

DEPARTMENT OF TOURISM AND TRAVEL STUDIES

MBA (TOURISM AND TRAVEL MANAGEMENT)

COURSE CURRICULUM

Academic Year 2022-2024



**BERHAMPUR UNIVERSITY
BHANJA BIHAR, BERHAMPUR,
ODISHA- 760007**

SEMESTER- I

Course Code	Course Title	Credits	Nature	Internal Marks	End Seme Marks	Total Marks
TRTM C101	Tourism Concepts and Linkages	04	Core	20	80	100
TRTM C102	Management Concepts & Organizational Behaviour	04	Core	20	80	100
TRTM C103	Tourism Business Environment	04	Core	20	80	100
TRTM C104	Tourism Products of India	04	Core	20	80	100
TRTM C105	Global Tourism Geography	04	Core	20	80	100
TRTM C106	Travel Agency and Tour Operations Management	04	Core	20	80	100
TRTM C107	Skill Development and Personality Enhancement	04	Core	20	80	100
TOTAL SEMESTER CREDIT		28		140	560	700

SEMESTER- II

Course Code	Course Title	Credits	Nature	Internal Marks	End Seme Marks	Total Marks
TRTM C201	Human Resource Management in Tourism	04	Core	20	80	100
TRTM C202	Accounting and Finance for Tourism	04	Core	20	80	100
TRTM C203	Tourism Marketing	04	Core	20	80	100
TRTM C204	Tourism Research Methodology	04	Core	20	80	100
TRTM C205	Ecotourism and Community Development	04	Core	20	80	100
TRTM C206	Tourism Policy and Planning	04	Core	20	80	100
TRTM C207	Entrepreneurship and Start-ups in Tourism	04	Core	20	80	100
TRTM VAC 208	Basics of Hospitality Management	-	Non-Credit	-	-	Grade
TOTAL SEMESTER CREDIT		28		140	560	700

SEMESTER- III

Course Code	Course Title	Credits	Nature	Internal Marks	End Seme Marks	Total Marks
TRTM C301	Special Interest Tourism	04	Core	20	80	100
TRTM E	Elective I	04	Elective	20	80	100
TRTM E	Elective I	04	Elective	20	80	100
TRTM E	Elective II	04	Elective	20	80	100
TRTM E	Elective II	04	Elective	20	80	100
TRTM P302	Summer Internship	04	Practical	20	80	100
TRTM CT 300	Event Management	04	CBCT	20	80	100
TRTM VAC 303	Recreation and Adventure Tourism	-	Non-Credit	-	-	Grade
TOTAL SEMESTER CREDIT		28		140	560	700

SEMESTER- IV

Course Code	Course Title	Credits	Nature	Internal Marks	End Seme Marks	Total Marks
TRTM E	Elective I	04	Elective	20	80	100
TRTM E	Elective I	04	Elective	20	80	100
TRTM E	Elective II	04	Elective	20	80	100
TRTM E	Elective II	04	Elective	20	80	100
TRTM P401	Destination Visit- I	04	Practical	-	-	100
TRTM P402	Dissertation/On the Job Training	04	Practical	-	-	100
TRTM AC 403	Cultural Heritage of South Odisha	-	Non-Credit	-	-	Grade
		24		80	320	600

GRAND TOTAL SEMESTER CREDITS: 108

Note: Every student has to select any TWO specialisation papers out of the following four specialisation groups i.e., Travel Trade, Tourism Operation, Event Management, Marketing Management offered in the department. The specializations papers shall be offered in the third and fourth semester respectively, and student has to study TWO papers each from the two groups in the respective semester as per their selection. Further, offering of specialization papers depends upon the availability of teachers as well as the maximum number of students interested in studying.

<i>GROUP – A: Travel Trade</i>			<i>GROUP – B: Tourism Operation</i>		
Course Code	Course Title	Credits	Course Code	Course Title	Credits
TRTM E311	Itinerary Planning and Tour Packaging	04	TRTM E313	Destination Planning & Development	04
TRTM E312	Airport Operations & Ticketing	04	TRTM E314	Legal and Regulatory Framework for Tourism	04
TRTM E411	Basics of Logistics and Supply Chain Management	04	TRTM E413	Heritage Tourism	04
TRTM E412	Tourism Transportation	04	TRTM E414	Tour Interpretation and Guiding	04
<i>GROUP – C: Event Management</i>			<i>GROUP – D: Marketing Management</i>		
Course Code	Course Title	Credits	Course Code	Course Title	Credits
TRTM E315	Meetings, Incentives, Conventions and Expositions	04	TRTM E317	Marketing Research	04
TRTM E316	Event Planning & Management	04	TRTM E318	Digital and Social Media Marketing	04
TRTM E415	Modern Event Management Scenario	04	TRTM E417	Sales and Distribution Management	04
TRTM E416	Event Logistics	04	TRTM E418	Consumer Behaviour	04

(Courses: Core- C; Elective- E; Practical- P, Open Elective - O)

Course Objective: The main objective of this introductory course is to provide the foundation to the new entrants in tourism studies while learning about the basics of tourism and travel studies.

Course Outcome: At the end of this course, students would be able:

- To learn about the basic concepts of tourism and travel.
- To learn about the tourism system and models.
- To understand the linkages of tourism and travel industry.
- To understand the role of different tourism organizations.

Course Content

Unit-I: Evolution of Tourism

15hrs.

History of Tourism development; Renaissance and tourism development; Difference between Tourist, Visitor, Traveller, and Excursionist; Tourism- concept, theory, characteristics, and components; Typology of Tourism; Tourists- classification and characteristics; Approaches to the study of tourism- interdisciplinary, multi-disciplinary, and trans-disciplinary.

Unit-II: Tourism System, Models & Theories

15hrs.

Travel behaviour and motivation; McIntosh's Theory of Travel Motivation; Travel deterrents, Tourism system- theories and models, Leiper's Geo-Spatial Model; Mathieson and Wall Model; Mill-Morrison Model; Butler's Tourism Area Life Cycle (TALC); Doxey's Irridex Theory; Stanley Plog's Psychographic Model; Crompton's Push and Pull Theory; Gray's Theory; Gum's Tourism Planning.

UNIT III: Tourism Industry and Linkages

15hrs.

Tourism Industry- structure, and characteristics; Constituents of Tourism Industry-Primary, Secondary, and Support services, Tourism and Transportation; Tourism Business- Horizontal and Vertical integration; Impact of Liberalization & Globalizations; Economic Impacts- Employment generation, direct, indirect, and induced forms; Tourism Multiplier Effect; Satellite accounting; Socio-cultural impacts; Environmental impacts; Political Impacts- International understanding and World Peace.

Unit-IV: Tourism Organizations

15hrs.

Tourism Organizations- Role and Functions of UNWTO; PATA; WTTC; IATA; ICAO; IHRA; UFTAA; National Tourism Organizations- Role and Functions of Ministry of Tourism (MoT); ITDC; FHRAI; TAAI; ICPB; TFCI; IRCTC; Regional Tourism Organizations- Role and functions of Department of Tourism, Govt. of Odisha; OTDC; OFDC.

Suggested Readings:

1. Mill, R.C., & Morrison, A.M. (2007). *The Tourism System- An Introductory Text (7th Edition)*. Dubuque, Iowa (USA): Kendall Hunt Publishing.

2. Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, and Philosophies*. New Jersey: Wiley and Sons.
3. Coltman, M.M. (1989). *Introduction to Travel and Tourism- An International Approach*. New Jersey: John Wiley.
4. Morrison, A.M. (2019). *Marketing and Managing Tourism Destinations*. USA: Routledge, Taylor and Francis Group.
5. Swain, S.K., & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: Oxford University Press.
6. Gee, C.Y., Makens, J.C. et al. (1997). *The Travel Industry*. New Jersey: Wiley & Sons.
7. Kamra, K.K., & Chand, M. (2007). *Basics of Tourism- Theory, Operation and Practice*. New Delhi: Kanishka Publishers.
8. Bhatia, A.K. (2002). *International Tourism Management*. New Delhi: Sterling Publishers.
9. Burns, P. (1999). *An Introduction to Tourism and Anthropology*. USA: Routledge, Taylor and Francis Group.
10. Jafari, J. (2001). *Encyclopaedia of Tourism*. USA: Routledge, Taylor and Francis Group.
11. Cooper, C. (2007). *Tourism Principles and Practices*. New Delhi: Prentice Hall.
12. Lonely Planet Guide books.

Course Objective: The purpose of this course is to understand management role and function and practices of management and to enhance the ability in predicting and to control the human behaviour in an organization.

Course Outcome: At the end of this course, students would be able:

- To familiarize basic management concepts and behavioural processes in management.
- To understand the role of management in decision making process.

Course Content

Unit-I: Management Thought

15hrs.

Management: concept, definition, significance, Management as an art, science and profession, managerial roles and skills, basic management functions, Management thought: classical, neo-classical and modern approaches, systems perspective, contingency theory, Peter Drucker views on management.

Unit-II: Organization Structure and Components

15hrs.

Organization Structure: concept, types: line, line & staff, project, matrix, forms of organization, virtual and boundary less organization, delegation, decentralization and span of management, importance of managerial planning, types of plans, steps in planning, management by objectives, process of decision making, types of decisions

Unit-III: Foundation of Individual Behaviour

15hrs.

Organizational behaviour: concept, definition and scope, models of OB, SOBC model, Personality: types, theories & applications, Johari window, perception: process, factors affecting perception, perceptual bias and defense, Attitude: components, techniques of attitude change, Motivation: process theories and content theories

Unit-IV: Group Dynamics & Leadership

15hrs.

Group Dynamics: different types of groups, stages of group formation, Leadership: concept, types, behavioural theories, contingency theory, path goal theory, managerial grid, transactional analysis, organizational citizenship behaviour (OCB).

Suggested readings

1. Prasad L.M. (2019). *Principles and Practices of Management*. New Delhi: Sultan Chand & Sons.
2. Koontz, H., & Weihrich, H. (2012). *Essentials of Management*. New Delhi: McGraw Hill Education.
3. Pareek, U. (2011). *Understanding Organisational Behaviour*. New Delhi: Oxford University Press.
4. Luthans. F., Luthans, B.C., & Luthans, K.W. (2015). *Organisational Behaviour: An Evidence Based Approach*. North Carolina, USA: Information Age Publications.

Course Objective: The objective of this course is to make students understand the basic knowledge of business economics and interrelationship of tourism and business economics models.

Course Outcome: At the end of this course, students would be able:

- To learn about the role and importance of business environment in tourism.
- To understand the basic features of Indian business sector and its relationship with tourism and travel industry.
- To comprehend the practical applicability of business models in the real-life scenario.

Course Content

Unit- I: Introduction

15hrs.

Business Environment-meaning, nature, characteristics, and scope; An overview of global business environment; Nature of economic system- Free market economy, social economy, Mixed economy, Privatization; Different Theories of economic policy.

Unit- II: Business Environment

15hrs.

Economic Environment- Classification of economies on the basis of ownership, means of production, levels of economic development; Economic indicators- GDP, GNP; Income distribution and inflation; Socio-Political Environment- Types of political systems; Political risks; Global politics; Social class-characteristics, population growth and changing age structure; Techno-Legal environment- impact of technology on business; International dimensions of law and economics.

Unit- III: Indian Economy

15hrs.

The Indian corporate sector; Public sector; Niti Ayog and National Development Council; Indian economic reforms since 1991; Fiscal Policy IN India and its types; Taxation and public expenditure and impact on economy; Monetary policy- its types and instruments.

Unit- IV: Tourism Business Investment

15hrs.

Introduction to tourism business initiatives in India- Tourism projects of Ministry of Tourism and Govt. of Odisha; Innovation and Start-Ups; Make in India; Digital India; Incredible India; SWACHATA Tourism initiatives; Atmanirbhar Bharat; Public Private Partnership; Role of Foreign Direct Investment in Tourism; Business regulations regarding tourism ventures; Cost-benefit analysis for tourism business.

Suggested Readings

1. Francis, C. (2017). *Business Environment*. New Delhi: Himalayan Books.
2. Shaikh, S. (2010). *Business Environment*. New Delhi: Pearson Education.
3. Paul, J. (2010). *Business Environment- Text and Cases*. New Delhi: Tata McGraw Hill.
4. Chawla, R. (2004). *Economics of Tourism and Development*. New Delhi: Sonali Publications.
5. Ghosh, B. (2015). *Economic Environment of Business*. New Delhi: Vikas Publishing.

6. Dwyer, L., Forsyth, P., & Dwyer, W. (2020). *Tourism Economics and Policy*. Channel View Publications.
7. Tisdell, C.A. (2013). *Handbook of Tourism Economics- Analysis, New Economies, and Case Studies*. Australia: University of Queensland.

Course Objective: The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

Course Outcome: At the end of this course, students would be able:

- To understand the concept of tourism product and basic tourism resources of India.
- To learn about major natural and manmade tourism resources of India.
- To know more about socio cultural tourism resources of India.
- To understand more about tourism products of Odisha.

Course content

Unit- I: Concept of Tourism Products 15hrs.

Definition, Nature and Characteristics, Classification of Tourism Products, Typology & unique feature of Tourism Products, Tourism Resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Geographical features - Climate, Flora & Fauna.

Unit- II: Natural and Manmade Tourism Resources of India 15hrs.

Natural resources: Wildlife sanctuaries, National parks, Biosphere reserves, Mountain Tourist Resources and Hill stations, Islands, Beaches, Caves & Deserts of India.

Manmade resources: Adventure sports, Commercial attractions, Amusement Parks, Shopping, Supplementary accommodation, Tourism by rail.

Unit-III: Socio-Cultural Tourism Resources of India 15hrs.

Indian culture tradition, customs and handicrafts, Architectural Heritage of India, different styles of architecture in India, Music: Classical and folklore, fairs and festivals,

Introduction to Pilgrimage Tourism: Hindu, Buddhist, Jain, Islam, Sikh, Christian, Concept of Circuit Tourism - case studies of select destinations, religious tourism products socio-cultural assimilation (concept of acculturation).

Unit- IV: Tourism Resources of Odisha 15hrs.

History of Odisha- An overview; History as a Tourism Product; Important Historical places of Odisha- Forts, Palaces, Temples, Museums; Natural tourism resources of Odisha- Beaches; National Parks, and Biosphere reserves; Heritage Tourism resources of Odisha- Regional and Local; Tribal Culture of Odisha- Important Dance Forms, Fairs and Festivals.

Suggested Readings

1. Kumar, R. (2010). *Essays in Indian Art and Architecture*. New Delhi: Discovery Publishing House.

2. Gupta, S.P., Lal, K., & Bhattacharya, M. (2010). *Cultural Tourism in India*. New Delhi: DK Printworld.
3. Dougla, S.E. (2001). *Special Interest Tourism*. Australia: John Wiley & Sons.
4. Basham, A.L. (2002). *Cultural History of India*, New Delhi: Oxford University Press.
5. Dixit, M., & Sheela, C. (2010). *Tourism Products*. Lucknow: New Royal Books.
6. Jacob, R. (2009). *Indian Tourism Products*. New Delhi: Abhijeet Publications.
7. Jacob, R., Mahadevan, P., & Joseph, S. (2012). *Tourism Products of India National Perspective*. New Delhi: Abhijeet Publications.
8. Pradhan, A.C. (1985). *A Study of History of Orissa*. Odisha State Archive (H2-2/271.).
9. Banerjee, U.K. (2017). *The World of Indian Performing Arts*. New Delhi: Subhi Publications.
10. Badan, B.S. & Bhatt, H. (2006). *Cultural Tourism*. New Delhi: Commonwealth Publishers.

Course Objective: The objective of the Course is to know the phenomena of tourism over the global space with special attention to Physical and Political Geographic aspects through which the travel & tourism takes place.

Course Outcome: At the end of this course, students would be able:

- To familiarize with the importance and role of Geography in Tourism.
- It provides a thorough knowledge about the characteristics of global tourist markets, attractions of destinations & the accessibility of the world.
- To acquaint students with the major tourism destinations worldwide.
- To familiarize with geographical features, emerging tourism destinations, and climatic features across the destinations.

Course Content

Unit - I: Introduction to Geography 15Hrs.

Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zone, Longitude, Latitude, International Date Line, Time Zone, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time, Study of Maps, Remote Sensing & Geographical Information System and their application in Tourism.

Unit - II: Continent wise Tourism Destination Geography 15Hrs.

North America and South America - General geographical features; physiography, climate, main countries, capitals & their tourist attractions.

Unit - III: Continent wise Tourism Destination Geography 15Hrs.

Europe and Africa - General geographical features; physiography, climate, main countries, capitals & their tourist attractions.

Unit- IV: Continent wise Tourism Destination Geography 15Hrs.

Asia and Australia - General geographical features; physiography, climate, main countries, capitals & their tourist attractions.

Suggested Readings

1. Hall, M (2008). *Geography of Travel and Tourism*. London: Routledge.
2. Boniface, B., & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford, UK: Butterworth- Heinemann.
3. Williams, S., & Lew, A.A. (2014). *Tourism Geography: Critical Understandings of Place, Space and Experience*. New York: Routledge
4. Hudman, L.E., & Jackson, R.H. (2003). *Geography of Travel and Tourism*. Clifton Park, New York: Delmar Cengage Learning.

5. Lew, A., Hall, C. and Dallen, T., (2008). *World geography of travel and tourism*. Oxford: Butterworth-Heinemann.
6. Benton, A. and Carter, S., (2017). *What's where on Earth Atlas*.
7. National Atlas of India – Government of India Publication.
8. Travel Information Manual, IATA, Netherlands, 2012.
9. India, Lonely Planet Publications.

Course Objective: The Objective of the course is to familiarize with the fundamentals of Tourism industry and to provide the conceptual understanding of the discipline. Also helps to understand the significance of travel agency and tour operation business.

Course Outcome: At the end of this course, students would be able:

- To learn the History and Evolution of Travel Agency and Tour Operations Business.
- To Develop adequate knowledge and skills applicable to travel industry.
- To get familiar with the Techniques and strategies required for successful handling of Travel Agency & Tour Operation Business.
- To know about the current trends in tourism and travel trade sector

Course Content

Unit-I: Introduction to Travel Trade Sector 15Hrs.

Travel Trade Sector – Origin, Developmental History and Present Status in International Context, Definition of Travel Agents and Tour Operators, differentiation, Interrelationship of TA/TO, Types of Travel Agencies and Tour Operators, Travel Trade Business – Scope, Opportunities and Challenges.

Unit-II: Managerial Implications 15Hrs.

Organizational Structure of Travel Agency and Tour Operator and its different sections, Functions of Travel Agency and Tour Operator, Sources of Income of a Travel Agency.

Setting up a Travel Agency, Travel Agency approval by MOT and IATA, Equipment and infrastructural requirements, Threats in Travel Agency Business, Use of Information Technology in Travel Agency Business.

Unit-III: Travel Documentations 15Hrs.

Travel Information Manual, Passport & VISA- meaning, Types, Procedures, Validity, Necessary Information to fill the passport and VISA form for issuance, Health Certificates, Currency, Travel Insurance, Travel Card.

Unit-IV: Travel Trade Associations: 15Hrs.

Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI.

Suggested Readings

1. Chand, M. (2002). *Travel Agency Management: An Introductory Text*. New Delhi: Anmol Publications.
2. Negi. J (2005). *Travel Agency Operations: Concepts and Principles*. New Delhi: Kanishka Publishers.
3. Bhatia A.K. (2003). *Travel Agency and Tour Operations*. New Delhi. Sterling Publications.
4. Holloway, J.C. (2002). *The Business of Tourism*. London: Prentice Hall.

5. Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*. New Delhi: Oxford University Press.
6. Goeldner, R & Ritchie. B (2010). *Tourism, Principles, Practices and Philosophies*. London: John Wiley & Sons.
7. Syrratt G., & Archer, J. (2003). *Manual of Travel Agency Practice*. Oxford, UK: Butterworth-Heinemann.
8. Gee, C.Y., Boberg, K.B., & et al. (1989). *Professional Travel Agency Management*. New York: Prentice Hall.

Course Objective: To develop and equip the students with oral and written communication and presentation skills for effective personality development.

Course Outcome: At the end of this course, students would be able:

- To understand the fundamentals of communications.
- To understand the importance of personality development in professional setup.
- Have effective professional communication.
- To understand the techniques of presentation skills.

Course Content

Unit-I: Fundamentals of Communication 15Hrs.

Meaning, Definition, Nature and Scope of Communication, Importance of Communication, Process of Communication, Listening skills, Barriers to Effective Communication, Overcoming the Barriers, JAM sessions, debates, elocution, etc. persuasive communication, convincing Skills - Non Verbal Communication, Body Language, Focus on English skills – Vocabulary, word power, Grammar, common errors and sentence building, Phonetics, reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing with special reference to tourism industry.

Unit-II: Introduction to Personality Development 15Hrs.

Professional Grooming: Dress Code, Health and Hygiene, Body Language: Gesture, Posture and Expression, Manners and Etiquette.

Unit-III: Effective Professional Communication 15Hrs.

Resume Styles, Resume Writing, Elements of an Effective Resume, Group Discussion, mock GD, Writing Application Letters; Job Interview – Purpose, Types, Interview Skills – Before, During and After the Interview, mock interviews –Accepting Employment, Resigning from a Job.

Unit-IV: Presentation skills and Techniques 15Hrs.

Leadership and communication activities- Motivation activities, leadership activities, team building activities, assertiveness activities, Stress management techniques. Time Management and Meeting the Deadline, Goal Setting and Career Planning

Suggested Readings

1. Raman, M. (2012). *Business Communication 2nd Edition*. New Delhi: Oxford University Press.
2. John, F. (2010). *Introduction to Communication Studies (3rd Edition)*. New York: Routledge Publication.
3. Kaul, A. (2005). *Effective Business Communication*. New Delhi: PHI.

4. Munter, M. (2011). *Guide to Managerial Communication: Effective Writing & Speaking*. New Delhi: PHI.
5. Mandal S.K. (2007). *Effective Communication and Public Speaking*. Mumbai: Jaico Publishers.
6. Bovee, T., & Schatzman. (2003). *Business Communication Today*. New Delhi: Pearson.
7. Chaturvedi, P.D., & Chaturvedi, M. (2009) *Business Communication: Concepts, Cases, and Applications 2nd Edition*. New Delhi: Pearson Education.
8. Jane, T., Herta, M., & Herbert, H. (2008). *Specifications of Effective Business Communication 7th Edition*. New Delhi: Tata McGraw - Hill Education.

Course Objective: The objective of this course is to provide broad perspective of Human Resource Management along with their relevance and application in Tourism Industry.

Course Outcome: At the end of this course, students would be able:

- To understand basic concepts of human resource management
- To familiarize students with the human resource management practices in tourism industry.
- To help students to build up and refine decision making skills for HR Selection, Management and Retention

Course Content

Unit-I: Introduction to Human Resource Management 15Hrs.

Concept, Nature and scope of Human Resource Management, Emerging trends of HRM in Globalized economy, concepts of compensation management, components of wages, criteria of wage fixation, Job evaluation Methods, Methods of wage determination in India, wage differential, Methods of wage payment, Incentive based pay system,

Unit-II: Human Resource Planning 15Hrs.

Recruitment & Selection-Concept & Objective, Concept of affirmative action (Reservation for priority categories), Selection Procedure, Promotion, Transfer: Types of Transfer, Separations, Approaches to Industrial relations; Industrial Relation System, Role of State in IR

Unit-III: Human Resource Training and Development 15Hrs.

Training & Development-Concept, Types of training programmes, on-the-job and off-the-job, In basket Training, Transactional Analysis, Sensitivity Training, Grid training, Apprenticeship training; Evaluation of Training Programmes. Concept & functions of trade union, it's registration and recognition, Industrial Disputes, procedure for settlement of disputes in India.

Unit-IV: Performance Planning and Review 15Hrs.

Performance Management- Performance Appraisal – objectives, uses, methods, Traditional vs. Modern Methods, Management by objectives (MBO), Assessment Center, 360-degree Appraisal, BARS, TQM, Kaizen, JIT and QC. Concept of collective Bargaining, it's Process, Workers' participation in Management: scope and objectives

Suggested Readings

1. Dessler, G. (2013). Human Resource Management. London: Pearson
2. Rao, V.S.P. (2006). Human Resource Management: Texts and Cases. New Delhi: Excel Books.
3. Venketratnam, C.S., & Srivastava, B.K. (2004). Personnel Management & Human Resource. New Delhi: McGraw Hill Education.
4. Mamoria, C.B., & Gankar, S.V. (2011). Personnel Management. New Delhi: Himalaya Publishing House.

5. Rao, S. (2015). *Personnel & Human Resource Management*. New Delhi: Himalaya Publishing House.

TRTM C202: Accounting and Finance for Tourism

Credits: 04

Course Objective: The basic objective of this paper is to familiarize the students with principles of accounting in business operations and have basic understanding of financial planning and management in tourism business.

Course Outcome: At the end of this course the students would be able:

- To understand basics of accounting principles.
- To understand the importance and ways of financial analysis
- To understand cost accounting concept and application in business operations.
- To understand the importance and techniques of financial management.

Course Content

Unit-I: Accounting Principles

15Hrs.

Concepts and conventions, Double Entry System – Journal – Ledger – Trial Balance and Its Preparation, Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet. Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanised system of accounting.

Unit-II: Financial Statement Analysis and Interpretation

15Hrs.

Meaning – Types of Analysis –Objectives – Importance – Tools of Analysis, Working Capital, Ratio Analysis, Cash flow and Fund flow.

Unit- III: Cost Accounting

15Hrs.

Concept – Distinction between Costing and Cost Accounting –Elements of Cost and Cost classification– Preparation of Cost sheet.

Unit- IV: Financial Management

15Hrs.

Scope – Objectives –Functions – Major Financial Decisions – Sources of Finance: – Long-Term and Short-Term – Advantages and Disadvantages of Different Sources of Finance. Shares and debentures, Trade Credit, Unsecured loans, loans from Commercial Banks and other institutions, public deposits and other concepts.

Suggested Readings

1. Lal, J. (2009). *Accounting for Management*. New Delhi: Himalayan Publishing House.
2. Grewal T.S. & Shukla M.C. (2010). *Advanced Accounts* (Vol.I). New Delhi: Sultan Chand & Sons
3. Gupta, R.L., & Radhaswamy, M. (2014). *Advanced Accountancy*- Vol. I. New Delhi: Sultan Chand & Sons.

4. Maheswari, S.N. (2005). Financial Accounting. New Delhi: Vikas Publishing House.
5. Chandra, P. (2006). Financial Management- Theory and Practice. New Delhi: Tata McGraw Hill.
6. Kotas, R. & Conlan, M. (2003). Management Accounting for Hospitality and Tourism. London: International Thomson Business Press.

Course Objectives: The objectives of this course are-

- To understand the concept of marketing in theory and practice.
- To acquaint the students with important marketing skills required in tourism sector.
- To understand the concept of marketing strategy formulation and implementation.

Course Outcome: At the end of this course, students would be able:

- To understand the fundamentals of Marketing.
- To learn marketing approaches and strategies.
- To understand marketing planning programs.
- To learn contemporary skills for tourism related activities.

Course Content

Unit- I: Origin of Marketing

15Hrs.

Core concepts in marketing, Needs, Wants, Demands, Product Markets, Marketing Management Philosophies, Economic Importance of Marketing, Marketing Mix, Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services, Marketing for Tourism, The Tourism Product, Features of Tourism Marketing, Marketing Functions, Tourism Marketing Mix.

Unit- II: Marketing Strategies

15Hrs.

Market research, developing marketing environment, Consumer buying behaviour, Market Segmentation, Targeting and Positioning for competitive Advantage, Customer satisfaction and related strategies, Customer Relations Management.

Unit- III: Planning Marketing Programs

15Hrs.

Product and product strategies, Product line, Product Mix, Branding and packaging, Pricing Considerations, Approaches and strategies, Distribution channels and strategies.

Unit- IV: Marketing for tourism related activities

15Hrs.

Marketing of Tourism & Related Activities, Trends in Tourism Marketing, Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other tourism sub-sectors and products, Developing Marketing Skills for Tourism, Self-Motivation, Innovative Products in Tourism, International perspective and contemporary trends. Five –Gap Model of Service Quality, Marketing Control.

Suggested Readings

1. Chaudhary, M. (2010). *Tourism Marketing*. New Delhi: Oxford University Press.
2. Philip, K. (2006), *Marketing Management*. New Delhi: PHI.
3. Stanton, J.W. (1999). *Fundamentals of Marketing*. New York: McGraw Hill.
4. Kotler, P (2005) *Marketing Management & Hospitality and Tourism Marketing*, Prentice Hall
5. Kotler, P., & Philip, A. (1999). *Principles of Marketing*. New Delhi: Prentice – Hall.

6. Assael, H. (2000). *Consumer Behavior and Marketing Action* (2nd Edn.). Nashville, USA: South-western Publishing House.
7. Kotler, P (1993). *Marketing Management*. New Delhi: Prentice Hall of India.
8. Kotler, P (1993) *Marketing Principles*. New Delhi: Prentice -Hall.

Course Objective: The objective of this course is to introduce research and provide insights about the research methodology and research methods for undertaking research in different areas of travel and tourism.

Course outcome: At the end of this course, students would be able:

- To understand the basic theories and practices of research in tourism.
- To learn about the implications of different research methods and methodologies in tourism.
- To learn and be acquainted with emerging trends of tourism research.
- To use the research skills for undertaking independent research.

Course Content

UNIT – I: Introducing Research

15Hrs

Nature, Scope, and Significance of Research; Types of research; Methodology and Research Methods; Research ethics; Steps in research process; Overview of research design; research proposition and hypothesis.

UNIT – II: Identification of Problem

15Hrs.

Review of literature; Research gap; Types of data and sources of data; methods of primary data collection; Conceptual and operational definitions – variables, constructs and their relationship; validity and reliability; surveys’ Sampling and types of sampling; questionnaire design and execution.

UNIT – III: Qualitative Research Methods

15Hrs.

Ethnography and Case study; Grounded theory; In-depth interviews; Participant observation; Content analysis; focused group techniques; field note preparation; Pilot study; Historical analysis; Projective techniques.

UNIT – IV: Quantitative Research Methods

15Hrs.

Measures of central tendency and dispersion; Normal distribution; Correlation; Regression analysis; Hypothesis testing – Parametric and Non-parametric tools; Multivariate analytical techniques; Use of SPSS and other software. Data collection and presentation; Report writing; Art of referencing and citation.

Suggested Readings

1. Finn, M., Elliott-White, M., & Walton, M. (2000). *Tourism and Leisure Research Methods: Data Collection, Analysis and Interpretation*. UK: Pearson Publishers.
2. Veal, A.J. (2018). *Research Methods for Leisure and Tourism*. New Delhi: Pearson Publications.
3. Malhotra, N.K., & Birks, D.F. (2006). *Marketing Research – An Applied Approach*. UK: Prentice Hall.

4. Kothari, C.R. (2014). *Research Methodology: Methods and techniques*. New Delhi: New Age International Publishers.
5. Poynter, J.M. (1993). *How to Research and Write a Thesis in Hospitality and Tourism: A step by step guide for college students*. UK: John Willey & Sons.
6. Blaikie, N. (2000). *Designing Social Research*. Canterbury(UK): Polity Press.
7. Creswell, J.W. (2008). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Thousand Oaks (US): Sage Publications, Inc.
8. Chowdhary, N.R. & Hussain, S. (2021). *Handbook of Research and Publication Ethics (as per UGC)*. New Delhi: Bharti Publications.

Course Objective: The objective of this course is to introduce ecotourism as an emerging field in the domain of tourism and to make students understand the importance of community oriented sustainable tourism practices.

Course outcome: At the end of this course, students would be able:

- To learn about the changing nature of tourism and the role of sustainable development in the global perspective.
- To know about the broader perspectives of tourism and sustainability.
- To lean and understand the ecotourism theory and principals of applications.
- To be familiarized about ecotourism and community engagement.

Course Content

Unit- I: Emergence of Sustainable Development 15Hrs.

Growth of tourism post world war-II; Jafari's four platforms perspective; Sustainable development- definition and dimensions; Important conventions and conferences- Stockholm (1972); Brundtland Commission (WCED 1987); Rio Declaration (1992); Kyoto Protocol (1997); Earth Summit (WSSD 2002). Global warming and Climate Change.

Unit- II: Tourism & Sustainability 15Hrs.

Sustainable tourism- minimalist and comprehensive approaches; indicators of sustainable tourism; alternative tourism and its typologies; Principles and theories of sustainable tourism; Agenda 21; Globe conference (1990); World conference on sustainable tourism (1992); Cape town and Kerala declarations on responsible tourism.

Unit- III: Ecotourism and Sustainability 15Hrs.

Ecotourism- concept, definitions, and principles; Nature of ecotourism; Mieczkowski model; Ecotourism and conservation- concept of protected area, and its management; Stakeholder involvement; Ecotourism- community involvement and concerns; Indigenous ecotourism.

Unit- IV: Ecotourism and Community Engagement 15Hrs.

Ecotourism and community engagement; Types of engagement and participatory role; Ecotourism in India- emergence, and important cases; Ecotourism in Odisha- Concept of Eco-retreat; Blue flagship programme; Marine turtle conservation; Important ecotourism destinations of Odisha- Chilika Nature camp; Daringbadi; Simlipal; Satkosia; Giant Squirrel, and Blackbuck nature camps of Ganjam; Future of ecotourism in India.

Suggested Readings

1. Weaver, D. (2006). *Sustainable Tourism- Theory and Practice*. Oxford, U.K.: Elsevier Butterworth-Heinemann.

2. Honey, M. (2008). *Ecotourism and Sustainable Development: Who Owns Paradise*. Washington, D.C.: Island Press.
3. Seba, J.A. (2011). *Ecotourism and Sustainable Tourism: New Perspectives and Studies*. Florida, USA: Apple Academic Press.
4. Fennell, D.A. (2002). *Ecotourism Policy and Planning*. USA: CABI Publishing.
5. Wahab, S., John, J., & Pigram, J.J. (1997). *Tourism, Development, and Growth: The Challenge of Sustainability*. London: Routledge.
6. Fennell, D.A. (2015). *Ecotourism (Fourth Edition)*. New York: Routledge.
7. Wearing, S., & Neil, J. (2009). *Ecotourism- Impacts, Potentials and Possibilities*. Oxford: Elsevier Butterworth-Heinemann.
8. Zeppel, H. (2006). *Indigenous Ecotourism. Sustainable Development and Management*. Cambridge, USA: CABI Publishing.
9. Bhatt, S., & Liyakhat, S. (2008). *Ecotourism Development in India- Communities, Capital and Conservation*. New Delhi: Cambridge University Press.
10. Weaver, D. (2001). *The Encyclopaedia of Ecotourism*. USA: CABI Publishing.

Course Objective: The objective of this course is to impart knowledge regarding the process and approaches to tourism policy and planning as well as to aware about the Indian tourism policies and planning constituted so far.

Course Outcome: At the end of this course, students would be able:

- To get acquainted with tourism planning process, strategy, and policies.
- To understand about the Tourism Policy & its salient features.
- To know about the relevance of tourism policy.
- To understand planning and its importance or need.
- To know about the various techniques used in plan formulation at various levels.

Course Content

Unit- I: Concept of Tourism Policy Planning

15Hrs.

Institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit- II: National Administration and Tourism Policy

15Hrs.

Policy making bodies and its process at national levels; Outline of L. K. Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism – 1992, National Tourism Policy-2002, Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI.

Unit- III: Background, Approach and Process of Tourism Planning

15Hrs.

Techniques of Plan Formulation; Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning; Destination life cycle concept.

Unit- IV: Tourism planning at international, national, regional, state and local

15Hrs.

Methods of tourism planning, Elements, Agents, Processes and typologies of tourism development. Case study of selected state tourism policies.

Community-oriented Tourism Planning: Resort Planning Approach and Principles, planning for Special Interest and Adventure Tourism, Planning Cultural Attractions, Case Studies of Garhwal Himalayas and Kerala.

Suggested Readings

1. Sinha, P.C. (1998). *Tourism Planning*. New Delhi: Anmol Publication.
2. Badan, B.S. Bhatt, H. (2007). *Tourism Planning and Development*. New Delhi: Commonwealth Publishers.
3. Murphy, P.H. (1985). *Tourism: A Community Approach*. London: Routledge.
4. Gunn, C.A. (1994). *Tourism Planning: Basics, Concepts, Cases*. London: Taylor & Francis.

Course Objectives: The objective of this course is to develop conceptual understanding of Entrepreneurship amongst the students and comprehend the environment of making of an entrepreneur.

Course Outcome: At the end of this course, students would be able:

- To understand the basic concept of Entrepreneurship.
- To know more about Entrepreneurship in Tourism.
- To understand the financial planning techniques in Entrepreneurship.
- To learn how to set up a tourism enterprise with the help of successful case studies.

Course Content

Unit-I: Concept of Entrepreneurship

15Hrs.

Introduction to entrepreneurship, concept, definition, Theories, Types of Entrepreneurs– Characteristics and Skills of Entrepreneurship- Entrepreneur v/s Intrapreneur, Myths about Entrepreneurship- Role of Entrepreneurship in Economic Development, Women Entrepreneurs, Entrepreneurship opportunities in Tourism, Entrepreneurial Characteristics for travel, Tourism and hospitality trade; Challenges of entrepreneurship in Tourism.

Unit-II: Entrepreneurship in Tourism

15Hrs.

Opportunity Identification – Business Plan – Feasibility Report – Organizational Framework for Promotion and Development of Tourism and Travel Business- Venture Creation and Management, Policy measures for Tourism entrepreneurship in India, Entrepreneurial Process.

Unit III: Financial Planning

15Hrs.

Concept & Meaning, Need of Financial Planning, Role of Govt. Institutions in Entrepreneurship Development, Financial Support System: Forms of Financial support, Long term and Short term financial support, Sources of Financial support. Business Plan: Elements of Business Plan, Preparation of Business Plan.

Unit IV: Setting up a Tourism Enterprise

15Hrs.

Forms of business ownerships, Steps, procedures, licenses, registration etc for setting up a tourism enterprise. Entrepreneurial case studies of major Travel Agencies/ Hotels.

Suggested Readings

1. Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row.
2. Kanishika, B. (2009). Management & Entrepreneurship. New Delhi: Oxford.
3. Desai, V. (2014). Fundamentals of Entrepreneurship & Small Business Management. New Delhi: Himalaya Publishing House.

4. Khanna, S.S. (2007). *Entrepreneurial Development*. New Delhi: Sultan Chand and Sons.
5. Gupta, C.B., & Srinivasan, N.P. (2020). *Entrepreneurial Development*. New Delhi: Sultan Chand and Sons.
6. Mishra, D.N. (1990). *Entrepreneur and Entrepreneur Development & Planning in India*. New Delhi: South Asia Books.
7. Chowdhary, N.R., & Prakash, M. (2010). *Managing Small Tourism Business*.
New Delhi: Matrix Publisher
8. Prakash, M., & Chowdhary, N.R. (2010). *Starting a Tourism Company*. New Delhi: Matrix Publishers.
9. Scarborough, N.M., & Zimmer, T.W. (1996). *Effective Small Business Management*.
New York: Prentice Hall.

TRTM VAC208: Basics of Hospitality Management

Course Objective: The Objective of the course is to enable students to understand the details about the structure and operations of the Hotel both theoretically and practically which are commonly related with tour package.

Course Outcome: At the end of this course, students would be able:

- To understand the Structure, History and Characteristics of Hospitality Industry.
- To understand the development and growth of hotel industry.
- To know the Functions of various Departments in Hotels.
- To know the various Facilities provided in hotels.

Course Content

Unit-I: Introduction to Hospitality Industry 15Hrs.

Historical Background, Hotel Meaning & Definitions, Classification of Hotels, Hotel Tariff Plans, Types of Guests Rooms, Star Rating of Hotels, Alternative Accommodations, Forms of Hotel Ownership, Relationship between the Hospitality Industry and Tourism, Economic significance of hospitality industry in India, Emerging Challenges before hospitality industry in India.

Unit-II: Hotel Organization 15Hrs.

Hotel Organizational Structure, Organizational charts, Major Departments of a Hotel and its operation - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc.

Unit-III: Guest Cycle 15Hrs.

Guest stays process in a hotel: Room Reservations: Registration - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest Services - Various Guest Services - Handling guest mail - Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints.

Unit-IV: Hotel Performance & Yield Management 15Hrs.

Evaluating hotel Performance, methods of measuring hotel performance, Occupancy Ratio, Average Daily Rate, Average Room Rate per Guest, Rev PAR, Market Share Index, and Evaluation of hotel by Guest.

Meaning of Yield Management, Elements of Yield Management, Measuring yield in the Hotel industry, Benefits of Yield Management, Challenges or problems in Yield Management.

Suggested Readings

1. Walker, J.R. (2010). Introduction to Hospitality Management. Florida, USA: Pearson Publishers.

2. Jagmohan N. (2000). Professional Hotel Management. New Delhi: S. Chand and co.
3. Tewari, J.R. (2009). Hotel Front Office Operations and Management. New Delhi: Oxford University Press.
4. Gray and Ligouri (2000). Hotel and Motel Management and Operations. New Delhi: PHI.
5. Andrews, S. (2009). Hotel Front Office Training Manual. Mumbai: Tata McGraw Hill.
6. Rutherford, D.G., O'Fallon, M.J. (2006). Hotel Management and Operations. London: Wiley.
7. Bardi, J.A. (2003). Hotel Front Office Management. London: Wiley.

Course Objective: The objective of this course is to understand and acquire the knowledge about special interest tourism as well as the skills required to be a special interest tourism.

Course Outcome: At the end of this course, students would be able to:

- To appraise students about the basic concept of special interest tourism (SIT).
- To understand the importance and relevance of SIT and its managerial concerns.
- To learn about the emerging areas in SIT and marketing approach.

Course Content

Unit- I: Basic Concept of SIT

15Hrs.

Definition of SIT; Scope and major characteristics of SIT; Different types of SIT; Developing SIT as a product- Market understanding, Potential analysis; Designing SIT- Product attractions, Characteristic features; Sustainability concerns in SIT.

Unit- II: Adventure and Sports Tourism

15Hrs.

Different types of adventure- Land, Water, and Air based; Basic terminologies used in different adventure activities; Profiling adventure tourists; dietary and health concerns; Important institutions of adventure sports in India- Case studies; Indoor and outdoor sports activities- Important case studies; Future of tourism and sports in India.

Unit- III: Emerging Areas in SIT

15Hrs.

Health, Wellness, and Medical tourism- Emergence, issues, and legalities; India as a Medical tourism destination- Important cases studies; Golf tourism- Present scenario and future scope; Film and Photography tourism; Virtual tourism; Food tourism and importance of gastronomy; Dark tourism; Space tourism and other major trends.

Unit- IV: Management of SIT

15Hrs.

Management concerns and planning issues in SIT; Role and responsibilities of tourism stakeholders; ethical and legal considerations; role of national and regional authorities; major national and international organizations.

Suggested Readings

1. Jennings, G. (2007). *Water- Based Tourism, Sport, Leisure, and Recreation Experiences*. United Kingdom: Routledge.
2. Agarwal, S., Busby, G., & Huang, R. (2018). *Special Interest Tourism: Concepts, Contexts, and Cases*. London: CABI Publishers.
3. Buckley, R. (2006). *Adventure Tourism*. United Kingdom: CABI International.
4. Douglas, N., Douglas, N., & Derrett, R. (2001). *Special Interest Tourism*. Australia, Brisbane: John Wiley and Sons.

5. Smith, M., & Puckzo, L. (2009). *Health and Wellness Tourism*. London: Butterworth-Heinemann.
6. Negi, J. (2001). *Adventure Tourism and Sports (Part I & II)*. New Delhi: Kanishka Publishers.
7. Connell, J. (2010). *Health and Medical Tourism*. USA: Stylus Publications.
8. Bookman, M.Z., & Bookman, K.R. (2007). *Medical Tourism in Developing Countries*. New York: Palgrave Macmillan.
9. Todd, M.K. (2011). *Handbook of Medical Tourism Program Development: Developing Globally Integrated Health Systems*. Boca Raton, Florida, USA. CRC Press- Taylor and Francis Group.
10. Beeton, S. (2005). *Film Induced Tourism*. UK: Channel View Publications.

GROUP- A: TRAVEL TRADE

TRTM E311: Itinerary Planning and Tour Packaging

Credits: 04

Course Objective: The course aim is to provide a comprehensive theoretical and practical knowledge of tour operation, types of tour, standard components of tour package and preparation of tour packages, their costing and pricing and marketing strategies.

Course Outcome: At the end of this course, students would be able:

- It enables students to prepare tour itinerary, tour packaging.
- It helps to understand Various types of popular tourist itineraries
- It will help students to gain clarity on the costing of tour packages.

Course Content

Unit-I: Itinerary Planning & Development

15 Hrs.

Meaning, Importance and Types of Itineraries, Resources and Steps for Itinerary Planning, Factors to be considered while preparing an itinerary, Do's and Don'ts of Itinerary Preparation, Popular Tourist Itineraries of India, Special Interest Tour Itinerary.

Unit-II: Tour Packaging

15 Hrs.

Tour Formulation and Designing Process, Tour Planning and Components of package tour for FIT, GIT, Special Interest Tours (SITs). Concept, Significance, Scope and Limitations of Tour Packaging, Classifications of Tour Packages, Components of Package Tour, Promotion of Tour Packages, Tour Brochure Designing, Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit-III: Tour Costing

15 Hrs.

Concept of costing, Types of costs, Components of tour cost, Preparation of cost sheet, Tour pricing, Calculation of tour price - Pricing strategies.

Unit-IV: Operation of Package Tour

15 Hrs.

Confirmation of Tour, Creation of File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, distributing itinerary to Tour Leader, Guide, Driver & Transporter, Standard procedures for Pickup & Drop - Check-in and Check-out in Hotel - Sightseeing, Do's & Don'ts of sightseeing, Crisis Management in tour, Preparation of Feedback form- filling of guest feedback form- Analysis of feedback form.

Suggested Readings

1. Chand, M. (2002). Travel Agency Management: An Introductory Text. New Delhi: Anmol Publications.
2. Negi. J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.
3. Bhatia A.K. (2003). Travel Agency and Tour Operations. New Delhi: Sterling Publications.

4. Holloway, J.C. (2002). *The Business of Tourism*. London: Prentice Hall.
5. Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*. New Delhi: Oxford University Press.
6. Goeldner, R & Ritchie. B (2010). *Tourism, Principles, Practices and Philosophies*. London: John Wiley & Sons.
7. Syrratt G., & Archer, J. (2003). *Manual of Travel Agency Practice*. Oxford, UK: Butterworth-Heinemann.
8. Gee, C.Y., Boberg, K.B., & et al. (1989). *Professional Travel Agency Management*. New York: Prentice Hall.

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Course Objective: The objective of the course is to provide a systematic & extensive knowledge of aviation industry operations and formalities at airports with basic knowledge of airlines ticketing.

Course Outcome:

- It gives students through insight in to an outlay of an airport and its various operation and management.
- It helps students to familiar with Airline Tariff Manuals and enables to construct and quote normal and special air fares.
- It helps students to acquire knowledge in Airline Reservation System & Computerized Reservation system.

Course Content

Unit- I: Airport Operation & Management

15 Hrs.

Introduction to aviation industry, Open sky policy & Freedoms of Air, Airport Planning, Terminal Planning, Airport Operations: Airside and Landside, Airport Layout- Domestic & International, Public Private Participation in Indian Airports, Airline Operations, Role and responsibilities of DGCA, and Airport's authority of India.

Unit- II: Airport Facilities & Security Management

15 Hrs.

Airport Checked-in Formalities, Landside facilities for departing passengers, Immigration, Passport and Custom Control, Airside and transit area facilities, Gate Area Facilities, Arrival facilities, Facilities for Special Passengers.

Meaning and Importance Airport Security Management, Implementing Agency in India, Role and Functions, Airport Procedures, Prohibited Items, Guidelines by Bureau of Civil Aviation Security, India.

Unit – III: Basics of Ticketing

15 Hrs.

Concept of airline ticketing, introduction to OAG and other manuals, General Ticketing Instructions, New Format Ticket Vs Old Format Ticket, Electronic Tickets, Ticketing Procedures, Miscellaneous Charges Order (MCO), Multiple Purpose Document (MPD), Billing and Settlement Plan BSP, Prepaid Ticket Advice, Airline Ticketing based flight itineraries, Types of Travel Cards.

Unit- IV: Introduction to Fare Construction

15 Hrs.

Air Fares, IATA Pricing Unit Concept, Types of Journeys, IATA –UFTAA Fare Formula: MPM (Maximum Permitted Mileage), TPM (Ticketed Point Mileages), EMA (Excess Mileage Allowance), EMS (Excess Mileage Surcharge), HIP (Higher Intermediate Point), CTM (Circle Trip Minimum checks), BHC (Backhaul Minimum Check), Add-ons, Special Fares, Taxes.

Suggested Readings

1. Doganis, R. (2010). *The Airport Business*. London: Routledge.
2. Neufille, R.D. (2013). *Airport Systems: Planning, Design and Management*. London: McGraw Hill Professional.
3. Alexander T. Wells, Seth Young (2004), *Airport Planning & Management*. London: McGraw-Hill Professional.
4. Forrest, Jeffrey S.; Price, Jeffrey C. (2016). *Practical airport operations, safety, and emergency management: protocols for today and the future*. New York: Butterworth-Heinemann,
5. Well, A. (2000). *Airport Planning and Management* (4th edition). London: McGraw Hill.
6. Davidoff, D.S., Davidoff, P.G. (1995). *Air Fares and Ticketing*. New York: Prentice Hall.
7. Gupta, S.K. (2007). *International Airfare and Ticketing- Methods and Techniques*. New Delhi: UDH Publishers and Distributors.
8. Negi, J. (2005). *Air Travel Ticketing and Fare Construction*. New Delhi: Kanishka Publishers.
9. IATA Training Manual.

GROUP- B: TOURISM OPERATION

TRTM E313: Destination Planning and Development

Credits:04

Course Objective: The objective of this course is to make students equipped with the systematic knowledge of destination development and planning process.

Course Outcome: At the end of this course, students would be able:

- To make students aware about the potential of a destination and its resource base.
- To make students understand the preparation of destination development plan and marketing techniques.
- To make students understand the importance of advanced tools and techniques in the development of destination and its brand impact.

Course Content

Unit- I: Tourism Destination

15 Hrs.

Concept and typology, characteristics of tourist destination, concept of destination life cycle & systems, destination management system, planning and selection process

Unit- II: Destination Planning

15 Hrs.

Nature, propose & scope of planning; types, levels & approaches of destination planning national, regional & local level planning process; assessment of tourism potential & planning for sustainable tourism; role of private & public sector vis- a- vis multinationals in destination promotion & planning.

Unit- III: Planning Essentials

15 Hrs.

Area survey & tourism resource mapping; product development & strategy; demand & supply analysis; market survey of effective & productive tourist markets; destination branding (case study).

Unit IV: Promotion & Publicity

15 Hrs.

Destination marketing mix; destination competitiveness; channels of distribution; institutional support; national planning & policy framework; UNWTO guidelines for planners; role of urban civic bodies & local planners in promotion.

Suggested Readings

1. Morgan, N., Pritchard, A., & Pride, R. (2010). Destination Branding – Creating the Unique Proposition. London: Butterworth & Heinemann.
2. Butler, Richard W. (2006). The Tourism Area Life Cycle: Applications and Modifications. United Kingdom: Channel view Publications.
3. Haven, C., Eleri. T., Jones, E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. Oxford: CABI Publishing.

4. Singh, S., Timothy, D.J., & Dowling, R.K. (2003). *Tourism in Destination Communities*. Oxford: CABI Publishing.
5. C. Gunn (2002). *Tourism Planning: Basic Concepts and Cases*. Philadelphia: Cognizant Publication.
6. Crouch, G.I., Ritchie, J.R.B., Herbert, H., & Kossatz, G. (2011). *The Competitive Destination: A Sustainable Tourism Perspective*. Oxford: CABI Publishing.

Course Objective: The objective of this course is to appraise students about the ethical, legal and regulatory aspects in tourism business.

Course Outcome: At the end of this course, students would be able:

- To able to understand the legal procedures in tourism and travel sector
- To create awareness on legal and regulatory terminology related to tourism and travel industry.
- To be able to relate legal framework in relation to day-to-day activities of tourism and travel industry

Course Content

Unit-I: Introduction

15 Hrs.

Law and society, Branches of Law, Ethical Practices and Principles in Tourism, Legal Framework in Tourism and Hospitality, Regulatory Laws for Tourism Business, Principles and practices in business ethics, Global Code of Ethics for Tourism, Tourism Regulations, Sources of Tourism Law.

Unit-II: Laws related to Tourism Service Providers

15 Hrs.

Laws relating to Accommodation, Travels Agencies, Tour Operators, Surface Transport, Airlines and Airports, DGCA Formalities for Recreational Flying in India, Legislation for hospitality and catering, Travel Insurance, International insurance business.

Unit- III: Restricted Areas Permits

15 Hrs.

Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure, Law designed for Adventure Tour operations, IMF rules for mountain expeditions, cancellation of permits and bookings.

Unit- IV: Regulatory Laws for Tourism Business in India

15 Hrs.

Indian Passport act, Visa act/extension, FEMA, Foreigners Registration Act, Consumer protection acts in tourism, Customs act, RBI guidelines, Environmental Protection Act, Forest Conservation Act, Wild life Protection Act, Ancient Monuments Preservation Act, Immigration Law, Prevention of Smuggling Act., Right to Information Act.

Suggested Readings

1. Fennell, D.A. (2017). Tourism Ethics. Australia: Channel View Publications.
2. Cohen, G.I. (2014). Patients with Passports: Medical Tourism, Law and Ethics. London: Oxford University Press.
3. Sajnani, M. (1999). Indian Tourism Business- A Legal Perspective. New Delhi: Gyan Publishing House.
4. Foreign Exchange Management Act, 1986

5. Foreigners Registration Act 1946
6. Forest Conservation Act 1980
7. RTI Act 2005
8. Customs Act.1962
9. Passports Act 1967
10. Wild life Protection Act 1972
11. Ancient Monuments Preservation Act 1904
12. RBI guidelines - Sale of Goods Act 1930
13. Tourism Guidelines published by Govt. of India, Ministry of Tourism.

GROUP-C: EVENT MANAGEMENT

TRTM E315: Meetings, Incentives, Conventions, and Expositions Credits: 04

Course Objective: The objective of this course is to introduce the concept of MICE tourism and its managerial implications from a holistic perspective. Students will learn about the importance of corporate world and business travel from the managerial point of view to be the professional event managers in the field of travel and tourism.

Course Outcome: At the end of this course, students would be able:

- To acquire the knowledge about the MICE tourism as an important sector of corporate travel.
- To understand the different techniques and strategies required to plan a successful corporate event.
- To acquire the knowledge and gain competencies required to promote, conduct and implement the successful corporate event.
- To learn about the special corporate events and gain professional skills for holding such events.

Course Content

Unit- I: Introduction

15 Hrs.

Historical background of business traveller; Corporate sector and business traveller; Needs of a business traveller; Linkage between business and Leisure Tourism; Travel Costs in Corporate Sector; Corporate sector and infrastructural requirements; Service Quality Issues in Corporate travel.

Unit- II: MICE Tourism and Corporate Sector

15 Hrs.

MICE- Evolution, Meaning, and Components; Socio-Economic significance of MICE; Players in the Industry- Conference centres, Meeting planners- role and responsibilities; Role of travel agents and tour operators; Tourism infrastructure- Hotels, Resorts, and Transport; MICE as a supplement to tourism industry.

Unit- III: Trade Shows and Exhibitions

15 Hrs.

Trade shows- Purpose and Economic impacts; Creating and Designing trade fairs- important steps; Benefits of exhibitions; Contract negotiations; Marketing and its implications; Important trade shows and cases- National, International, Regional and Local levels.

Unit- IV: Incentive Travel and Meeting Technology

15 Hrs.

Incentive tours- concept, growth, trends, and characteristics; Incentive travel and tour operators' business- important considerations; Use of technology- Video conferencing and web hosting; Information & Communication Technology in Incentive travel- latest trends and developments; ICT and future business of events; Waste management and Green events.

Suggested Readings

1. Coleman, Lee, & Frankle (1991). *Powerhouse Conferences*. Michigan, USA: Educational Institute of American Hotel Motel Association.
2. Hoyle, Dorf & Jones (1995). *Meaning conventions & Group Business*. Michigan, USA: Educational institute of AH & MA.
3. Getz, D. (1997). *Event Management & Event Tourism*. New York: Cognizant Communication Corporation.
4. Fenich, G. (2005). *Meetings, Expositions, Events, and Conventions: An introduction to the industry*. New Jersey: Pearson Prentice Hall.
5. Kilkenny, S. (2006). *The Complete Guide to Successful Event Planning*. Ocala Florida, USA: Atlantic Pub. Group
6. Schaumann, P. (2005). *Practical advice from an event planner. The Guide to Successful Destination Management*. New York: Wiley and Sons.
7. Weirich, M.L. (1992). *Meetings and Conventions Management*. New York: Delmar Publishers Inc. Ltd.

Course Objective: The objective of this course is to understand the basic knowledge about planning and managing of events successfully in a business world of travel and tourism industry.

Course Outcome: At the end of this course, students would be able:

- To get acquainted about the basic knowledge of event planning and management.
- To understand about the marketing strategies of event promotion and practical applicability.
- To acquire basic knowledge various responsibilities of event managers.
- To understand how to organize events in a professional set up.

Course Content

Unit-I: Introduction to Event Management **15 Hrs.**

Introduction to Events: Concept, Definition and Frameworks, Categories and Typologies, Characteristics of Events, Five C's of event management Conceptualization, Social- Economical and Developmental implications of Events, Practices in Event Management, Key steps to a successful event.

Unit-II: Event Planning **15 Hrs.**

Event Planning Concept, Process and Design, Pre- Event Research, Studying Event Feasibility, Legal compliances, Event Venue Finding, Logistics and Ambience, Marketing, and Advertising for Events, PR for Events, Financial Management of Events, Events Catering tips, Events decoration, Entertainment planning and Speaker selection, Various Events Protocol, Time Management in Events.

Unit – III: Issues in Event Management **15 Hrs.**

HR Considerations: The Human Resource Planning Process: Need Assessment: Policies and Procedures; Job Descriptions: Recruitment and selection; training and development of event

Staff, Developing Leadership and Supervision skills during Events, Group development, Skills required to be a Good event planner, Safety and Security Considerations; Occupational Safety, and Health, Major Risks, Incident Reporting, Crowd Management and Evacuation: The Crowd Management plan.

Unit-IV: Event Laws & permissions **15 Hrs.**

Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS), Phonographic Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor.

Suggested Readings

1. Robinson, P., Wale, D. & Dickson, G. (2010). *Events Management*. London: CABI Publishers.

2. Wagen, L.V., & White, L. (2018). *Event Management: For Tourism, Culture, Business, and Sporting Events*. Australia: Cengage.
3. Getz, G. (2007). *Event Studies: Theory, Research and Policy for Planned Events*. Oxford, UK: Butterworth-Heinemann, Imprint of Elsevier.
4. Conway, D.G. (2006). *The Event Managers Bible: How to Plan and Deliver and Event*. Oxford, UK: How to Books Publishing Company.
5. Shone, A. and Parry, B. (2008). *Successful Event management: A Practical Handbook*. United Kingdom: Cengage EMEA Publishing.
6. Bladen, C., Kennell, J., & et al. (2012). *Events Management: An Introduction*. New York: Routledge, Taylor and Francis Group.
7. Hoyle, L.H., (2013). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. New Jersey, United States: Wiley Publishing Company.
8. Bhatia A.K. (2001). *Event Management*. New Delhi: Sterling Publishers.

GROUP-D: MARKETING MANAGEMENT

TRTM E317: Marketing Research

Credits: 04

Course Objective: The course is designed to inculcate the analytical abilities and research skills among the students in the field of Marketing.

Course Outcome: At the end of this course, students would be able:

- To understand the fundamental of marketing research.
- To learn more about research design and its need.
- To understand the methods of sampling and data collection.
- To understand the diverse areas in marketing research and report writing technique.

Course Content

Unit- I: Introduction

15 Hrs.

Marketing Research: Introduction, Management uses of marketing research, Problem Formulation & steps in decision Making Process. Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher.

Unit- II: Research Design

15 Hrs.

Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs; Exploratory Research, Descriptive research, Causal/ Experimental Research Design, Relationship in between different types of designs; hypothesis testing.

Unit- III: Sampling and Data Collection methods

15 Hrs.

Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors. Data Collection Methods, Primary & Secondary Data, Observation & Questionnaire Techniques, Analysis & interpretation of Data, Development of questionnaire.

Unit- IV: Specialized Areas of Marketing Research and Report Writing

15 Hrs.

Product Research, Advertising Research – Copy Testing – Test Marketing, Media Selection, Research Report.

Suggested Readings

1. Kothari, C.R. (2004). *Research Methodology: Methods and techniques*. New Delhi: Vishwa Prakashan.
2. Emory, C.W., & Donald, C.R. (1991). *Business Research Methods*, Boston, UK: Irwin Professional Publishing.
3. Nargundkar, R. (2017). *Marketing Research- Text and Cases*. New Delhi: McGraw Hill Education.
4. Aaker, D. A. (2016). *Marketing research*. London: John Wiley & Sons, Inc.

Course Objective: The objective of this course is to gain significant knowledge, understanding and skills about digital and social media marketing in travel and tourism industry, to address the current as well future requirements in the industry.

Course Outcome: At the end of this course, students would be able:

- To learn and work autonomously in order to find out the attain creative skills for business solutions.
- To understand the use different social media platforms for marketing and effective communications skills.
- To be able to acquire and analyse data and information for its relevance and validity.
- To be able to work effectively and professionally in the competing market scenario.
- To attain the knowledge for effective utilization of information and communication technology.

Course Content

Unit- I: Digital Media Marketing

15 Hrs.

Traditional and Digital Media- Meaning, and difference; Digital Marketing Strategy; P-O-E-M Framework; Characteristics of Digital marketing; Digital Landscape; Digital Advertising Market in India; Digital Marketing Skills; Digital Marketing Plan.

Unit-II: Social Media Marketing

15 Hrs.

Meaning, Purpose, Types of social media websites; Blogging and types of blogging; Sharing of content on social media; Target audience; Search Engine Optimization- meaning, understanding, and common techniques; Basics of keyword search; Email Marketing- Types, tools, and list; Email marketing automation.

Unit- III: Social Media Platforms

15 Hrs.

Facebook Marketing- Introduction and role in Tourism Industry; LinkedIn Marketing- Importance and relevance in Tourism Industry; Instagram Marketing- Trends and role in Tourism promotion; Mobile Marketing- Introduction, Usage, Mobile Advertising, Mobile Marketing features; Importance of WhatsApp, Twitter, and other relevant applications.

Unit-IV: Understanding Web Analytics

15 Hrs.

Purpose, History, Goals & objectives, Web Analytic tools & Methods. Web Analytics Mistakes and Pitfalls. Basics of Content Marketing: Introduction, Content marketing statistics, Types of Content, Types of Blog posts, Content Creation, Content optimization, Content Management & Distribution, Content Marketing Strategy, Content creation tools and apps, Challenges of Content Marketing. Cyber Security and Laws.

Suggested Readings

1. Kotler, P. (2017). *Marketing 4.0: Moving from Traditional to Digital*. New Jersey: John Wiley and Sons.
2. Gupta, S. (2017). *Digital Marketing*. New Delhi: McGraw Hill.
3. Nargundkar, R., & Sainy, R. (2018). *Digital Marketing: Cases from India*. Chennai: Notion Press.
4. Barker, D.I., Roberts, M., & et al. (2016). *Social Media Marketing: A Strategic Approach*. USA: South-Western College Publishing.
5. Kamat, N.C., & Kamat, C.N. (2015). *Digital Social Media Marketing*. Australia: Generic Publishing.
6. Ryan, D., & Jones, C. (2008). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. London: Kogan Page.
7. Bhatia, P.S. (2018). *Fundamentals of Digital Marketing*. New Delhi: Pearson.
8. Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. India: Wiley.
9. Stallings, W., Brown, L. (2015). *Computer Security: Principles and Practice*. New Delhi: Pearson.
10. Rana, N.P., Slade, E.L., Sahu, G.P., & et al. (2020). *Digital and Social Media Marketing*. Switzerland: Springer.

Course Objective: The objective of this course is to gain experience of real-life situations in travel, tourism and hospitality sector.

Course Outcome: At the end of this course, students would be able:

- To gain extensive exposure by working in a corporate sector.
- To gain deeper understanding about the functional areas of travel and tourism sector.
- To help students develop an appreciation for the linkages among different functions and to develop a realistic managerial perspective about corporate sector.

The students shall undergo Summer Internship in any reputed Tourism, Travel and Hospitality or Allied Organization for Six Weeks (45 days) during *summer vacation* in any reputed under the guidance of a faculty advisor.

At the end of the training period, each student shall make a presentation of his/her internship report and shall submit a structured Summer Internship report as approved by the Faculty Guide within 15 days from the date of the completion of the project period. The summer internship report and viva-voce examination will be evaluated by one external examiner and one internal examiner as per the rules and regulations of the department following the due procedure. The summer internship report shall carry both internal as well as external weightage.

Course Objective: The Objective of this course is to enable students to understand in details about the Event Industry and to become technically sound to effectively excel their career in the field of Event Management.

Course Outcome: At the end of this course, students would be able:

- To acquire knowledge about event programming, management, and marketing, and practical applications related to it.
- To know the various responsibilities of an Event Manager.
- To enable students to organize an event in a professional manner.

Unit-I: Introduction to Event Management:

Introduction to Events: Concept, Definition and Frameworks, Categories and Typologies, Characteristics of Events, MICE, Five C's of event management Conceptualization, Social-Economical and Developmental implications of Events, Practices in Event Management, Key steps to a successful event.

Unit-II: Event Planning:

Event Planning Concept, Process and Design, Pre- Event Research, Studying Event Feasibility, Legal compliances, Event Venue Finding, Logistics and Ambience, Marketing, and Advertising for Events, PR for Events, Financial Management of Events, Events Catering tips, Events decoration, Entertainment planning and Speaker selection, Various Events Protocol, Time Management in Events.

Unit- III: Travel & Tourism Events

National and International tourism trade fairs and their role and importance, Tourism festivals: Ellora Festival, Taj Festival, Khajuraho, Festival, Konark festival, Hampi Festivals etc.

Unit-IV: Event Laws &Permissions:

Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS), Phonographic Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor

Suggested Readings:

1. Getz, D. (1997). Event Management & Event Tourism. New York: Cognizant Communication Corporation.
2. Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.
3. Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London: CABI
4. Shone, A. and Parry, B. (2008). Successful Event management(2e). Canada: Cengage learning
5. Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd.

6. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.

TRTM VAC303: Recreation and Adventure Tourism

Course Objective:

To understand the concept of Recreation and Adventure Tourism and its importance in socio-economic development of India by enhancing the skills related with Adventure tourism which will help students to start various entrepreneurial activities in the field of Recreation and Adventure Tourism.

Course Outcome: At the end of this course, students would be able:

- To understand the concept and importance of Recreation Tourism
- To Understand the concept of Adventure Tourism and various Types and Typologies of Adventure Tourism.
- To understand the policy and related guidelines for Adventure tourism operations in India.
- To Understand the Socio-Economic benefits of Adventure Tourism Communities.

Course Content

Unit 1: Introduction to Conceptual Foundation of Recreation and Tourism 7 Hrs.

Meaning and Definition of Recreation, Relationship between Tourism, Hospitality and Recreation, Recreational tourism as a driver of growth for any destination, Components of Recreational Tourism, Typology of Recreational Tourism Resources, Role of Recreation in Tourism and Hospitality Sector, Recreation and Community Development.

Unit II: Fundamentals of Adventure Tourism 7 Hrs.

Basic concepts of Adventure and Adventure Tourism: definitions, elements and typologies (hard core and soft core) and types (land based, air based and water based), Characteristics and importance of Adventure Tourism.

Unit III: Guidelines and Regulations related with Adventure Tourism in India 8 Hrs.

Equipment and clothing requirements, guidelines and SOP for land based, air based and water-based activities, Guidelines for Recognition / Renewal or Extension as an Approved Adventure Tour Operator from MOT.

Unit IV: Policy Framework and Organizations related to Adventure Tourism 8 Hrs.

Efforts and Policy Framework for Development of Adventure Sports in India, Standard Itineraries for Adventure Tourism in India, Adventure Tourism Organizations and Training Institutes in India, Scope and Future prospect of Adventure tourism in India and Odisha.

Suggested Readings:

1. Buckley, Ralf, CAB International 2006, Adventure Tourisms.
2. Malik, S.S., 1997, Adventure Tourism, New Delhi: Rahul Publishing.
3. Negi, J. 2001, Adventure Tourism and Sports – Part- I & II, New Delhi: Kanishka Publishers.

GROUP- A: TRAVEL TRADE

TRTM E411: Basics of Logistics and Supply Chain Management Credits: 04

Course Objective: The objective of this course is to introduce students to vital logistics functions comprising distribution, transportation, material handling and storage system and to give them an understanding of basic logistics principles to ensure competitive advantage in the industry.

Course Outcome: At the end of this course, students would be able:

- To understand the basics of Logistics
- To learn about Supply Chain Management
- To understand the storage management of Inventories
- To understand the administrative system of Logistics and supply chain management.

Course Content

Unit- I: Introduction

15 Hrs.

Definition of Logistics and Logistics Management, Types of Logistic Activities, Importance of Logistics Management, Integrated Logistics and its Support, Determinants of Designing Logistical System, Transportation, Warehousing, Packaging

Unit- II: The Basics of Supply Chain Management

15 Hrs.

Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions

Unit- III: Recent Trends in Supply Chain Management

15 Hrs.

Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management

Unit- IV: International Logistics and Supply Chain Management

15 Hrs.

Meaning and objectives, importance in global economy, Characteristics of global supply chains,: Global Supply Chain Integration – Supply Chain Security – International Sourcing –Role of Government in controlling international trade and its impact on Logistics and Supply

Chain.

Suggested Readings

1. Bowersox, D.J., Closs, D.J. & Cooper, M.B. (2017) Supply Chain Logistics Management. New York: McGraw Hill.
2. Lambert, D.M., Stock, J.R., & Ellram, L.M. (1998). Fundamentals of Logistics Management. United Kingdom: Irwin Publishing.
3. Chopra, S. & Meindl, P. Supply Chain Management (9th Edition). New Delhi: Pearson.
4. Christopher, M. (2010). Logistics and Supply Chain Management. New Delhi: Pearson.

5. Agrawal, D.K. (2003). *Textbook of Logistics and Supply Chain Management*. New Delhi: MacMillan.

TRTM E412: Tourism Transportation

Credits: 04

Course Objective: The objective of this course is to prepare the students to enter into the field of transport business as entrepreneurs by starting their own agencies in the tourism transportation sector.

Course Outcome: At the end of this course, students would be able:

- To learn about the different modes of transport in tourism.
- To gain an understanding about the modern means of tourism transportation.
- To learn and understand the importance of maritime trade and transportation.
- To understand the role of different means of transportation in tourism.

Course Content

Unit I: Surface Transport

15 Hrs.

Historical background of road transport; Important landmarks in the development of tourist transport-India and World; Role of transport in tourism; Grand Trunk Road; Different means of road transport available in India; Car rental services available in India; Road taxes; Setting up of tourist transport company.

Unit II: Rail Transport

15 Hrs.

Major railway systems of the world (British rail, Euro rail, Japanese rail, Tibetan rail, Amtrak & Orient Express), Indian railways and its functional operations, Rail tours available in India, Indrail Pass; Palace on Wheels; Maharaja Express; Buddhist Circuit Tourist Train; The Golden Chariot; Concept of toy train and tours.

Unit III: Air Transport

15 Hrs.

Importance of air transport in tourism industry, Open sky air policy & freedoms of air, different types of airlines & aircrafts, Scheduled & Non-scheduled air services, Low-cost air carriers & their importance in tourism industry; Role of Air India and its contribution; Airport and its services; Role of DGCA & Airports authority of India; Recent developments in Aviation sector of India.

Unit IV: Water Transport

15 Hrs.

Historical background of Waterways; Importance of cruise liners in tourism; Difference between cruise ships; Ferries; Hovercrafts; Boats; Houseboats & Shikara; Inland Waterways Authority of India; National Institute of Water Sports; Present status and future prospects of water transport in India.

Suggested Readings

1. Timothy, D. (2007). *Tourism & Transport: Modes, Networks & Flows*. New York: Channel view Publications.

2. Dileep, M.R., & Kurien, A. (2021). *Air Transport and Tourism: Interrelationship, Operations and Strategies*. United Kingdom: Routledge.
3. Gross, S., & Klemmer, L. (2014). *Introduction to Tourism Transport*. Oxfordshire, UK: CABI International.
4. Singh, R. (2009). *Handbook of Global Aviation Industry & Hospitality Services*. New Delhi: Kanishka Publishers.
5. Bhandari, R.R. *Indian Railways, Glorious 150 Years*. Publication Division Ministry of Information & Broadcasting, Govt. of India, New Delhi.
6. Page, S (2005). *Transport and Tourism: Global Perspectives*. New Delhi: Pearson Prentice Hall.
7. Hibbis, J (2000). *An Introduction to Transport Studies*. London: Kogan Publications.
8. Wensveen, J.G. (2015). *Air Transportation: A Management Perspective*. United Kingdom: Routledge.
9. Gibson, P., & Parkman, R. (2018). *Cruise Operations Management: Hospitality Perspectives*. United Kingdom: Routledge, Taylor and Francis.
10. Cornell, J., & Cornell, D. (2018). *World Cruising Destinations: An Inspirational Guide to Every Cruising Destination in the World*. United Kingdom: Cornell Sailing Publications.

GROUP- B: TOURISM OPERATION

TRTM E413: Heritage Tourism

Credits: 04

Course Objective: The objective of this course is to make students acquainted about the importance of heritage in its different forms. The students will know about the preservation as well as conservation strategies for the protection and promotion of country's rich cultural resources.

Course Outcome: At the end of this course, students would be able:

- To know about the heritage tourism as a domain of tourism and travel studies.
- To learn about the different organizations associated with heritage tourism.
- To understand the management issues of heritage tourism.
- To be acquainted with the emerging trends and importance of heritage tourism.

Course Content

Unit- I: Introduction to Heritage Tourism

15 Hrs.

Heritage- meaning and concepts; Heritage tourism and its types; Criterion for selection of heritage sites, monuments & zones by UNESCO; Features of Indian Heritage- different dimensions; Heritage management organizations- UNESCO, ASI, ICOMOS, INTACH.

Unit- II: Heritage Tourism in India

15 Hrs.

Heritage resources of India; Heritage destinations of India- major attractions; scope of Heritage tourism in India; Challenges faced by Heritage tourism; recent trends in heritage tourism.

Unit- III: Heritage Tourism Management

15 Hrs.

Objectives and strategies in heritage tourism management; concept of heritage protection, conservation and preservation; Heritage tourism marketing; Heritage management operations- systems and procedures; legal aspects and procedures; Role of stakeholders in heritage management.

Unit- IV: Emerging Trends & Innovative Practices in Heritage Tourism

15 Hrs.

Innovations in Heritage tourism; Heritage tourist priorities & requirements; Concept of heritage walk tour; Heritage tour packages; Trends in heritage cities; Virtual tour; Innovative practices in heritage tourism- cases.

Suggested Readings

1. Allchin, B., Allchin, F.R., & et al. (1989). *Conservation of Indian Heritage*. New Delhi: Cosmo Publishers.
2. UNESCO (2018). *World Heritage Sites: A Complete Guide to 1073 UNESCO World Heritage Sites (8th Edition)*. Richmond Hill, Canada: Firefly Books Ltd.
3. Chhabra, D. (2010). *Sustainable Marketing of Cultural and Heritage Tourism*. London: Routledge, Taylor and Francis.

4. McKercher, B., & Cros, H.D. (2002). *Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management*. London: Routledge.
5. Agarwal, V.S. (2016). *The Heritage of Indian Art- A Pictorial presentation*. Publications Division, Govt. of India.
6. *Handbook of World Heritage Sites (ASI)*, New Delhi.
7. Timothy, D., & Boyd, S. (2003). *Heritage Tourism: Theme in Tourism*. Essex: Pearson.
8. Baker, D., & Chitty, G. (1999). *Managing Historic Sites and Buildings*. United Kingdom: Routledge Publishing.
9. Central Public Works Department (2013). *Conservation of World Heritage Buildings- A Guide*. New Delhi. DG, CPWD.
10. Timothy, D.J., & Nyaupane, G. (2009). *Cultural Heritage and Tourism in the Developing World*. United Kingdom: Routledge, Taylor and Francis.
11. Ashworth, G.J. (2000). *The Tourist-Historic City: Retrospect and Prospect of Managing the Heritage City*. Oxford, UK: Pergamon Press (Elsevier).
12. Tadgell, C. (1994). *The History of Architecture in India*. New York, USA: Phaidon Press.

Course Objective: The objective of this course is to investigate the job of the tour guide and the primary functions involved in this role.

Course Outcome: At the end of this course, students would be able:

- To learn fundamentals of tour guiding
- To learn basic skills in tour guiding
- To understand how to manage tour guiding business
- To understand basics of interpretation and its importance

Course Content

Unit I: Theoretical Background of Tour Guiding

15 Hrs.

The definition of tour guiding, the importance and functions of guiding today Identify the roles, functions and responsibilities of a tour guide, Characteristics of a tour guide; types of tour guides; Identify tour types, and Describe tour guiding principles. Tour guiding in India; steps to become a tour guide;

Unit II: Develop Guiding Skill and Knowledge

15 Hrs.

Acquire and up-date industry skills and knowledge, Identify legal, ethical and safety requirements that apply to provision of guiding services; understand the dynamics of tour guiding; practical guiding tips: at the monument, at religious site, at museum, at archaeological site, nature walk, on walking tour, on a coach, designing and conducting heritage walk. Handling difficult tourists, handling questions, handling emergencies.

Unit III: Managing Guiding Business

15 Hrs.

How to plan an itinerary, partners in business, setting up a tour guiding business, code of conduct for tour guides in India(MoT)

Unit IV: Interpretation

Planning routes and guided tours; and conducting the tour to finishing the programme) and group dynamics; Communication skills (verbal and non-verbal); demonstrative techniques; Communicating competence and authenticity.

Suggested Readings:

1. Chaudhary, N.R. (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publisher.
2. Travel Agency and Tour Guide Operations, Study Guide (First edition 2011), BPP Learning Media Ltd.
3. Mitchell, G.E. (2005). *How to start a Tour Guiding Business*. South Carolina, USA: BookSurge Publishing

GROUP- C: EVENT MANAGEMENT

TRTM E415: Modern Event Management Scenario

Credits: 04

Course Objectives: The objective of this course is to enable the students to understand the contemporary trends and practices in event Management.

Course Outcome: At the end of this course, students would be able:

- To understand the new event management trends and practices.
- To learn the socio-cultural dynamics of present-day event management.
- To learn management of event in corporate world
- To know more about recent trends in MICE.

Unit- I: Introduction

15 Hrs.

Event Management trends, practices and issues - the Scope and challenges of event business in the domestic and global context – Need for strategic planning in organizing events - Creating and developing events.

Unit-II: Social Aspects

15 Hrs.

Socio-Cultural dynamics of event management - Legal environment – Economic environment - Event Information Systems - Operational use of technology in event promotion including internet marketing. Event communications and presentation skills: Team building –Leadership - Communication and Presentation skills - Customer service – Innovative techniques.

Unit-III: Managing events in the corporate world

15 Hrs.

Scope of corporate events – Unique elements of corporate culture - Roles and responsibilities of a Corporate Event Manager – Events as tools to implement corporate strategies.

Unit-IV: Recent Trends in MICE

15 Hrs.

Essentials of conferences, conventions, congresses, trade fairs, product launch, entertainment shows, sports events - Case Studies of premier event management companies - Acme Events, Miracle Magic, Angel Events, Progressive Event Management.

Suggested Readings

1. Wiley, B. (2000). Essential System Requirements: A Practical Guide to Event-driven Methods. Boston, USA: Addison Wesley
2. Panwar, J.S. (1998). Marketing in the New Era. New Delhi: Sage Publications.
3. Allen, J. (2000). Event Planning. Canada: John Wiley and Sons

4. O'Toole, W., & Mikolaitis, P. (2002). *Corporate Event Project Manager*. New York: John Wiley and Sons.
5. Thomas, N. (2003). *The Concise Adair on Communication and Presentation Skills*. United Kingdom: Thorogood.
6. Bhatia, A.K. (2001). *Event Management*. New Delhi: Sterling Publishers.

Course Objective: The objective of this course is to introduce the students to vital logistical issues related to event management and strategic ideas to ensure competitive advantage in the industry.

Course Outcome: At the end of this course, students would be able:

- To understand the basics of Event Logistics
- To identify a range of logistics and supply issues
- To understand logistical aspect of event venue selection
- To learn more about F&B Services and related issues.

Course Content

Unit-1: Introduction

15 Hrs.

Meaning of Event Logistics- event operations and logistics-logistics and types of Events. Event Staffing – Forming event team, recruitment and selection, training of staff and volunteers, staff briefing, event rehearsal. Event networks & supply chain: Importance, handling vendors & service contractors, negotiating with vendors & service contractors. Bidding for events

Unit-II: Event Venues and Physical Settings

15 Hrs.

Determinants of site and venue selection. Types of venues. Site Inspection, Site layout and plans. Seating Plans. Protocol and VIP services, Event venue signage. Event Technology: LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, Near Field Communication, Cloud Computing

Unit-III: Event Supplies, Transport and Distribution

15 Hrs.

Events Theme: Color, Décor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual, Event Logistics: Security, Transport, Parking, Accommodation, Special needs and disabled requirements.

Unit-IV: F&B Services

15 Hrs.

Major considerations- audience, price/cost, type and duration of event, changing approaches (hygiene, vegetarianism, environment etc.); food plan; control plan, common practices and emerging trends.

Suggested Readings

1. Wagen, L.V.D. & Carlos, B.R. (2008). *Event Management*. Delhi: Dorling Kindersley Pvt. Ltd.
2. Robincon, P., Wale, D. & Dickson, G. (2010). *Events Management*. London: CABI
3. Shone, A. & Parry, B. (2010). *Successful Event management*. Canada: Cengage Learning

4. Silvers, J. R. (2012). Professional Event Coordinator. London: Wiley

GROUP-D: MARKETING MANAGEMENT

TRTM E417: Sales and Distribution Management Credits: 04

Course Objective: The objective of this course is to introduce the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

Course Outcome: At the end of this course, students would be able:

- To understand the fundamentals of Personal Selling
- To understand sales planning and Management
- To learn more about marketing channels and physical distribution
- To understand the application of technology in sales and distribution

Course Content

Unit I: Personal Selling

15 Hrs.

The Role of personal selling in marketing mix. The personal selling process, Personal selling objectives, Types of Sales Jobs.

Unit II: Sales Planning and Management

15 Hrs.

Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas; Selection, Training, Motivation and Compensation, Evaluation and Control of Sales Force; Selling Theories

Unit III: Managing the Marketing Channel and Physical Distribution

15 Hrs.

Product, Pricing and Promotion issues in channel management and physical distribution- Motivating channel members- Evaluating channel member performance- Vertical marketing systems- Retail co-operatives, franchise systems and corporate marketing systems. Physical Distribution: Participants in the physical distribution function- Environment of physical distribution- Channel design strategies and structures- Selecting channel members, setting distribution objectives and tasks- Target markets and channel design strategies.

Unit IV: Technology-enabled selling and distribution

15 Hrs.

Meaning and Significance, e-commerce and e-retailing as a channel of distribution, electronic intermediaries, Disintermediation and Re-intermediation - e-enabled logistics management and tracking systems.

Suggested Readings:

1. Panda, T.K. & Sahadev, S. (2005). Sales and distribution Management. New Delhi: Oxford University Press.

2. Kapoor, S.K. & Kansal, P. (2003). Basic of Distribution Management- A Logistical Approach. New Delhi: Prentice-Hall.
3. Kurtz, J., & Scheving (1994). Sales Management, Concept Practice and Cases. New York: McGraw Hill.
4. Gupta, S.L. (2000). Sales and Distribution Management, New Delhi: Excel Publishers.
5. Lobo, F.L. (1998). Sales and Distribution Management, New Delhi: Global Business Press.

Course Objective: The objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Course Outcome: At the end of this course, students would be able:

- To understand the fundamental of Consumer Behaviour
- To understand individual as a consumer
- To learn more about influence of society and culture on consumer behaviour
- To understand the customer decision making process.

Course Content

Unit-I: Introduction

15 Hrs.

Nature and Importance of CB, application of CB in Marketing, Consumer Research process.

Unit-II: Consumer as an Individual

15 Hrs.

Perception: process, Consumer Imagery, perceived risk - Learning: principles, theories - Personality: nature, theories, self-concept, psychographic and life style- Attitude: Structural model of attitude, attitude formation & change- Motivation: needs/motives & goals, dynamic nature of motivation, theories

Unit-III: Socio-Cultural Influence on Consumer Behaviour

15 Hrs.

Family influence- Reference Groups - Opinion Leadership- Social Class - Cultural and Sub-Cultural - Cross-Cultural influences.

Unit-IV: Consumer Decision Process

15 Hrs.

Pre-purchase process: Information processing- Purchase Processes: Consumer Decision rules- Post purchase processes: Framework, dissonance satisfaction / dissatisfaction.

Suggested Readings

1. Schiffman, L.G., & Kanuk, L.L. (1995). *Consumer Behaviour*. New York: Prentice Hall
2. Wilkie, W.L. (1994). *Consumer Behaviour*. New York: John Wiley and Sons.
3. Sheth, D., Mittal, B., & Newman, B.I. (1999). *Consumer Behaviour and Beyond*. Texas, USA: Dryden Press.
4. Engel, J.F. Blackwell, R.D., & Miniard, P.W. (1990). *Consumer Behaviour*. Chicago: Dryden Press.
5. Loudon, D.L., & Della Biita, A.J. (1993). *Consumer Behaviour*. New York: McGraw Hill.
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Course Objective: The objective of this course is to know about the tourist destinations of India from regional as well as national perspective, and to gain the first-hand experience of tourist development and challenges faced by travel industry.

Course Outcome: At the end of this course, students would be able:

- To know about the tourism development from national perspective.
- To be acquainted with tourism scenario and sustainable tourism activities at selected destinations.
- To understand the guest-host interaction and tourism stakeholders' perspectives about destinations development and challenges.
- To attain the practical knowledge for becoming a successful tour leader.

The destination visit will be of one to two weeks (7-15) days either at a regional level or national level. The tour would be undertaken after getting the due approval from the concerned authorities of university and by following the due procedures as per the departmental committee recommendations. The tour would be undertaken under the guidance of faculty advisor/s as per the guidelines issued by the university authorities and clarified at the departmental level. Out of this tour students have to submit a comprehensive report based on their first-hand learning experience and exposure during the entire duration of the tour.

The tour consists of following components:

Pre-Tour: Formation of Committees among all the students to look after all tour related activities as:

- Itinerary planning
- Learning schedule preparation
- Transportation and ticket booking
- Accommodation
- Medical
- Safety & Security

Mid-Tour: The students shall prepare following records and get it signed by the accompanying faculty guide/advisor.

- Prepare and maintain a diary of daily experience
- Maintain record of events and activities
- Conduct of In-depth interviews & survey at the destination
- Collection of literature pertaining to the destination.

Post Tour: Students shall submit a tour report to the Department within a week after the completion of the tour.

Presentation: Formal classroom presentation shall be arranged immediately after submission of tour report and students are advised to make presentation for 10-15 minutes before all faculty.

TRTM P402: Dissertation/On the Job Training ***Credit: 04***

Course Objective: The objective of this course is to develop the research aptitude among the students by undertaking short research projects.

Course Outcome: After the end of this course, students would be able:

- To learn about the basics of doing research.
- To implement the practical knowledge in the real-life situations.
- To understand the importance of action-oriented research.

Every student shall have to compulsorily carry out a research project under the guidance of a faculty member of their choice or as per the recommendations of the departmental committee. Once guides are allotted to the students, they should be in direct contact with their guide for necessary guidance. At the end of the project period, students shall submit a structured project report in the format as per the guidelines given to them by the respective guides. The report shall be approved by guide and must be submitted within a specified time period.

Note: Students who get an opportunity to work in an industry i.e., on the job training are supposed to submit the case study of their training report.

TRTM AC403: Cultural Heritage of South Odisha
(ଦକ୍ଷିଣ ଓଡ଼ିଶାର ସଂସ୍କୃତିକ ବିଭବ)
Non-Credit Course

Aim of the Course (ପାଠ୍ୟକ୍ରମର ଲକ୍ଷ୍ୟ)

Kabi Samrat Upendra Bhanja is the master-spirit of Odia Language and Culture during Medieval period. The campus of Berhampur University has been rightly named after Kabi Samrat Upendra Bhanja as 'BHANJA BIHAR'. South Odisha is the adorable storehouse of literary and cultural wealth of ancient and medieval Odisha which has elicited remarkable national acclaim. This course has been introduced with a view to familiarizing all the P.G. Students of Berhampur University with the excellent craftsmanship exemplified by the literary stalwarts including Kabi Samrat Upendra Bhanja along with the Arts, Culture and Folk Tradition of South Odisha. (ମଧ୍ୟଯୁଗୀୟ ଓଡ଼ିଆ ସାହିତ୍ୟ ଓ ସଂସ୍କୃତିର ମହାନାୟକ କବି ସମ୍ରାଟ ଉପେନ୍ଦ୍ର ଭଞ୍ଜ । ବ୍ରହ୍ମପୁର ବିଶ୍ୱବିଦ୍ୟାଳୟ ତାଙ୍କ ନାମରେ 'ଭଞ୍ଜବିହାର' ଭାବରେ ନାମିତ । ଗଞ୍ଜାମ ସମେତ ଦକ୍ଷିଣ ଓଡ଼ିଶା ସମଗ୍ର ରାଜ୍ୟର ବୁଧହଂସ କେଳିସର । ଏହାର କଳା-ସାହିତ୍ୟ-ସଂସ୍କୃତି-ଲୋକପରମ୍ପରା ସର୍ବଭାରତୀୟ ସ୍ୱୀକୃତିପ୍ରାପ୍ତ । ଏହାକୁ ଦୃଷ୍ଟିରେ ରଖି ବ୍ରହ୍ମପୁର ବିଶ୍ୱବିଦ୍ୟାଳୟରେ ସ୍ନାତକୋତ୍ତର ଶ୍ରେଣୀର ସମସ୍ତ ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ କବି ସମ୍ରାଟ ଉପେନ୍ଦ୍ର ଭଞ୍ଜଙ୍କ ସମେତ ଦକ୍ଷିଣ ଓଡ଼ିଶାର ଅନ୍ୟାନ୍ୟ ସାହିତ୍ୟିକ ପ୍ରତିଭା ଏବଂ ଏହି ଅଞ୍ଚଳର କଳା, ସଂସ୍କୃତି, ଲୋକ ପରମ୍ପରା ସମ୍ପର୍କରେ ସାଧାରଣ ଧାରଣା ପ୍ରଦାନ କରିବା ପାଇଁ ଏପରି ଅଧ୍ୟୟନ ବ୍ୟବସ୍ଥା କରାଯାଇଛି ।)

This Paper consists of 50 marks with following 4 Units.

- Unit- I: Literary works of Kabi Samrat Upendra Bhanja
- Unit-II: Other Litterateurs of South Odisha
- Unit-III: Cultural Heritage of South Odisha
- Unit-IV: Folk and Tribal Traditions of South Odisha

- ୟୁନିଟ-୧: କବିସମ୍ରାଟ ଉପେନ୍ଦ୍ର ଭଞ୍ଜଙ୍କ କୃତି ଓ କୃତିତ୍ୱ
- ୟୁନିଟ-୨: ଦକ୍ଷିଣ ଓଡ଼ିଶାର ଅନ୍ୟାନ୍ୟ ସାରସ୍ୱତ ସାଧକ
- ୟୁନିଟ-୩: ଦକ୍ଷିଣ ଓଡ଼ିଶାର ସଂସ୍କୃତିକ ବିଭବ
- ୟୁନିଟ-୪: ଦକ୍ଷିଣ ଓଡ଼ିଶାର ଆଦିବାସୀ ଓ ଲୋକ ପରମ୍ପରା

Course Outcome (ପାଠ୍ୟକ୍ରମର ନିଷ୍ପତ୍ତି)

The teaching imparted to the P.G. students of Berhampur University on the various dimensions of the literary and cultural heritage of South Odisha will help them to acquire a valuable understanding of the same. They will be inspired adequately to take the positives learnt from the course and use them in future in their personal literary and cultural pursuits and thereby promote the literature and culture of Odisha on a global scale. (ଓଡ଼ିଆ ସାହିତ୍ୟ ଓ ସଂସ୍କୃତିର ଏହିପରି ଏକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ଦିଗରେ ପାଠଦାନ କରିବା ଦ୍ୱାରା କେବଳ ଯେ କବିସମ୍ରାଟ ଉପେନ୍ଦ୍ରଭଞ୍ଜ ଓ ଦକ୍ଷିଣ ଓଡ଼ିଶାର କଳା-ସାହିତ୍ୟ-ସଂସ୍କୃତି-ଆଦିବାସୀ ଲୋକ ଜୀବନ ଓ ଲୋକ ପରମ୍ପରା ସମ୍ପର୍କରେ ବିଶ୍ୱବିଦ୍ୟାଳୟର ଛାତ୍ରଛାତ୍ରୀ ସଚେତନ ହୋଇପାରିବେ; ତାହା ନୁହେଁ, କବିସମ୍ରାଟ ଉପେନ୍ଦ୍ରଭଞ୍ଜଙ୍କ ସହିତ ଦକ୍ଷିଣ ଓଡ଼ିଶାର ସାହିତ୍ୟିକ ପରିମଣ୍ଡଳ ଏବଂ ଏହି ଅଞ୍ଚଳର ସଂସ୍କୃତିକ ବିଭବ ଓ ଲୋକପରମ୍ପରା ସମ୍ପର୍କରେ ବିଶ୍ୱବିଦ୍ୟାଳୟର ଛାତ୍ରଛାତ୍ରୀମାନେ ମଧ୍ୟ ସମ୍ୟକ ଜ୍ଞାନ ଆହରଣରେ ବ୍ରତୀ ହୋଇପାରିବେ ।)