



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## MASTER OF BUSINESS ADMINISTRATION

**Course Title: Tourism Principles and Practices.**

<b>Course Code:</b> MBA-DE-801	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To provide students with comprehensive understanding of the fundamental principles, concepts and practices that underpin the tourism industry.</i>	
<b>Course Outcomes: After attending the course, students will be able to:</b> <ul style="list-style-type: none"> <li>• <i>Understand the core concepts, historical evolution and various forms of tourism.</i></li> <li>• <i>Develop an understanding of designing and developing the tourism product.</i></li> <li>• <i>Evaluate impact of tourism industry on different facets of economic development.</i></li> <li>• <i>To understand the socio-cultural and environmental aspects of tourism.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Tourism –Introduction, nature, Concept. History and Evolution. Types of Tourism Domestic Tourism, International Tourism, Inbound and Outbound Tourism, and Intra Regional and Inter Regional Tourism, Forms of Tourism-Eco, Green, Pilgrimage, Cultural, Social, Ethnic, Health, Medical Business, Conference, Sports and VFR etc.	
<b>Unit II:</b> Tourism Product-Components of tourism, Elements of tourism. Tourism as a service Tourism product Distinction-features and characteristics of tourism product-, Total Tourism product, Tourism Product Types-Tourist Orient Products, Resident Oriented Products, Background Tourist Elements. Natural and Manmade Resources. Tourism Area Life Cycle	
<b>Unit III:</b> Dynamics of Tourism: Unique features of Tourism Demand, Effective Demand, Suppressed Demand, Deferred Demand, Indicators of Demand, Demand Schedules, Economic Impact of Tourism-Analysis Revenue Generation, Employment generation, Multiplier Effect, Foreign exchange earnings, Leakage, cost analysis.	
<b>Unit IV:</b> Socio-Cultural impacts of Tourism-National integration, regional development, patronage to local handicrafts, International Understanding and World Peace demonstration effect, culture shock and cultural conservation. Environmental impacts-tourism and environment, code of environment ethics, impact on land, water, air, flora and fauna. Carrying capacity, Mass tourism, Tourism-a tool for conservation.	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Organize a tourism showcase event where students can set up booths or displays representing different types and forms of tourism. Each booth should provide visual aids, brochures, and interactive elements to engage participants.</li> <li>2. Tourism Product Showcase and Analysis</li> <li>3. Students are sent to a travel agency or tour operator companies to learn Practical Aspect of travel Business.</li> <li>4. Students are assigned to learning practical aspects of preparation of itineraries, Travel Packaging, Bookings etc.</li> </ol>	



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### Suggested Readings

1. Morrison, R. C., & Mill, R. C. (2021). *Tourism system: A study of travel, tourism and hospitality*. Routledge.
2. Buhalis, D., & Costa, C. (Eds.). (2018). *Tourism Management Dynamics: Trends, Management, and Tools* (2nd ed.). Butterworth-Heinemann.
3. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2005). *Tourism principles and practices*. Pitman.
4. Koul, R. N. (2013). *Dynamics of tourism: A trilogy*. Sterling Publishers.
5. Chand, M. (2005). *Travel agency management*. Anmol Publications

**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class



**DEPARTMENT OF MANAGEMENT STUDIES**  
**Islamic University of Science and Technology**  
One University Avenue, Awantipora, Pulwama, J&K, 192122.

**Course Title: Culture and Pilgrimage Tourism**

<b>Course Code:</b> MBA-DE-802	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>The course has been designed to appraise the students about the basic concepts of tourism with an insight into the impacts industry has on the society.</i>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Cultural Heritage and roots of Indian society – panoramic View of Cultural History of India. Indian Historical Traditions, Art of interpretation and understanding– epics. Structure of Indian society. Religions of India–Hinduism, Islam, Buddhism, Jainism, Sikhism, Christianity, Sufism Judiasm, Zoroastrianism, Sanatan, Saivism, Vaishnavism Shakta. Temples, Mosques, Church, Gurudwaras, Synagogues, in India. Major places of Pilgrimage.	
<b>Unit II:</b> Fairs and Festivals – Seasonal Festivals, Cultural Festivals, Regional Fairs in India, Ethnic tourism, Craft and Folk Art. Languages - Urdu, Sanskrit, Hindi, Paliand Tamil Classical dance forms: relevance to tourism	
<b>Unit III:</b> Pilgrimage and Tourism– Motives for Pilgrimage, selected places of pilgrimage, Vaishnodevi, Tirupati, Kamakhya, Ajmer, Fatehpur Sikri, Dargha, Golden temple, Badrinath, Kedarnath, Mathura Bindravan, Varanasi, Gaya, Bhubaneshwar–Puri–Konark, Dwaraka, Rameshwaram, Four Places of Kumbha Mela– Prayag, Haridwar, Ujjain & Nasik.	
<b>Unit IV:</b> Ethics for tourism–Cultural heritage and contribution to its enhancement; Mutual understanding, Respect between people – pilgrims and society. Global code of ethics for tourism. Settlement of disputes and its Implementation. Undue Commercialization Pilgrimage Tourism.	
<b>Suggested Readings:</b> <ol style="list-style-type: none"><li>1. Agnihotri Vishal, Tourism and Travel Management, Cyber Tech Publications, New Delhi.</li><li>2. Bhardwaj SM, Hindu Places of Pilgrimage in India, Thomson Press Ltd. New Delhi</li><li>3. Etkinson ET; Himalayan Gazetteers, Cosmo publication, New Delhi.</li><li>4. Gupta ML and Sharma DD, Indian Society and Culture. Sahitya Bhawan, Agra.</li><li>5. Thaper Romesh, Tribe, Caste and Religion in India, Mac Millan India Ltd. Delhi.</li><li>6. Bani Kan tKakati, The Mother Goddess Kamakhya, Guwahati, India.</li><li>7. Currie P M, The Shrine and Cult of Muina–Din–Chisti of Ajmer, New Delhi.</li><li>8. Robert Baird (Ed.), Religion in Modern India, New Delhi.</li></ol>	
<b>Note:</b> <i>The schedule for case discussion shall be announced by the concerned faculty in the class</i>	



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: Hospitality Management

<b>Course Code:</b> MBA-DE-803	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L =3,P=0, T=1)
<b>Course Objective:</b> To study the flow of activities and functions in today's Hotel operation.	
<b>Course Outcomes:</b>	
<ul style="list-style-type: none"> <li>• <i>Understanding distinctive characteristics of hospitality industry.</i></li> <li>• <i>Demonstrate an understanding of front office duties and responsibilities.</i></li> <li>• <i>Understand the hierarchy, duties, and responsibilities of housekeeping staff and housekeeping operations.</i></li> <li>• <i>Describe the duties, and responsibilities of food and beverage staff and understand food production organization, including kitchen operations and beverage functions.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I</b>	
Introduction to Hospitality Industry: Distinctive Characteristics: Concepts of "Atithi Devo Bhavah" Types of Hotels; Classification of Hotels, Chain Operations, International Hotel Regulations, Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training and Development, Safety Management, Management of Distribution Channel.	
<b>Unit II</b>	
Front Office: Duties and Responsibilities: Reservation & Registration- Meal Plans Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans Wake-up call	
<b>Unit III</b>	
Housekeeping: Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments.	
<b>Unit IV</b>	
Food & Beverage: Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen-Buffets-Beverages Operation & Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette Corporate- MICE- Retail Food Market- Trends in Lodging and Food Services.	
<b>Skill Development Activities:</b>	
<ul style="list-style-type: none"> <li>• Organizing a small-scale event</li> <li>• Role-playing scenarios</li> <li>• Property visits</li> </ul>	
<b>Suggested Readings:</b>	
<ol style="list-style-type: none"> <li>1. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.</li> <li>2. Raghubalan, G., &amp; Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.</li> <li>3. Negi, J. (1984) .Hotels for Tourism Development: Economic Planning &amp; Financial Management. Delhi: S. Chand.</li> <li>4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.</li> <li>5. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.</li> </ol>	
<b>Note:</b> The schedule for case discussion shall be announced by the concerned faculty in the class	



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## MASTER OF BUSINESS ADMINISTRATION

### Course Title: Tourism Operations and Management

<b>Course Code:</b> MBA-DE-804	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To provide a comprehensive understanding of the tourism industry and equip students with the knowledge and skills necessary to manage and operate tourism operations effectively.</i>	
<b>Course Outcomes: After attending the course, students will be able to:</b> <ul style="list-style-type: none"> <li>• Understand the various perspectives and approaches of tourism management.</li> <li>• Comprehend the role of tourism organisations and intermediaries in tourism operations.</li> <li>• DMI design, develop and promote customised tour packages.</li> <li>• Develop an understanding of the policy frame work of tourism industry in India</li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Tourism Education-Approaches to the study of Tourism-Multidisciplinary Approach, business Approach, economics Approach, sociology Approach, anthropology Approach, geography Approach, Education Approach and environmental Approach. Origin, Evolution of Tourism and milestones, Myths and realities in tourism, Tourism as System-Leiper’s Model of Tourism, Trends in Tourism forms, Digital transformation in tourism, Tourism from Business Perspective	
<b>Unit II:</b> Travel Intermediaries - Overview and Definitions-History, meaning and definition of Travel Agent, Tour Operator, Types of Travel Agency, Types of Tour Operator, Travel Agency Functions, Rules and conditions for recognition of Travel Agents by Department of Tourism. Rules and conditions for recognition of tour Operators by Department of tourism. Tourism organisations-UNWTO (World Tourism Organization), UFTAA (Universal Federation of Travel Agents Association) PATA, WTTC and other governing bodies.	
<b>Unit III:</b> Tour Packaging-Tour Package-Concept and Definition. Component sofa tour Package, Types of Package Tours, GIT and IT, Designing and Developing a Tour Package, Research, Itinerary Preparation, Tour brochure, Costing of Tours Operation and Execution. Tour Escort and Tour Guide. Tourism service providers, Transportation- Mode of transport-Road, Rail Sea and Air, Competitive Analysis, Elements of Transportation Indian Railways and Its role in the promotion of tourism.	
<b>Unit IV:</b> Tourism as an industry, place of tourism in Indian Constitution, tourism as state Subject, Industrial perspective consequences of industry. Incentives for tourism promotion in India, Fiscal and non-fiscal incentives for tourism, Concessions extended by state Government. Growth and development of tourism industry-Tourist in flow	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Various tourism destinations are visited by students to gain knowledge about their structure and workings.</li> <li>2. Students are sent to a travel agency or tour operator companies to learn Practical Aspect of travel Business.</li> <li>3. Students are assigned to learning practical aspects of preparation of itineraries, Travel Packaging, Bookings etc.</li> </ol>	



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4. Students will be assessed through various methods such as case studies, presentations, they will be evaluated based on their understanding of the course content, critical thinking, analysis, and effective communication of their ideas.

### **Suggested Readings:**

1. Morrison, R. C., & Mill, R. C. (2021). *Tourism system: A study of travel, tourism and hospitality*. Routledge.
2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2005). *Tourism principles and practices*. Pitman.
3. Koul, R. N. (2013). *Dynamics of tourism: A trilogy*. Sterling Publishers.
4. Chand, M. (2005). *Travel agency management*. Anmol Publications.
5. Cooper, C., Fletcher, J., Gilbert, D., Fyall, A., & Wanhill, S. (2019). *Tourism principles and practice* (5th ed.). Pearson.

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## MASTER OF BUSINESS ADMINISTRATION

### Course Title: Tourism Marketing

<b>Course Code:</b> MBA-DE-805	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P = 1, T = 1)
<b>Course Objective</b> To equip students with the knowledge, skills, and strategic mindset necessary to understand, analyse, and effectively manage tourism marketing activities.	
<b>Course Outcomes:</b> Students will be able to: <ol style="list-style-type: none"> <li>1. <i>develop a comprehensive understanding of fundamental concepts of tourism marketing.</i></li> <li>2. <i>acquire knowledge and skills to effectively plan, implement, and evaluate segmentation, targeting and positioning strategies for tourism products.</i></li> <li>3. <i>create and manage marketing plans, considering factors such as pricing, distribution channels, and promotion strategies for tourism.</i></li> <li>4. <i>cultivate skills in designing and executing marketing communications campaigns, utilizing both traditional and digital marketing channels for tourism.</i></li> </ol>	
<b>SYLLABUS</b>	
<b>Unit I</b> Tourism Marketing concept and evolution. Difference between Tourism Marketing and General Marketing. Understanding marketplace and tourist needs. Tourism Management Philosophies – Production, Product, Selling, Marketing, and Societal Perspectives. Objectives of Tourism Marketing, Special Characteristics of Tourism Marketing. Linkages in Tourism Marketing. Service characteristics of hospitality and tourism marketing.	
<b>Unit II</b> Tourist-driven marketing strategy: Market segmentation and targeting and positioning. Evaluating and selecting market segments, positioning strategies, choosing and implementing positioning strategy, differentiating and choosing competitive strategy. Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle.	
<b>Unit III</b> Price Decisions - Pricing objectives - Pricing policies and constraints - Different pricing methods, factors influencing pricing decisions, New product pricing, Product Mix pricing strategies and Price adjustment strategy, initiating and responding to price changes. Integrated marketing Communication- Advertising, Sales Promotion, Personal selling and Direct marketing.	
<b>Unit IV</b> Channel Decision - Nature of Marketing Channels – Types of Channel flows - Channel functions - Functions of Distribution Channel, relationship marketing and direct selling, managing sales force, direct, online, social media and mobile marketing.	
<b>Skill Development Activities</b> <ol style="list-style-type: none"> <li>1. Group discussion on key contemporary tourism marketing principles and concepts.</li> <li>2. Instruct student group to conduct an audit of a tourism product offering.</li> <li>3. Marketing plan simulation: Each team must develop a comprehensive marketing plan, including product development strategies, pricing strategies, distribution and promotional strategies.</li> <li>4. Student groups to develop Integrated marketing communications (IMC) campaigns.</li> </ol>	



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### Suggested Readings

1. Kotler, P., Bowen, T. J, Makesns, J & Baloglu, (2022), *Marketing for Hospitality and Tourism*— (7<sup>th</sup> Eds). Pearson. UK.
2. Grewal, D. & Levy, M. (2010). *Marketing*. 5th ed. Boston: McGraw-Hill Irwin.
3. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management Indian context, Global Perspective*. SAGE Texts.
4. Kotler, P., Armstrong, G., Balasubramanian, S., & Kotler, P. (2023). *Principles of Marketing*. Pearson.

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class*





**DEPARTMENT OF MANAGEMENT STUDIES**  
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One University Avenue, Awantipora, Pulwama, J&K, 192122.

**Course Title: Indian History and Architecture**

<b>Course Code:</b> MBA-DE-806	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>The objective of the course is to familiarize students with tourism industry in Jammu &amp; Kashmir</i>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Regional History- History of a region, relevance and Significance to tourism. Form of tourism involved. Extensive case studies. Relevance to inbound international tourist flow. World Heritage centers of India. Monumental Circuits of India. Ancient civilizations-Mohenjedaro and Harrappan culture, Indus Valley Civilizations, Vedic age, Vedas, Upanishads and Puranas, Caste system– its emergence.	
<b>Unit II:</b> Political history and Cultural perspective-The Mouryas, the Guptas, the Shatavanas, the Vakatakas, the Chalukayas of Gujarat, the Chalukayas of Badami, the Rashtrakutas, the Pallavas, the Cholas, the Rajput dynasty, the Chalukyas of Kalyana, the Hoysalyas, the Pandyas, the Delhi Sultans, the Vijyanagar empire, the Bhamanies, the Bijapur rulers, the Golconda rulers, the Mysore rulers, Britishrule and the freedom movement in India.	
<b>Unit III:</b> Art and Iconography–Hindu icons and scripture: Harrappa, Ghandhara, Shatavana, Gupta, Badami, Kalyana, Chalukya, Pallava, Hoysala, and Pandaya. Art: Rajput, (Gujrat, Rajasthan and Madhya Pradesh), Delhi Sultans and Provincial Indo Sarsenic Art.	
<b>Unit IV:</b> Architecture and Sculpture– Mughal and Vijyanagar Architecture, European art and its impact on Indian Architecture, Churches and Modern Buildings	
<b>Suggested Readings:</b> <ol style="list-style-type: none"><li>1. Basham AL; The Wonder that was India.</li><li>2. Basham AL; The Gazetteer of India</li><li>3. Thapar Ramesh; Tribe, Caste and Religion in India.</li><li>4. Chandra B; Modern India.</li><li>5. Sharma RS; Ancient India.</li><li>6. Dev Arjun; The Story of Civilization.</li><li>7. Fazal Abul-Ain –I-Akbari</li><li>8. Nehru Jawaharlal- Discovery of India.</li></ol>	
<b>Note:</b> <i>The schedule for case discussion shall be announced by the concerned faculty in the class</i>	



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## MASTER OF BUSINESS ADMINISTRATION

### Course Title: Geography of Tourism

<b>Course Code:</b> MBA-DE-807	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To enable students to develop critical thinking and analytical skills to evaluate and interpret tourism-related data, maps, and spatial patterns.</i>	
<b>Course Outcomes: After attending the course, students will be able to:</b> <ul style="list-style-type: none"> <li>• <i>Demonstrate an in-depth understanding of the globe, climatic zones, latitude, longitude, and International Date Line.</i></li> <li>• <i>Develop an understanding of different Indian climatic regions, hill stations, and water bodies.</i></li> <li>• <i>Apply geographical knowledge and principles to study community-based tourism in different geographical areas.</i></li> <li>• <i>Evaluate the impact of geographical factors on destination development, destination life cycle, and cultural preservation.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Introduction: The globe, latitude and longitude, international Date Line, maps, maps reading, temperature zones of the world, Implications of weather in tourist movements, brief study of top 5 tourism generating countries and its climatic features, inter regional travel- continent wise, influence of demographic segment in destination choice.	
<b>Unit II:</b> A study on Indian climate, geographical regions of India, A brief study of hill stations, rivers, wild life and desert of India, Canyons as a tourism product – case study of Grand Canyon, Lakes & Tourism, case study of Lake Victoria, Volcanoes as a tourism product, North America, Green tourism, Galapagos Island, Leisure Tourism- case study of Dubai.	
<b>Unit III:</b> Study of 2 major communities in Africa and community tourism projects, Maoris-New Zealand, Eskimos & Vikings, Nomads in Himalayas, Concept of Nature Tourism, Community Based Tourism (CBT), indigenous communities in Canada Nunavut, Case study of major tourism Development Projects by UNDP in India, Nepal and Thailand.	
<b>Unit IV:</b> Geographical factors influencing destination development, Destination life cycle model, Sustainable tourism development and its challenges, Cultural tourism: preservation, interpretation, and management of cultural resources, Ecotourism principles and practices, Environmental impacts of tourism and sustainable approaches	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Organize field trips to tourist destinations or regions of geographic significance.</li> <li>2. Assign students to conduct case studies on specific tourist destinations or tourism-related issues.</li> <li>3. Role-playing activities or debates on controversial tourism topics, such as the trade-offs between tourism development and environmental conservation.</li> </ol>	



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### **Suggested Readings:**

1. Burton, R. (1995). *Travel Geography*. Marlow Essex: *Pitman Publishing*.
2. Boniface, B., & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. London, *Oxford Butterworth Heinemann*.
3. Hall, M. (1999). *Geography of Travel and Tourism*. *Routledge*.
4. Hall, C. M., & Page, S. J. (2006). *The Geography of Tourism and Recreation: Environment, Place, and Space* (3rd ed.). *Routledge*.

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class*



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## MASTER OF BUSINESS ADMINISTRATION

**Course Title: Destination Management**

<p><b>Course Code:</b> MBA-DE-808</p>	<p><b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50)  <b>Credits:</b> 4 (L = 3, P = 0, T = 1)</p>
<p><b>Course Objective:</b> <i>The objective of destination management is to advance learner's understanding of the strategic planning, developing and managing tourism destinations.</i></p>	
<p><b>Course Outcomes: After attending the course, students will be able to:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand the core concept and approaches of destination planning and development.</i></li> <li>• <i>Implement various techniques for building, managing and measuring destination image.</i></li> <li>• <i>Develop an understanding of the framework for managing destination accessibility, competitiveness and quality.</i></li> <li>• <i>Understand the regulatory and policy framework of destination management.</i></li> </ul>	
<p><b>SYLLABUS</b></p>	
<p><b>Unit I:</b> Destination – Introduction, Concept, Definition and Characteristics. Destination as a system Destination as organizational unit. Types of Destination, Destination - Development, meaning and function, goals for development. Linkage between Tourism, Destination and Development. Destination Management Systems, Context Functions Pillars Destination planning guidelines, Destination zone planning model, Scenic highways. Destination selection process, The Value of Tourism.</p>	
<p><b>Unit II:</b> Tangible and intangible attributes of destination, person's determined image, destination determined image, measurement of destination image, place branding and destination image, destination image formation process, unstructured image, destination appraisal. Image and image - building of products and destinations.</p>	
<p><b>Unit III:</b> Destination Services – Six A's framework, Destination accessibility - Flows Connectivity &amp; Transport. The dynamic wheel of tourism stakeholders Destination marketing Mix, Destination competitiveness, Destination service quality management</p>	
<p><b>Unit IV:</b> Integrated destination management, Public and private policy, Public Private Partnership (PPP), Power, Politics and tourism planning, National Planning Policies, UN WTO guideline for planner, Role of Urban civic body, Town planning, urban development, Environmental Management Systems, Environmental Assessment, commoditization, demonstration effect, carrying capacity, community participation.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Students will be assigned to analyse case studies to gain insights into different types of destinations and their unique characteristics.</li> <li>2. Students will be engaged in problem-solving exercises, such as identifying strategies for sustainable development or resolving conflicts among stakeholders.</li> <li>3. Students will conduct research and field studies to understand the unique characteristics, natural resources, cultural heritage, infrastructure, and services that contribute to the destination's appeal.</li> <li>4. Students will be tasked with developing skills in designing and developing tourism packages that effectively cater to the diverse interests and demands of visitors.</li> </ol>	



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### Suggested Readings:

1. Buhalis, D., & Costa, C. (Eds.). (2006). *Tourism management dynamics: Trends, management, and tools*. Elsevier.
2. Getz, D., & Page, S. J. (2016). *Event studies: Theory, research and policy for planned events*. Routledge.
3. Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space (4th ed.)*. Routledge.
4. Morrison, A. M., & Mill, R. C. (2012). *The tourism system: An introductory text (5th ed.)*. Kendall Hunt Publishing.
5. Ritchie, B., & Crouch, G. I. (2009). *The competitive destination: A sustainable tourism perspective*. CABI.

**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class



## DEPARTMENT OF MANAGEMENT STUDIES

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One University Avenue, Awantipora, Pulwama, J&K, 192122.

### Course Title: Tourism Policy and Planning

<b>Course Code:</b> MBA-DE-809	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To introduce students with the basic concepts of tourism policy and planning. At the end of the course the students must have a clear idea of destination planning and the strategies involved in developing tourist destinations.</i>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Importance of Tourism Planning, Planning and its Types-Sectoral, Spatial and Integrated, Tourism Master Plan, Planning Process, Micro and Macro Level Planning–An introduction Tourism Planning Tool Kit.	
<b>Unit II:</b> Environment Considerations in Planning –Environment Impact Assessment, Carrying Capacity, Impacts on Environment and its Tools for Navigation Measures. Socio-Cultural Considerations in planning (Impacts and Mitigation Measures), Social Equity– Social Tourism, Income generation for poor, Cultural Richness. Economic Considerations in Planning–Strengthening Economic Cross-Sectoral Linkage s, Local Ownership of Tourism Facilities and services, Local Employment, Local Management of Tourism Facilities and services Shopping Expansion of Tourist Activities.	
<b>Unit III:</b> Tourism Planning Process –Objectives, setting, Background analysis, synthesis, goal setting and plan formulation, Implementation and monitoring. Emerging Concepts in Tourism Development–Concept of Eco Tourism, community Based and sustainable development of Tourism and its relevance in Indian context with special emphasis on J&K.	
<b>Unit IV:</b> Tourism Policy-Introduction, National Tourism Policy 1982, National Committee on Tourism, National action plan `1992, National Tourism Policy2002, Tourism Policy and Planning in India– An Analysis.	
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. New Ins keep Edward: Tourism Planning – A Integrated and Sustainable Development Approach</li> <li>2. Haekins D: Tourism Planning and Development, CBI Publishing, Boston</li> <li>3. Asif Fazili and S Hussain Ashraf: Tourism in India, Planning and Development, Sarup Sons–new Delhi</li> </ol>	
<b>Note:</b> <i>The schedule for case discussion shall be announced by the concerned faculty in the class</i>	



## DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

One University Avenue, Awantipora, Pulwama, J&K, 192122.

### Course Title: Practical Aspects of Tourism

<b>Course Code:</b> MBA-DE-810	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>The objective is to familiarize and aware students to explore the tourism destinations and consult them in preparing a project report. The aim is to provide practical and field knowledge of destination with regard to location, transport, accommodation and infrastructure. Specifically, the students will gain familiarization with the culture of the location highlighting the potential of destination. As part of the process students will be taken to different destinations within the state or outside the state where in they will be required to understand the concepts of tourism through practical implications. On completion of the tour students will submit a project report that will be evaluated both externally as well as internally.</i>	
<b>Course Outcomes: After attending the course, students will be able to:</b> <ul style="list-style-type: none"><li>• <i>Real World Learning</i></li><li>• <i>Access to Environment</i></li><li>• <i>Socio-emotional Growth among students</i></li><li>• <i>Positive Impact on Academics</i></li><li>• <i>Attitude and Behavioural modifications</i></li><li>• <i>Personality Development</i></li></ul>	
<b>Note:</b> <i>The schedule for case discussion shall be announced by the concerned faculty in the class</i>	