planning, Strategic intent, Vision, Mission, objectives and goals.
- UNIT II: Environmental Scanning:** Business environment, Environmental scanning, Need for environmental scanning, Characteristics of environmental analysis, External and Internal environment, Components of external environment – Economic, Technological, Demographic, Social and culture, Legal, International, Industry environment – Porter's Analysis, Internal environment and Swot analysis.
- UNIT III: Strategic Alternatives:** Major strategic options, Generic Business strategies – Cost leadership, differentiation, Focus, Corporate strategic alternatives – Stability, Growth, Diversification and Retrenchment external growth strategies - Internal growth, Merger and acquisition, Joint venture.
- UNIT IV: Strategic Implementation** – Inter – relationship between formulation and implementation, Issues in strategy implementation, Project implementation, Functional implementation, Resource allocation, Structural, Financial, Marketing and Human Resource, Strategic evolution & control.

References:

1. Francis Cherisnilam – Business Policy & Strategic management, Himalaya Publishing House, New Delhi.
2. L.M. Prasad, Strategic Management, Sultan Chand & Co. New Delhi.
3. Hill, C.W.L and Jones, G.R.: Strategic Management Theory, ed vi., Houghton Mifflin, New Jersey
4. Hitt, M.A, Ireland, R.D. and Hokinson, R.E.: Strategic Management, ed vi, South-Western College Publishing, Cincinnati, Ohio.
5. Hunger, J.D. and Wheelen, T.L: Strategic Management, ed xi, Addison-Wesley, Reading, Mass.
6. Kazmi, A.: Business Policy and Strategic Management, ed ii, Tata McGraw Hill, New Delhi.
7. Lynch, P: Corporate Strategy, ed iv, Pearson-Education, New Delhi.

**DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH**

**SUMMER TRAINING REPORT AND PRESENTATION
(MTTM3071)
(MTA-III Term) (CBCS)**

**Credits - 04
Max. Marks - 100
Marks - 30
Marks - 70**

Course Objective:

Summer Training Report and Presentation majorly aims to review the knowledge and skills acquired by the candidate during six weeks of industrial training. Also it will act as a platform for sharing of information regarding first hand experience of students in various organizations of the industry.

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
BUSINESS TOURISM (Optional)
(MTTM-III TERM) (CBCS) (MTA3091)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Course Objective:

The main aim of this course is to familiarize the students with basic concepts, essentials and current issues related to business tourism and to understand the potential of MICE and Event management in tourism industry.

Unit - I: Business Tourism/MICE as a Tourism Product

Definition and Nature of Business Tourism, Types, Structure of Business Tourism, Incentive Travel, Demand and Supply of Business Tourism, Significance of Business/Event tourism. Introduction to MICE: MICE as a supplement to Tourism. Nature and demand of Conference markets: Economic and Social significance of Conventions.

Unit - II: Event as a Tourism Product

Definition, 5C's of Events, Event designing, advantages offered by Events. Key elements of Events, Relationship between Events and Tourism Industry. Individual Events and Corporate Events, Event Managers and their qualities. Major players in event business in India. Case study of few latest major events in India.

Unit - III: Event management

Activities in Event management: pre-event activities, during event activities, post-event activities. Resources and Logistics required for conducting Events, Evaluation of event performance: basic evaluation process, relevance and application of technology in managing events. Risk and Security Management in events.

Unit - IV: MICE Tourism Events: International Scenario. International Trade Fairs and Marts: Benefits of Fairs: ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

References:

1. Saggere, Sanjay V., Singh Gaur, Sanjay , (2011), "Event Marketing and Management", Vikas publishing House Pvt. Ltd.
2. Bhatia, A.K., (2001), "Event Management", Sterling Publishers, New Delhi.
3. Watt, David C. , (1998), "Event Management in Leisure and Tourism", Pearson, UK.
4. Blatt, Joe Gold, (1997), "Special Events- Best Practices in Modern Event Management", John Wiley and Sons, New York.
5. Barry, Avrich (1994), "Event and Entertainment Marketing", Vikas, New Delhi.
6. Panwar, J.S., (1998), "Marketing in the New Era", Sage, New Delhi.

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
RESEARCH METHODOLOGY (Optional)
(MTA-III Term) (CBCS) (MTA3092)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

Course Objectives: *To familiarize students with the basics of Research Methodology, design and approaches.*

- Unit-I:** **Introduction:** Meaning, objectives of research and what is a Research Process? Defining Research problem, Review of Literature methods: traditional and systematic.
Ethics & Issues: Ethics of a Good Research in Tourism area; Problems encountered by the researchers in Tourism Research.
- Unit-II:** **Research Approaches and Design:** Difference between Qualitative and Quantitative, Approach, Types of Research: empirical, analytical, descriptive and narrative; meaning and basic features of different research design: experimental, quasi-experimental and non-experimental.
Sampling Design: Requisites of Sample designing; criteria of selection: systematic bias, sampling error. Meaning and features of sampling types- Probability Sampling techniques- Sample, Cluster and Stratified; Non-probability Sampling techniques: Convenience and Quota Sampling.
- Unit-III:** **Hypothesis Development:** Fundamental Concept and development of Null and Alternative hypotheses, Concept of level of significance: type I and type II error.
Hypotheses Testing: Acceptance and rejection of hypotheses- One tail, Two Tail. Basic features application of Parametric Test: t-test, z-test and non-parametric test: Chi square test.
- Unit-IV:** **Data Collection and Analysis:** Sources of data required, methods of collecting primary data and secondary data. Role of Statistics in Research; Analysis and interpretation of tests like: Mean and Simple Correlation on data.
Report Writing and presentation: meaning, significance and structure of a good research report

References:

- Taylor, B., Sinha, G, Ghoshal, T. (2006), "Research Methodology: A Guide for Researchers in Management and Social Sciences" PHI learning Pvt. Ltd-New Delhi.
- Kothari, C.R & Garg,G. (2013), "Research Methodology: Methods and Techniques" New Age International Publishers.
- Handbook of Research Methods in Tourism: Quantitative and Qualitative Approaches, Edward Elgar Publications.
- Clark; Riley M; Wilkie,M. and Wood,R.C. "Researching and Writing Dissertation in Hospitality and Tourism"-ITB Publishers, UK.
- Geoffrey M, David, D., David F. (2005), Essentials of Research Design and Methodology, John Willey & Sons.

MTA – IV SEMESTER (CBCS)

Sl. No.	Syllabus Name	Code No.
1.	Human Resource Development in Tourism	MTA-4001
2.	Information Technology in Tourism	MTA-4002
3.	Tourism Resources & Products of India	MTA-4003
4.	Project Report & Presentation	MTA-4071
5.	Business Communication & Presentation	MTA-4072
<u>Optional:</u>		
6.	Global Business Environment	MTA-4011
6.	Aviation Management	MTA-4012

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
HUMAN RESOURCE DEVELOPMENT IN TOURISM
MTTM - IV Semester (CBCS) (MTA-4001)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

OBJECTIVE

This course aims at acquainting the students with the meaning, need and significance of Human Resource Development, its techniques, procedures and management. This is also to familiarize them with education and training of human resource in tourism industry in the context of India's requirement.

UNIT - I: Human Resource Development: Concept, Role and Importance. Structure of HR Department in Hotels, Airlines and Travel Agencies, Relationship between Human Resource Management and HRD, Role and Competencies of HRD professionals in dynamic business world. HR Scenario in Tourism Industry in 21st Century in India.

UNIT - II: Human Resource Planning: Meaning, Nature, Need and Importance, Process and Objectives. Job Analysis : Meaning, Process, Methods and Uses. Job Description, Job Specification, Job Design and Job Satisfaction.

UNIT - III: Instruments of Human Resource Development: Education, Training and Development, Job Enrichment, Career Planning and Development, Team Building, Leadership Development, Recruitment and Selection procedures, Placement, Induction, Performance Appraisal, Transfer and Promotion,

UNIT - IV: HRD in Tourism Industry: problems and grey areas, Working environment and conditions in Tourism industry, Causes of Gap between Demand and Supply of Professionals in the Industry; Professionalization of Tourism Education and Training in India: need and importance.

REFERENCES

1. Singh, Percy K : HRM in Hotel And Tourism Industry: Existing Trends and Practices.
2. Madhukar, Manoj : Human Resource Management in Tourism
3. Sheikh, A.M: Human Resource Development and Management
4. Ghosh, Biswanath : Human Resources Development and Management
5. Ashwathappa, K : Human Resource Management
6. Werner J. M., DeSimone, R.L: Human Resource Development, South Western.
7. Nadler, L: Corporate Human Resources Development, Van Nostrand Reinhold.
8. Mankin, D: Human Resource Development, Oxford University Press India.
9. Halдар, U. K: Human Resource Development, Oxford University Press India.

Revised - 25.07.2018

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
INFORMATION TECHNOLOGY IN TOURISM
MTTM - IV SEMESTER (CBCS) (MTA-4002)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

OBJECTIVE: To create understanding regarding concepts of Information Technology and enhancing the presentations and data analysis skills along with making capable in working with Emadeus for travel management solutions to upcoming travel managers for e-tourism processes and requirements.

COURSE INPUTS:

Unit - I: Introduction and Features of IT, Application of IT in Tourism and Travel, Concept of Hardware and Software, Computer Memory, Multimedia and its Uses, Network, Types of Networks (LAN, MAN, WAN) Network Topologies (Ring, Star, Mesh, Bus), Transmission Media, Internet, Intranet, Extranet, Internet Services & Applications in Tourism, Client Server System, TCP/IP Protocol Suite, Concept of Cloud and Big Data with Applications in Tourism.

Unit - II: E-Business; Meaning, Features and Significance of E-Business, E-Business Vs Traditional Business, Issues of E-Business, E-Business Models. Electronic Data Interchange (EDI), EDI Standards & Significance, Application of EDI. Digital Payment Methods, Digital Currency, Billing and Settlement Plan (BSP), Advantages and Working of BSP. Information Security, Security Threats, Security Measures for Business Transaction.

Unit - III: Data and Information, Qualities of Information, Information System (IS), Types and Application of IS in Tourism. Transaction Processing Systems (TPS), Decision Support System (DSS). Geographic Information System (GIS).

Data Hierarchy, Database Management System (DBMS), Features and Applications of DBMS, Data Warehouse, Data Marts, Data Mining.

Case Studies of IRCTC, Makemytrip.com, Yatra.com, Trip Advisor, etc.

Unit - IV: Word Processing, Report Preparation, Mail Merging, Creating & Formatting Slides for Presentation. Applications of Spread Sheet in Tourism, Spread Sheet Formatting, Functions and Formulas, Charts, Sorting and Filtering, What if Analysis, Data Validation, Multi File Handling.

Global Distribution System (GDS), GDS Functions, popular GDS, Introduction to Emadeus, Hands on Emadeus Software for Travel Management solutions.

REFERENCES

1. Behrouz A. Forouzan, Data Communications and Networking, Tata McGraw Hill, 4th Edition, 2006.
2. Sinha, Pradeep K. and Sinha, P: Foundation of Computing, BPB Publication.
3. Abraham Silberschatz, S. Sudarshan, Henry F. Korth, Database System Concepts, MacGraw Hill, fourth Edition, 2002.
4. Laudon, Kenneth C and Laudon (2003). Jane P: Management Information Systems, PHI.
5. P.T. Joseph, E-Commerce, A Managerial Perspective.
6. Torben Lage Frandsen, Microsoft Office Word.
7. John Walkenbach, Excel 2007 Bible 1st Edition.

Revised - 25.07.2018

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
TOURIST RESOURCES AND PRODUCTS OF INDIA
MTTM - IV Semester (CBCS) (MTA-4003)

Credit - 04
Max. Marks - 100
Sessional – 30
Examination – 70

OBJECTIVE

The course aims at acquainting the students with varied tourist products with focus on their marketability to maximise income and gains to the benefit of tourism organizations and the tourists.

UNIT – I: Tourism Product/Resources: Conceptual meaning of tourism products, why is it different from other types of consumer products? Elements and Characteristics of Tourism Products, Tourism Production systems, Typology of Tourism products. Natural Resources: meaning and types.

UNIT – II: Natural Resources

- a. Wildlife Sanctuaries/National Parks/Biosphere Reserves: Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kaziranga National Park and Sundarban Biosphere Reserve.
- b. Sea beaches (Goa and Kerala), Thar Desert, Rann of Kutch, Lakes (Dal lake, Chilika lake, Wular lake, Vembanad lake).
- c. Hill Stations: Pahalgam, Gulmarg, Manali, Shimla, Mount Abu, Darjeeling, Coorg, Ooty, Munnar, Kodaikanal, Mahabaleshwar

Unit – III: Man Made Attraction: Tourism Circuits: Buddhist Circuit, Desert Circuit, Sufi Circuit, Char Dham Yatra Golden Temple, Taj Mahal, Red Fort of Delhi & Forts and Palaces of Jaipur. Houseboats of Kashmir and Kerala, Luxury Trains (Royal Orient, Palace on Wheels, Golden Chariot, Deccan Odyssey)

Unit – IV Cultural products:

- a. Socio-Cultural Attraction :Kullu Dusshera, Camel Festival of Jaisalmer, Nehru Boat Race of Kerala, Durgapuja of West Bengal , Hemis Festival of Ladakh, Ganesh Chaturthi of Maharashtra, Chatth pooja of Bihar
- b. Folk Dances of various states, Cuisines (Kashmir, Uttar Pradesh, Punjab, Gujarat, Bengal, Kerala)
- c. Yoga and Meditation Centres.

REFERENCES

1. Basham, A.L : The wonder that was India, Rupa & Co, Calcutta, 1992 .
2. Brown, Percy : Indian Architecture (Buddhist and Hindu Period) Taraporevala Sons & Co Pvt. Ltd. Bombay.
3. Cravern, R.C: A Concise History of Indian Art, Vikas Publishing House, New Delhi, 1979 .
4. Khokar, M: Splendors of Indian Dance, Himalayan Books, New Delhi 1988.
5. Milrison, A : Hospitality and Travel Marketing Delmar Publishing INC, N.York, 1979.

Revised – 25.07.2018

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY
GLOBAL BUSINESS ENVIRONMENT (Optional)
MTTM - IV Semester (CBCS) (MTA-4011)

Credit - 04
Max. Marks - 100
Sessional - 30
Examination - 70

OBJECTIVE

To enable the students to understand and analyze the national and global environment of business through a macro and micro perspective of business.

Unit I: INTRODUCTION: Nature, scope and objectives of business; Meaning and constituents of environment (external and internal environment); Factors influencing environment; Environmental analysis-meaning and process of environmental analysis; Limitations of environmental analysis.

Unit II: GLOBALISATION: Meaning, nature and reasons for globalization; Process of globalization / internationalization; Benefits and problems of globalization; Globalization in tourism and hospitality; Drivers of globalization; Impacts upon hospitality and tourism; Industrial strategic alliances.

Unit III: ECONOMIC AND POLITICAL ENVIRONMENT IN TOURISM: Factors constituting economic environment, Foreign market entry strategies; Foreign investments, mergers, acquisitions and strategic alliances; Regulatory, promotional, entrepreneurial, economic and planning roles of Government.; Government intervention and controls.

Unit IV: SOCIO-CULTURAL ENVIRONMENT IN TOURISM: Social-cultural environment and their impact on tourism operations; Social responsibilities of tourism business; business ethics and tourism.

REFERENCES

- (1) Aswathappa, K: Essentials of Business Environment, Himalaya Publishing House.
- (2) Hedge, Lari: Environmental Economy, Mac Millan, Hampshire.
- (3) Datt, Rudra: Economic Reforms in India.
- (4) Khan, Farooq: Business and Society, S. Chand, Delhi.
- (5) Nandi, Sukumar: International Business Environment, Tata Mc Graw Hill.
- (6) Keillor, Bruce D: Understanding the Global Market .

Revised - 25.07.2018

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
AVIATION MANAGEMENT (Optional)
MTTM - IV Semester (CBCS) (MTA-4012)

Credit – 04
Max. Marks - 100
Sessional – 30
Examination – 70

OBJECTIVE

This course aims to understand the structure and dynamics of airlines and air cargo industry; to gain an insight into various operations, management of airlines and cargo and airport handling.

Unit – I: Aviation History, Open sky policy, International Conventions: Warsaw Convention, Chicago Convention. Functions and Role of ICAO, IATA, DGCA and Airports Authority of India, Types of Airlines, Types of Aircrafts.

Unit- II: Airport Management: Travel Documentation, Airport Facilities, Check-in formalities, In-flight services, Classes of service and comfort, Special passengers. Baggage handling: procedures and practices.

Unit – III: Cargo: meaning and definition. Air Cargo: Aircraft and Cargo terminal facilities, Cargo booking procedures, Air cargo rates and charges. Cargo with special attention, Introduction to dangerous goods, Live Animal Regulation.

Unit – IV: Cargo Documentation: Air way bill, Charges collection advice, Irregularity Report, Cargo Manifesto, Cargo transfer Manifesto, Declaration for dangerous goods, Cargo companies in India

REFERENCES

1. Singh, Ratandeep: Handbook of Global Aviation Industry and Hospitality Services, 2008, Kanishka Publishers, New Delhi.
2. IATA Training Manual.
3. Air Cargo Tariff Manual.
4. IATA live Animals Regulation Manual.

Revised – 25.07.2018

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY, ALIGARH
Project Report and Presentation
MTTM - IV Semester (CBCS) (MTA-4071)

Credit - 04
Max. Marks - 100
Marks - 30
Marks - 70

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY
BUSINESS COMMUNICATION AND PRESENTATION
MTTM - IV Semester (CBCS) (MTA-4072)

Credit – 04

Maximum Marks - 100

Sessional – 30 Marks

(300– 400 words assignment (e.g., memos, emails, letters, summaries, email valuation etc.)

And One business research report or proposal and Presentation

Examination - 70 Marks

(40 Marks Theory + 30 Marks Group Presentation/Discussion)

Objective: This subject aims to make students aware about the nuances of business communication and to learn key elements of verbal and non verbal communication important for them in their professional life.

Unit-I Introduction: Nature, Process and Importance of Communication, Types of Communication (Verbal & Non Verbal), and Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit-II Elements of Oral Communication Elements of public Speaking, Group discussions: concepts, Effective Business Presentation, Types of Job Interviews, How to prepare for Interview. Verbal communication and Body Language Non-verbal communication and Body Language, Listening skills

Unit-III Business presentation: Importance of Business Presentation, Importance of Time Management in Presentation, Handling Queries and Questions after Presentation, Presentation Plan, Power Point Presentation, Visual aids and animation.

Suggestive Readings:

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley, Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH

Revised – 08.04.2019