

## 6<sup>th</sup> SEMESTER

### DISCIPLINE SPECIFIC ELECTIVES (DSEs)

#### OPTION – I

#### TTM616DA TOURISM AND TRAVEL MANAGEMENT TOURISM AND ECOLOGY

CREDITS: 6

#### Objectives:

To make students aware about the relationship between tourism and ecology and the measures taken for protection of environment at the global level.

#### Unit I

Environment, Ecology, Environmental factors, Ecological factors, - Climate, topography, Ecosystem. Kinds of ecosystem, Structure of ecosystem, Characteristics of an eco-system, Food Chain, Food Web.

#### Unit II

Basic properties of eco-systems and their relevance in the context of tourism, diversity (habitat, species, and community), absorbing capacity - carrying capacity: types, factors affecting – resilience – stability – dynamics - multi- functionality - integrity.

#### Unit III

Environment protection, Earth summits – Kyoto Protocol – Climate Change Convention. Conservation in India – Acts related to environment and wildlife protection, Tourism as strategic tool for environmental protection.

#### Unit IV

Impact of Tourism on environment: Environmental pollution, kinds of pollution – air, water, soil, solid waste, noise and radioactive pollution. Global warming and Climate Change – Depletion of natural Resources - Environmental Impact Assessment.

#### Suggested Readings:

1. Kumar, A. (2008), A Text Book of Environmental Science, APH Publishing House, New Delhi.
2. Bharucha, Each (2013), A Text Book of Environmental Sciences for UG, Orient Black Swan, New Delhi.
3. Medlik, S. (1997), Understanding Tourism, Butterworth Hinemann, Oxford.



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### DISCIPLINE SPECIFIC ELECTIVES (DSEs)

#### OPTION – II

#### TTM616DB TOURISM AND TRAVEL MANAGEMENT - TOURIST BEHAVIOUR

CREDITS: 6

**Course Objective:** The course shall enable students to gain critical understanding of tourist behaviour and its varied manifestations. The theoretical and applied components of the course shall expand the knowledge of the students about the wider contexts of the global tourism system as it unfolds in different parts of the world.

#### Course Contents:

##### Unit I

Introduction to tourist behaviour: Tourist behaviour, Characteristics affecting tourist behaviour: cultural factors, social factors, personal factors, psychological factors, group factors, Tourist decision making process and influences; Complexity of tourist behaviour.

##### Unit II

Models of tourist behaviour: Pull and Push factor theory, Leisure behaviour, Maslow's need hierarchy Model, Mathieson and Wall Model, Stanley Plog's Model of Destination Preferences, Global shifts in tourist behaviour and travel patterns.

##### Unit III

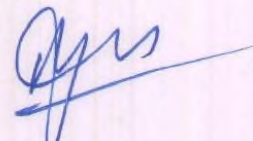
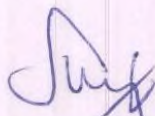
Tourist Buying Behaviour: Buyer decision process – need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour. Examination of tourist forms & types & their characteristics: - activities, interests & opinions of tourism market segment their buying decision behaviour.

##### Unit IV

Concepts of Cross Culture Behaviour in Tourism: Concepts and definitions of culture, Cultural differences, Sub-cultures, Inter-cultural interaction model, Tourism Cross Culture studies, Social Contact : concept and definitions, determinants of tourist–host contact, cultural shock, contact hypothesis, Relationship between culture, social interaction and perception.

#### Suggested Readings:

1. Dwivedi, R.S., Dynamics of Human Behaviour at Work, Oxford and IBH Publishing Co.,
2. Mansfeld, Yoel & Pizam, Abraham, "Consumer Behaviour in Travel & Tourism"
3. Pareek U. Managing Conflict and Collaboration, Oxford and IBH Publishing Co.,
4. Pearce, L. Philip, "Tourist Behaviour – Themes & Conceptual Schemes"
5. Swarbrooke, J. & Susan, H., "Consumer Behaviour in Tourism"





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### DISCIPLINE SPECIFIC ELECTIVES (DSEs)

#### OPTION – III

TTM616DC TOURISM AND TRAVEL MANAGEMENT - ACCOUNTING SKILLS FOR TOURISM BUSINESS COURSE

CREDITS: 6

**Course Objective:** The basic purpose of this paper is to apprise the students about the fundamentals of accounting so that they can analyze and interpret the financial statements of various business enterprises particularly related to tourism

#### Course Contents:

##### Unit I

Accounting: concept, objectives, advantages and limitations, types of accounting information; users of accounting information and their needs. Basic Accounting Terms.

##### Unit II

Accounting Principles- Concepts and Conventions. Double entry system of accounting. Basis of accounting-cash basis and accrual basis. Accounting Process: Recording of Transactions: Accounting equation-Analysis of transactions.

Using accounting equation. Rules of debit and credit-For assets, liabilities, capital, revenue and expenses.

##### Unit III

Books of original entry-format and recording-Journal. Subsidiary books. Ledger-Format, posting from journal, cash book and other special purpose books, balancing of accounts. Trial balance -Objectives and preparation.

##### Unit IV

Financial statements-Objective and importance. Trading and Profit and Loss Account: gross profit, operating profit and net profit. Balance sheet- Need, grouping, marshalling of assets and Liabilities. Adjustments in preparation of financial Statements.

#### Suggested Readings (latest Editions)

- *Batacharya S.K and Dearden J, Accounting for Management, Text and Cases:VikasPublishingHouse, New Delhi.*
- *Heitger L.E and Matulich S, Financial Accounting, Tata McGraw Hills.*
- *Gupta R.L and Radhaswamy M, Advanced Accountancy, Sultan Chand and Sons.*
- *Anthony R.N and Reece J.S, Accounting Principles, Homewood Illinois.*
- *Asish K Bhattacharyya; Essentials of Financial Accounting, Prentice Hall of India.*