

## **Course Curriculum of Post Graduate Diploma in Tourism and Travel Management (PGDTTM)**

- 1. Name of the Programme:** Post Graduate Diploma in Tourism and Travel Management (PGDTTM)
- 2. Eligibility for Admission:** Bachelor Degree of Minimum 3 years duration with at least 50% marks (45% in case of candidates belonging to reserved categories).
- 3. Duration:** One year/Two Semesters
- 4. Total Credits:** (24+24=48)
- 5. Mode:** \*Modular

\*A learner can get her/his Post Graduate Diploma in Tourism and Travel Management (PGDTTM) after completing all the specified 12 courses. However, if a student wishes to exit the programme after completion of 1<sup>st</sup> semester (6 courses comprising of 24 credits), an exit option is provided at her/his specific request only, resulting in award of Certificate in Tourism and Travel Management (CTTM)

### **6. Admission Process**

Admission into this programme will be done through online and the link for the same will be available at Nagaland University Website.

**7. Intake:** 30 (thirty)

### **8. Evaluation and Grading of Marks**

The evaluation system is based on two components:

- a) Internal Assessment: Continuous evaluation in the form of assignments, unit tests and presentations (weightage: 40%):
- b) Semester End Examinations (weightage: 60%)

Grading of Marks for each course is as follows

Range of Marks in %	Letter Grade	Points for Calculation of SGPA/ CGPA
95-100	A+ (Outstanding)	10
85 - 94	A (Excellent)	9
75– 84	B+ (Very Good)	8
65-74	B (Good)	7
55-64	C+(Above Average)	6
50-54	C (Average)	5
45-49	P (Pass)	4
0 – 44	F (Fail)	0
Absent	Ab (Absent)	0

Grading of CGPA

CGPA	Letter Grade	Description of Performance
≥9.50	A+ (Outstanding)	Passed
8.50-9.49	A (Excellent)	
7.50-8.49	B+ (Very Good)	
6.50-7.49	B (Good)	
5.50-6.49	C+(Above Average)	
5.00-5.49	C (Average)	
4.50-4.99	P (Pass)	
≤4.49	F (Fail)	Failed

Calculation of SGPA and CGPA

Calculation of SGPA (Semester Grade Point Average)

$$SGPA = \frac{\sum C_i G_i}{\sum C_i}$$

C<sub>i</sub>=Credit for each course

G<sub>i</sub>=Grade Point for each course

**9. Commencement of the Course: 2025-26 Academic Session**

## **10. Course Structure**

### **SEMESTER-I**

Course Code	Course Title	Credits	Marks
PGDTTM-1	Management Functions and Behaviour in Tourism	4	100
PGDTTM-2	Accounting and Finance for Managers in Tourism	4	100
PGDTTM-3	Tourism Management	4	100
PGDTTM-4	Marketing Management for Tourism Managers	4	100
PGDTTM-5	Human Resource Planning and Development in Tourism	4	100
PGDTTM-6	Tour Operation and Air Ticketing	4	100
<b>Total Credits/Marks</b>		<b>24</b>	<b>600</b>

### **SEMESTER-II**

Course Code	Course Title	Credits	Marks
PGDTTM-7	Managerial Skill Development in Tourism	4	100
PGDTTM-8	Tourism Impacts and Sustainability	4	100
PGDTTM-9	Design and Development of Tourism Products	4	100
PGDTTM-10	Tourism Planning and Development	4	100
PGDTTM-11	Tourist Transport Operations	4	100
PGDTTM-12	Project Work	4	100
<b>Total Credits/Marks</b>		<b>24</b>	<b>600</b>

## **11. Course Contents**

## SEMESTER-I

### PGDTTM-1: Management Functions and Behaviour in Tourism

**Objective:** The basic objective of this course is to familiarize the students with basic management concepts, behavioural processes in the organization and the ways in which behaviour and performance of individual members in the organization influence the performance and effectiveness of the organization as a whole.

#### Course Contents:

**Unit-1: Understanding Management:** Nature and Scope of Management; Functions of Management, Role and Skills of a Manager and Entrepreneur; Approaches to Management Concept.

**Unit 2: Forms of Organization and Control:** Types of Organizations, Structure, Span of Management, Delegation of Authority and Centralization and Decentralization, Controlling System and Its Importance.

**Unit 3: Motivation and Leadership:** Concept of Motivation; Motivation Theories; Leaderships, its Qualities and Styles. Theories of Leadership, Entrepreneurial Traits.

**Unit 4: Nature and Scope of Organizational Behaviour (OB):** Meaning and Concept of OB; Contribution of Different Behavioural Sciences; Understanding Personality, Attitudes, Values and Perception.

**Unit 5: Groups and Group Behaviour in Enterprises:** Group and Types of Groups, Group Behaviour, Group Decision-Making, Group Conflicts and Types of Conflicts; Sources of Conflict; Managing Conflict. Group Formation and Development, Total Quality Management, Service Quality Assessment.

#### Suggested Readings:

1. Allen, L.A: *Management and Organisation*, New York, McGraw Hill Book Publishers.
2. Drucker, Peter.F: *The Practice of Management*, Allied Publishers, N.Delhi.
3. Fred Luthans: *Organisational Behaviour*, Tata McGraw Hill.
4. Robbins S. P: *Organisational Behaviour*, Prentice Hall of India, N.Delhi.
5. Prasad, L.M. *Principles and Practice of Management*, Sultan Chand & Sons, N. Delhi.

## **PGDTTM-2: Accounting and Finance for Managers in Tourism**

**Objective:** The basic objective of this course is to develop an insight to the principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control. It also provides the learner to familiarize with the broad framework of financial decision making in a tourism enterprise.

### **Course Contents:**

**Unit 1: Financial Accounting:** Concept & Conventions, Generally Accepted Accounting Principles, Preparation of Journals, Ledger and Cash Books, The Final Accounts

**Unit 2: Cost Accounting:** Concept and Classification of Cost, Cost Centre and Preparation of Cost Sheet, Methods of Costing

**Unit 3: Management Accounting:** Concept, Need, Importance and Scope, Marginal costing and Break-Even Analysis, Fund and Cash Flow Statements, Budgeting and Its Types

**Unit 4: Financial Management and Investment Decisions:** Meaning and Scope of Financial Management, Goals of Financial Management: Profit Maximization vs Wealth Maximization, Time Value of Money, Capital Budgeting: Concept and Importance of Investment Decision, Nature of Investment Decisions, Investment Evaluation Criteria: Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR).

**Unit 5: Capital Structure:** Meaning, Features of an Ideal/Optimum Capital Structure, Factors Affecting Capital Structure, Theories of Capital Structure: Net Income Approach, Net Operating Income Approach, MM Approach, Traditional Approach, EBIT-EPS Analysis.

### **Suggested Readings:**

1. Khan, M.; Jain, P, 2013 Management Accounting, New Delhi, Tata McGraw Hill
2. Reimers J., 2011 Financial Accounting: A Business Approach New Delhi, Pearson education
3. Shukla M.C., Grewal T.S., Gupta S.C., 2009 Advanced Accounts, New Delhi, S. C.Chand & Co. Ltd.
4. Maheshwari S.N. and Maheshwari S.K., 2010 Financial Accounting, New Delhi, Vikas Publishing House
5. Khan, M.Y.; Jain, P, 2014 Cost Accounting, New Delhi, Tata McGraw Hill
6. Chandra, Prasanna, 2011 Financial Management: Theory & Practice, New Delhi, Tata McGraw Hill
7. Khan, M.Y.; Jain, P, 2017 Financial Management, New Delhi, Tata McGraw Hill
8. Pandey I.M., 2015 Financial Management, New Delhi, Vikas Publishing House
9. Bhalla, V.K. 2009 Financial Management and Policy, New Delhi, Anmol Publications Pvt. Ltd.

### **PGDTTM-3: Tourism Management**

**Objective:** The basic objective of this course is to develop an insight to tourism services and operations; tourism impacts and tourism organizations.

#### **Course Contents:**

**Unit 1: Tourism Development Through Ages:** The Ancient Phenomenon, Pleasure Travel, Religion as a Motivator, The Grand Tour, The Origin of The Concept of the Annual Holiday, Industrial Revolution & The Development of Travel, Effects of The Great War on The Transport System, Advent of Jet, Growth & Development of Modern Tourism, Post - Second World War Phenomenon, Causes of Rapid Growth and Development of Tourism.

**Unit 2: Understanding Tourism:** Concept of Tourist and Tourism, Historical Evolution and Development of Tourism, Types and Forms of Tourism, Tourism System and Regulations, Constituents of Tourism Industry and Tourism Organizations, Modes of Transport & Accommodation in Tourism, Informal Services in Tourism.

**Unit 3: Tourism Services and Operations:** Tourism Information, Guides and Escorts, Tour Operators, Travel Agencies, Tourism Market Potentials.

**Unit 4: Tourism Impacts:** Economic Impact of Tourism, Social, Cultural & Environmental Impact of Tourism, Challenges in Tourism, Sustainability of Tourism.

**Unit 5: Tourism Organizations:** Objectives and Role Of ITDC, TFCl, IRCTC, An Overview of National and International Organizations and Associations: IATO, TAAI, UNWTO, IATA.

#### **Suggested Readings:**

1. Swain, S. K. & Mishra, J. M. Tourism: Principles and Practices, Oxford.
2. Roday, S., Biwal, A. & Joshi, V. Tourism Operations and Management, Oxford.
3. Bhatia, A. K. Tourism Development: Principles & Practices, Sterling Publishers Pvt. Ltd.
4. Weaver, D. Sustainable Tourism: Theory and Practice, Routledge

### **PGDTTM-4: Marketing Management for Tourism Managers**

**Objective:** The objective of this paper is to familiarize the learner about the basics of marketing in tourism sector.

#### **Course Contents:**

**Unit 1: Introduction to Marketing:** The Meaning of Marketing, Marketing Mix, Marketing Strategies, Marketing in a Developing Economy, Importance of Marketing in Tourism Industry, Emerging Trends in Marketing with special reference to Tourism.

**Unit 2: Marketing of Services:** The Concept of Service, Reasons for Growth of the Service Sector, Characteristics of Services, Elements of Marketing Mix in Service Marketing, Marketing in Tourism Industry, Ethical Marketing.

**Unit 3: Consumer Behaviour:** Meaning, Decision and Behaviour, Factor Influencing Consumer Behaviour, Levels of Consumer Decisions, Process of Decision-Making, Types of Purchase Decision Behaviour, Stages in the Buyer Decision Process, Models of Buyer Behaviour.

**Unit 4: Branding, Packaging and Pricing Policies:** Brand Name and Trade Mark, Branding Decisions, Advantages and Disadvantages of Branding, Selecting a Brand Name, Packaging, Functions of Packaging, Legal Dimensions of Packaging, Determinants of Pricing, Role of Costs in Pricing, Pricing Methods, Objectives of Pricing Policy, Consumer Psychology and Pricing.

**Unit 5: Marketing Promotions, Personal Selling and Sales Promotion:** Meaning of Promotion, Role of Promotion in Marketing, The Promotion Mix, Promotion Budget, Types and Role of Advertising in Tourism Market, Advertising Management, Role of Personal Selling, Types of Selling Jobs and Process, Sales Promotion: Objectives, Methods and Planning, Crisis Management and Recovering Marketing.

**Suggested Readings:**

1. Kotler, Philip: Principles of Marketing, PHI
2. Kotler, Philip: Marketing Management, PHI
3. Kenneth, Davis: Marketing Management, Ronald Press
4. Kasturi R, Qulech & Rajiv L: Marketing Management- Text and cases, Tata Mc Graw Hill, New Delhi
5. Baines P, Fill C & Page K: Marketing (Asian Edition), Oxford University Press, New Delhi
6. Kotler Philip: Social Marketing, Pearson

**PGDTTM-5: Human Resource Planning and Development in Tourism**

**Objective:** The basic objective of this course is to develop an understanding to the learners about the human resource planning and development in service industry specially in tourism sector.

**Course Contents:**

**Unit 1: Concepts and Process of Human Resource Planning:** Concepts of Human Resources Planning, Need for Human Resources Planning, Need for Human Resources Planning in Tourism, Approaches to Human Resources Planning: Social Demand Approach, Rate of Return Approach, Manpower Requirements Approach; Practices in Human Resources Planning, Manpower Forecast and It's Needs.

**Unit 2: Job Evaluation and Analysis:** Meaning, Assumptions, Importance and problems of Job Evaluation, Uses of Job Analysis, Job Description, Job Specifications and Job Analysis: Linkages, Job Identification, Design of Job Analysis Questionnaire, Design of Job Description, Uses of a Job Description, Methods of Job Evaluation.

**Unit 3: Human Resource Information Systems, Audit and Accounting:** Meaning of Human Resource Information Systems, Human Resource Audit and Human Resource Accounting; Importance of Human Resource Information Systems, Human Resource Audit and Human Resource Accounting (HRA) in Tourism Sector; Information as a Key Factor in HRA; Human Resource Costs : Concepts and Methods of Measurement; Human Resource Valuation : Concept and Determinants of Value; Human Resource Value : Monetary Measurements; Human Resource Value : Non-Monetary Measurements.

**Unit 4: Human Resource Development:** Meaning and Importance of Human Resource Development (HRD), The HRD Processes, Instruments of HRD, HRD in Service Sector with Special Reference to Tourism, Principles in Designing HRD Systems

**Unit 5: Organising for Human Resource Development:** Various Forms of HRD Organisations, HRD Departments and their Tasks, Competencies Required for HRD Staff, Developing HRD Facilitation Competencies, Emerging Trends of HRD in Tourism Sector.

**Suggested Readings:**

1. David Mankin: Human Resource Development: Oxford University Press
2. Tripathi. P. C.: Human Resource Development: Sultan Chand & sons
3. Rao, T. V.: Human Resource Development: Sage Publications
4. Ram Kumar Balyan & Suman Balyan: Human Resource Development: HPH

**PGDTTM-6: Tour Operation and Air Ticketing**

**Objective:** The course is intended to enlighten the students with the various functions performed by travel and tourism enterprises.

**Course Contents:**

**Unit 1: Travel Agency & Tour Operators:** History of Travel Trade, The Travel Market: Business Travel, Corporate Travel, Commercial Group Travel, Institutional Travel, Leisure Travel, Family Travel, Single Resort travel, Special Interest Travel; Segments of travel industry.

**Unit 2: Functions of Travel Agency:** Travel Information-Documentation; Passports -Types and requirements; Visas -Various Types and requirements; Health Certificate; Customs and Immigration; Issuance of tickets Domestic and International; Products and Services of a Travel Agency.

**Unit 3: The Tour Industry:** The Modern Tour Industry- Package Tours, Custom Tours, Tour Wholesalers; Types of Package Tours - Independent Package, Hosted Tour, Escorted Tour, Sight-Seeing Tours; Group, Incentive and Convention Tour; Components of Package Tour-Basic

Principles on packaging, factors affecting tour design and selection, Booking a Tour, Mass Market Package Holidays; Specialist Tour Operators; Outbound, Inbound and Domestic Tour Operators.

**Unit 4: Tour Itinerary:** Planning and Producing a Tour, Planning an Itinerary, Costing of Tours, Reservation and Documentation, Routing, Programming Daily Activities-Transport, Transfers, Accommodation, Meals, Sight Seeing, Single Supplement, Escorting a Tour; Servicing Inbound Tours-Marketing Inclusive Tours.

**Unit 5: Air Ticketing:** Passenger Air Tariff, Background information, Passenger Air Tariff Editions - IATA Areas of the World, Global Indicators, One Country Rule, International Sale Indicators; Types of Journeys-One Way (OW) Trip, Round Trip, Circle Trip, Open Jaw, Counting Transfers and Stopovers; OW Through Fare Construction-Maximum Permitted Mileage (MPM), Extra Mileage Allowance (EMA), Excess Mileage Surcharge (EMS), Higher Intermediate Point (HIP) Check, Backhaul Check (BHC).

**Suggested Readings:**

1. An Introduction to Travel and Tourism, McGraw Hill Int.
2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press.
3. Chand, Mahinder, Travel Agency Management: An Introductory Text, Anmol Publication.
4. Negi, Jagmohan, Tourist Guide and Tour operation, Kanishka Publishers.

## **SEMESTER-II**

### **PGDTTM-7: Managerial Skill Development in Tourism**

**Objective:** The main objective of this course is to develop the overall personality of the learners. It aims at equipping the students with necessary techniques and skills of business communication and will also expose the students to various forms of business correspondence.

**Course Contents:**

**Unit-1: Nature of Communication:** Meaning of Communication, Classification of Communication, Purpose of Communication, Process of Communication, Elements of Communication, Barriers to Communication, Elements for Successful Communication, Use of ICT for Effective Communication.

**Unit-2: Organizational Communication:** Managing and Communicating, Corporate Communication, Communication Structure in an Organization, Formal Communication, Informal Communication.

**Unit-3: Forms of Written Communication:** Written Business Communication, Purpose of Writing, Principles of Effective Writing, Writing- Routine Letters, Persuasive Letters, Writing Memos, Report Writing-Purpose and Elements of Writing a Report.



**Unit-4: Applications of Communication:** Negotiation Skills, Presentation Skills, Writing CVs, Writing an Application for a Job, Preparing for an Interview, Business Etiquette.

**Unit -5: Office Management:** Meaning, Objectives, Elements of Office Management, Office Manager, Office Space Management, Record Management.

**Suggested Readings:**

1. Hunt, G. T. Communication skills in the organisation, Prentice Hall of India
2. Sharma, Business Correspondence & Report writing, Tata McGraw Hill Publishing House
3. Bowman J.P. & Branchaw B.P., Business Communication from process to product, Dryen Press, Chicago
4. Murphy, Herta A. And Peck, C.E, Effective Business Communication, New Delhi, Tata McGraw Hill
5. Asha Kaul: Effective Business Communication –Prentice Hall
6. Raman Meenakshi & Singh Prakash: Business Communication; Oxford

**PGDTTM-8: Tourism Impacts and Sustainability**

**Objective:** The course aims to provide a clear-cut idea on the sustainable tourism, global, economic, socio-cultural, environmental, and political impacts of tourism. It also focuses on the legal aspects of tourism.

**Course Contents:**

**Unit 1: Sustainable Tourism Development:** Sustainable Development: The Tourism Debate, Approaches to Tourism Development, WTO on Sustainable Tourism, The Rio Declaration on Environment and Development (1992).

**Unit 2: Global Impacts of Tourism:** Characteristics of Tourism at The Global Level, Various Global Players in Tourism, Effects of Tourism at the International Level, GATS and Tourism.

**Unit 3: Economic Impacts of Tourism:** Economic Impacts of Tourism at the Local, Regional and National Levels; The Tourism Carrying Capacity, Artisans and Craft Production.

**Unit 4: Social and Cultural Impacts of Tourism:** Guest-Host Interaction, Changes in Society; Acculturation Model; Sex Tourism, Gambling, Drugs: The Way to Prevent; Role of Cultural Attractions in Tourism, Real and Staged Forms in Cultural Tourism, Impact of Commercialization on Culture.

**Unit 5: Environmental and Political Impacts of Tourism:** Impacts on Wildlife, Islands and Beaches, Hills and Mountains; Politics of Tourism, Tourism as a Political Tool, Tourism, Public Administration and Bureaucracy; Code of Ethics & Tourism Legislation.

**Suggested Readings:**

1. Choula, R., Impacts of Tourism, Sonali Publishers.
2. Godovykh, M., Tourism Impacts, Center for Tourism Impacts Research.
3. Arie S., & Dimitri I. Handbook of Tourism Impacts: Social and Environmental Perspectives, Elgar Publishers.
4. Bricker, K., Black, R. & Cottrell, S. Sustainable Tourism & The Millennium Development Goals: Effecting Positive Change, Jones and Bartlett Publishers, Inc.

**PGDTTM-9: Design and Development of Tourism Products:**

**Unit 1: Designing a Tourism Product:** Emerging Concepts in Tourism, Definition of Tourism Product, Tourism Types, Tourism Product Development: Conceptual Background, Tourism Product Designing Development Issues and Considerations, Marketing Considerations for Sustainability of Tourism Products: Market Research, Development of a Marketing Strategy, Monitoring, Evaluation and Revisions of Marketing Strategies, Development of a Promotion Strategy; Interpretation: A Vital Component of Tourism Product

**Unit 2: Destination Designing:** Development of a Destination, Principles of Destination Development, Managing Tourist Destinations, Concerns for Destination Planning, Stages in Destination Designing and Management, Operation of Destination or Site as a Product.

**Unit 3: Culture and Religious Tourism:** Culture as a Tourism Product, Developing Culture as a Tourism Product: Life Style, Sites and Objects, Beliefs and Customs; Designing Culture as a Tourism Product, Culture and Mass Media, Historical Perspective of Religious Tourism in India, Designing of Religious Tourism Product, Issues and Considerations for Designing Religious Tourism Products, Characteristics of Religious Tourism.

**Unit 4: Ecology and Welfare in Tourism:** Potential Resources of Ecology and Wildlife for Designing and Developing Tourism Products, Research and Analysis of Eco-tourism Market, Potential Buyers for the Product, Legislations Related to Ecology and Wildlife, Designing the Product, Developing and Positioning of the Product, Tourist Behaviour, Future Trends and Scope of Eco and Wildlife Tourism

**Unit 5: Ethnic and Rural Tourism:** Defining Ethnic and Rural Tourism, Significance of Ethnic and Rural Tourism, Ethnic and Rural Tourism: As Tourist Product, Cultural Variations, Marketing Ethnic and Rural Tourism, Issues and Considerations, Potential of Ethnic or Rural Tourism in India: Festivals and Fairs.

**Suggested Readings:**

1. Mishra, K. K. Tourism Product Development, Notion Press.

2. Bali, A. Tourism and Travel Management, Notion Press.
3. Swain, S. K. Tourism: Principles and Practices, Oxford University Press.
4. Gupta, S. P. Cultural Tourism in India, D. K. Printworld.

## **PGDTTM-10: Tourism Planning and Development**

**Objective:** The course aims to provide an understanding on the tourism planning and development issues in the present tourism scenario.

### **Course Contents:**

**Unit 1: Tourism Planning:** Meaning, importance, scope and evolution of tourism planning; approaches in tourism planning.

**Unit 2: Consideration in Tourism Planning:** Planning in tourism, Environmental and Socio-cultural Considerations in Planning, Economic Considerations in Planning, Political Considerations in Planning.

**Unit 3: Tourism Development Plans:** Components of tourism development plan; techniques, surveys and area characteristics; planning tourist attractions: natural, cultural and special interest; implementation and monitoring.

**Unit 4: Strategic and Tactical Perspective of Planning:** Strategy and importance of strategic management, strategy formulation, strategic planning, conventional planning vs. strategic planning, strategic planning at corporate level.

**Unit 5: Levels of Planning:** Global level planning, national level planning, regional level planning and local level planning; Importance, approaches, issues and requirements in all levels of planning.

### **Suggested Readings:**

1. Bhatia, A. K. Tourism Development: Principles & Practices, Sterling Publishers Pvt. Ltd.
2. Inskeep, E. Tourism Planning: An Integrated and Sustainable Development Approach, John Wiley & Sons.
3. Clare A. G, & Turgut Var., Tourism Planning: Basics, Concepts, Cases, Psychology Press.
4. Sharma J. K. Tourism Planning and Development: A New Perspective, Kanishka Publishers & Distributors

## **PGDTTM-11: Tourist Transport Operations**

**Objective:** The course focuses to impart knowledge on the various transport system, infrastructure and capital and the aspects of management in tourist transport operations.

### **Course Contents:**

**Unit 1: Tourist Transport System:** Stages of Development of Various Modes of Transport, Different Modes of Transport, Importance of Transport in The Promotion of Tourism, and National Transport Policy; Tourism Market Segmentation, Establishing Tourist Transport Business (Planning and Forecasting): Entrepreneurial Qualities, Entrepreneurial Process, Principles of Forecasting, Planning Levels and Implications, And Planning Steps in Tourist Transport Operation.

**Unit 2: Infrastructure And Capital:** Infrastructure in Tourist Transport, Concept and Components of Costing in Tourist Transport Business (TTB), Various Forms and Types of Costing, Application of Costing Techniques, Pricing Strategies and Their Application In TTB. Capital and Funding Agencies.

**Unit 3: Selling in Tourist Transportation:** Scope of Sales Functions in TTB, Components of Strategy Formulation in Sales Management, Features and Process of Selling in TTB, Qualities of Good Sales Personnel, Importance of Personal Selling Under Different Conditions, Customer Care, Managerial Aspects of Tourist Operations.

**Unit 4: Personnel Management in Tourist Transport Operations:** Recruitment and Selection, Training and Briefing, Transportation Laws and Regulations: Motor Vehicle Act, 1988, The Central Motor Vehicles Rules, 1989.

**Unit 5: The Rental Operations:** Car Rental Agency Operations; Concept, Rent-A-Cab Scheme, Present Scenario of Rent-A-Car, Marketing of Rent-A-Cab, Consideration of Product Design; Leakages: Concept, Kinds of Leakages that Occur in Tourist Transportation Business, Effective Measures to Manage Leakages.

### **Suggested Readings:**

1. Madhav R. D., Tourism, Transport and Travel Management, Routledge.
2. Singh, R. Tourism and Transport Management: Practice and Procedures, Z. Z. Books Wagon.
3. Pagliara, F. & Dileep, M. R. Transportation Systems for Tourism, Springer.
4. Chattopadhyay, S. Transport Management, Everest Publishers.

## **PGDTTM-12: Project Work**

**Objective:** The objectives of this course are:

1. To put into practice the theories and concepts learned by the student in the theoretical classes.
2. Participate/Visit in the cultural festivals (at least two) and tourist spots (at least two) respectively, during the course of study and **prepare a Dissertation.**
3. To demonstrate that the dissertation is the student's own work and
4. Confirm that the student understands what she/he has written in the dissertation and can **defend it in an open viva.**

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