**MTTM-201 (INTERNATIONAL TOURISM)**

LESSON PLAN

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| **Lesson Number** | **Topics** |
|  | **UNIT-I International Tourism Growth** |
| 1. | Introduction to international tourism |
| 2. | International tourism & India |
| 3. | Forces influencing growth of international tourism |
| 4. | Factors influencing growth of international tourism |
| 5. | Trends in tourist arrival |
| 6. | Receipt in international tourism |
| 7. | Case study |
| 8. | Measurement of international tourism |
| 9. | Methods of Measurement of international tourism |
| 10. | Merits and demerits of various measurement methods |
| 11. | Discussion of Unit-I |
|  | **UNIT-II Regional Distribution of International Tourism-1** |
| 12. | Inbound Tourism |
| 13. | International tourism trends in Europe |
| 14 | Tourism trends in France |
| 15 | Tourism trends in Spain |
| 16 | Tourism trends in Italy |
| 17 | Tourism trends in United Kingdom |
| 18 | International tourism trends with reference to USA |
| 19 | International tourism trends with reference to Mexico |
| 20 | International tourism trends with reference to Caribbean |
| 21 | International tourism trends with reference to Islands |
| 22 | International tourism trends with reference to Brazil |
| 23 | Discussion of Unit-II |
|  | **Unit-III Regional Distribution of International Tourism-2** |
| 24 | Basic of international tourism trends in Asia-Pacific Region |
| 25 | Tourism trends with special reference to China |
| 26 | Tourism trends with special reference to Thailand |
| 27 | Tourism trends with special reference to Singapore |
| 28 | Tourism trends with special reference to India |
| 29 | Tourism trends with special reference to Australia |
| 30 | Tourism trends with special reference to New Zealand |
| 31 | Introduction of Tourist trends in Africa and Middle East |
| 32 | Tourist trends of South Africa |
| 33 | Tourist trends of Kenya |
| 34 | Tourist trends of Egypt |
| 35 | Discussion of unit-III |
| 36 | **Unit-IV International Tourism Organisation** |
| 37 | UNWTO- Introduction |
| 38 | UNWTO-Role in tourism development |
| 39 | UNWTO- Tourism Promotion, Membership and Objectives |
| 40 | World Travel & Tourism Council-Introduction |
| 41 | WTTC-Role in tourism development |
| 42 | WTTC-Promotion, Membership & Objectives |
| 43 | Pacific Asia Travel Association-Introduction |
| 44 | PATA-Role in tourism development & promotion |
| 45 | PATA-Membership & objectives |
| 46 | International Air Transport Association-Introduction |
| 47 | IATA-Role in tourism development & promotion |
| 48 | IATA-Membership & Objectives |
|  | Discussion of Unit-IV |

**MTTM-202 TOURISM MARKETING**

**LESSON PLAN**

**Course Teacher-Prof Manjula Chaudhary**

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| **Lesson number** | **Topics** |
|  | **Unit 1 Understanding Marketing** |
|  | Concept of Marketing |
|  | Stages of its growth of marketing and tourism marketing |
|  | Core concepts in marketing- Need, Wants. Demand, Exchange, Markets. |
|  | Concept of Service Marketing and Tourism Marketing |
|  | Characteristic features of service/Tourism Marketing |
|  | Distinct features of Tourism Products and Services |
|  | Role of marketing in managing tourism products and services on account of their distinct features |
|  | Case study - Mcdonaldization of Society |
|  | Case study- Rural tourism |
|  | Discussion on unit 1 |
|  | **UNIT II Analysis of Market** |
|  | Marketing Environment and its analysis |
|  | Tourism Marketing system |
|  | Understanding buyer- Behavioural dimensions |
|  | Buying process |
|  | Buying process |
|  | Factors affecting buying process |
|  | Researching the market- Marketing Information System |
|  | Marketing Research |
|  | Demand Forecasting |
|  | Market Segmentation |
|  | Market targeting |
|  | Product Positioning |
|  | Case Study- Incredible India |
|  | Case Study-Atithi Devo Bhava |
|  | Discussion on unit II |
|  | **UNIT III Marketing strategies** |
|  | Concept of Marketing Mix and its 7p’s framework in tourism- product, Place, Price, Promotion, people, Process, Physical evidence |
|  | Product related strategies- New Product development; |
|  | Product life cycle |
|  | Branding, Product – mix Strategies |
|  | Tourism Packaging |
|  | Place related strategies –Distribution in Tourism |
|  | Middlemen and their functions |
|  | Concept of price and factors affecting pricing |
|  | Pricing strategies |
|  | Case Study- Airlines market in India |
|  | Case Study- Travel agents vs. Online tourism portals |
|  | Discussion on unit III |
|  | **UNIT IV Marketing strategies** |
|  | Promotion strategies – Promotion mix; Integrated marketing communication |
|  | Devising the promotional plan |
|  | Role of employees in tourism service delivery, Internal Marketing |
|  | Customer Satisfaction and Customer Relationship Marketing |
|  | Process strategies- modes of delivery of tourism services |
|  | Balancing supply and demand |
|  | Online delivery of tourism services |
|  | Physical evidence – Importance of ambience and experience of tourism |
|  | Components of physical evidence |
|  | Creating right physical evidence |
|  | Case Study- Clean India and tourism |
|  | Case Study- Travel advisories and alerts |
|  | Discussion on unit IV |

**Note**: One lesson will include one hour of classroom activity such as lecture, discussions, cases etc. It includes internal evaluation through classroom performance but excludes internal house tests. The schedule for tests is separately notified by the department.

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|  | **MTTM-203**  **AIRLINE TICKETING AND CARGO**  **Lesson plan**  **Professor RAVI BHUSHAN KUMAR** |
| **Lesson Number** | **Topics** |
|  | **Unit-1: Understanding CIVIL AVIATION** |
|  | Concept of aviation, importance of aviation in tourism |
|  | Favourable condition for growth of civil aviation |
|  | History of civil aviation in world |
|  | History and development of civil aviation in India |
|  | Public sector and private sector airlines in India |
|  | IATA; organizational structure and functions |
|  | ICAO; organizational structure and functions |
|  | Freedoms of Air, Bilateral agreements |
|  | Time zones, time calculations |
|  | Airport formalities, custom clearance |
|  | Passport, types, how to get them |
|  | VISA, types, how to get them |
|  | Review of unit I |
|  | Discussion on unit I |
| **UNIT –II Airline codes and Geography** | |
|  | Understanding of various types of codes |
|  | City and airport codes of India |
|  | City and airport codes of main cities of the world |
|  | Airlines codes and other codes used in air ticket |
|  | Airline geography , its importance for aviations |
|  | Traffic conference ares and sub areas |
|  | Airline itinerary preparation- sequential itinerary |
|  | Hub and spoke system, transfers |
|  | Air transportation connections; Domestic and International |
|  | Review of airline routes in India and world |
|  | Procedures for air transportation |
|  | Immigration formalities at airports for inbound and outbound tourists |
|  | Review of the unit II |
|  | Discussion on unit-II |
| **UNIT –III Issuance of ticket** | |
|  | Types of air ticket |
|  | Paper ticket, hand written tickets |
|  | Computerized, e-tickets |
|  | Computerization in ticketing business |
|  | Software used in ticketing |
|  | Use of Amadeus and other software |
|  | Steps of Domestic ticketing |
|  | Necessary information needed for domestic ticketing |
|  | Step by step filling of domestic ticket |
|  | Necessary information needed for International tickets |
|  | Looking MPM, Calculating TPM, surcharges |
|  | Currency conversion, currency codes, NUC, ADD ON, ROE, |
|  | Types of fare; One way, round trip, circle trip, open jaw, RTW |
|  | APEX fare, concessional fares etc. |
|  | Calculation of fare |
|  | Review of UNIT III |
|  | Discussion on unit III |
|  | **UNIT-IV: Air cargo management** |
|  | Air cargo management– Meaning, concept and Characteristics |
|  | World trade flow, direction and types |
|  | Use and importance of air cargo |
|  | Baggage rules |
|  | Free baggage allowance |
|  | Weight and piece system |
|  | Dangerous goods, definition and rules |
|  | Packaging of cargo |
|  | Packaging of dangerous goods |
|  | Airway bill, |
|  | Acceptance of cargo |
|  | Specific commodity rates |
|  | Calculation of freight |
|  | Review of unit-IV |
|  | Discussion on unit IV |

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|  | **MTTM- 204**  **TOUR PACKAGING MANAGEMENT**  **Lesson plan**  **Professor Mohinder Chand** |
| **Lesson Number** | **Topics** |
| **Unit-1: Understanding Tour packaging** | |
| **1** | Tour package: meaning , concept |
| **2** | Tour package: origin and growth over the years |
| **3** | Tour package: components |
| **4** | Types of tour packages |
| **5** | tour operation industry in India |
| **6** | tour operation industry at global |
| **7** | Role and contribution of tour operation industry |
| **8** | tour operation industry: future prospects |
| **9** | Linkages of tour operation business with principal suppliers and other agencies-1 |
| **10** | Linkages of tour operation business with principal suppliers and other agencies-11 |
| **11** | Incentives and concessions applicable to tour operators in India. |
| **12** | Case study on tour operation |
| **13** | Discussion on unit-I |
| **UNIT – II** Tour designing | |
| **14** | Tour designing- concept , need , importance |
| **15** | Tour designing-procedure |
| **16** | Tour designing- tour research |
| **17** | Tour itinerary: meaning , concept |
| **18** | Tour itinerary: Types |
| **19** | Development of tour itinerary |
| **20** | Tour Negotiation: meaning , concept , types |
| **21** | Tour Negotiation with travel vendors |
| **23** | Preparation of confidential tariff ( sheet) |
| **24** | tour brochure: meaning concept and types |
| **25** | tour brochure : Designing and printing |
| **26** | Tour costing and pricing: meaning , concepts |
| **27** | Tour costing : elements and types |
| **28** | Tour cost sheet |
| **29** | Costing of a tour-1 |
| **30** | Costing of a tour-1I |
| **31** | Tour pricing: methods |
| **32** | Case of Tour pricing: I |
| **33** | Case of Tour pricing: II |
| **34** | Tour promotion: methods |
| **35** | Detailed study of passport, visa, health regulations. |
| **36** | Customs and currency regulations, |
| **37** | baggage rules and insurance |
| **UNIT – III Understanding** itinerary preparation | |
| **38** | Itinerary preparation- meaning, types |
| **39** | Do’s and Don’ts of itinerary preparation |
| **40** | Itinerary preparation-,Procedure and process |
| **41** | Itinerary preparation- Limitations and constraints. |
| **42** | Procedure of costing; group tour, independent tours |
| **43** | Procedure of costing : business tours |
| **44** | Tour pricing strategies n India. Pricing of different tour packages. |
|  | **UNIT – IV:** Developing tour packages |
| **45** | Developing tour packages for business travelers |
| **46** | Cultural destinations; Popular Itineraries for Pilgrimage destinations |
| **47** | Tour packages for hill resort, adventure sports, deserts & beach resorts |
| **48** | Study of outbound tour packages offered by major tour operators of India- Cox & Kings, American Express, Travels to south-East Asia-Singapore |
| **49** | Study of outbound tour packages offered by major tour operators of India- Thomas Cook and Kuoni Travels to south-East Asia-Singapore |
| **50** | Study of outbound tour packages :Thailand and Malaysia, USA and Europe |
| **51** | Salient features of destinations covered in these itineraries |
| **52** | Case study of tour packages USA |
| **53** | Case study of tour packages Europe |

**MTTM – 401 MAJOR DESTINATIONS OF WORLD**

***PROF. RAVI BHISHAN KUMAR***

**LESSON PLAN**

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| **Lesson plan** | **TOPICS** |
|  | **Unit-I Understanding Asia & Pacific region** |
|  | Understanding importance of Asia –Pacific regions |
|  | Main countries of this region |
|  | Main tourist attractions of Asian region |
|  | Maintourist attractions of Pacific region |
|  | Tourism trends in this region |
|  | Main tourist attractions of Tokyo |
|  | Main tourist attractions of Shanghai |
|  | Main tourist attractions of Singapore |
|  | Main tourist attractions of Kuala Lumpur |
|  | Main tourist attractions of Sydney |
|  | Main tourist attractions of Dubai |
|  | Discussion and review on unit I |
|  | **Unit II Understanding of Europe** |
|  | Understanding about Europe |
|  | Importance of Europe in tourism |
|  | Various regions and groups of European countries |
|  | Tourist trends in Europe |
|  | Tourist attractions in London and surroundings |
|  | Tourist attractions in Paris and surroundings |
|  | Tourist attractions in Madrid and surroundings |
|  | Tourist attractions in Athens and surroundings |
|  | Tourist attractions in other European cities |
|  | Discussion and review on unit II |
|  | **UNIT-III Understanding of Africa** |
|  | Understanding Africa |
|  | Importance of Africa for tourism |
|  | Tourism types and tourism trends in Africa |
|  | Main tourist attractions in Cairo |
|  | Main tourist attractions of Cape town & Johannes berg |
|  | Main tourist attractions of Mauritius |
|  | Main tourist attractions of Seychelles |
|  | Main tourist attractions of Nairobi and nearby places |
|  | Potential and popular destinations in other parts of Africa |
|  | Discussion and review on unit III |
|  | **Unit – IV Understanding of Americas** |
|  | Understanding Americas |
|  | Various regions of Americas |
|  | Importance of Americas for Tourism |
|  | Types and trends of Tourism in Americas |
|  | Main tourist destinations in North America |
|  | Main tourist attractions in New York |
|  | Main tourist attractions of Los Angeles |
|  | Main tourist attractions of Montreal |
|  | Main tourist attractions of Rio de Janeiro |
|  | Main tourist attractions of Havana |
|  | Popular tour packages of North America |
|  | Popular tour Packages of South America |
|  | Discussion and review on unit IV |
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|  | **MTTM-403**  **ADVANCE TRAVEL AGENCY MANAGEMENT**  **Lesson plan**  **Professor Mohinder Chand** |
| **Lesson Number** | **Topics** |
|  | **Unit-1: Understanding TRAVEL AGENCY MANAGEMENT** |
| **1** | **Concept of Travel agency management** |
| **2** | Growing Dimension of Travel Agency and tour operation business at global |
| **3** | Growth and development of travel trade in India since 1950 |
| **4** | Multination travel companies in India and their impact on India’s tourism industry |
| **5** | Public sector in travel agency business, in India |
| **6** | Information technology and travel trade business |
| **7** | Strategic Alliance in Travels agency Business |
| **8** | Case study : MNCs |
| **9** | Case study: emerging alliance |
| **10** | Discussion on unit-1 |
| Unit-II: Handling Travel Agency | |
| **11** | Travel agency as a handling agency-concepts, origin and need |
| **12** | Functions of Handling Travel agency |
| **13** | Criteria for the selection of a handling agency in India |
| **14** | Characteristic of a successful handing agency |
| **15** | Destination companies- meaning and emerging concept |
| **16** | Destination companies- scope and importance |
| **17** | Review of tour package of Destination companies – Domestic |
| **18** | Review of tour package of Destination companies – International |
| **19** | Procedures for negotiation |
| **20** | The social responsibility of destination companies |
| **21** | Future prospects of destination companies in India. |
| **22** | Case study of handling agency |
| **23** | Case study of destination companies |
| **24** | Discussion on unit-11 |
| Unit-III: Itinerary Planning and tour Management | |
| **25** | Itinerary Planning- Concepts |
| **26** | Itinerary Planning; types |
| **27** | Itinerary Planning : tools, techniques |
| **28** | Itinerary Planning : procedures and constraints |
| **29** | Case study of inbound tour itinerary planning |
| **30** | Case study of out bound tour itinerary planning |
| **31** | Pre-tour management; meaning and concept |
| **32** | Pre-tour management: procedure/ process |
| **33** | Pre-tour management : processing considerations |
| **34** | pre-tour planning Developing the inbound tour |
| **35** | pre-tour planning Developing the outbound tour |
| **36** | pre-tour planning Developing the domestic tour |
| **37** | pre-tour planning Developing the multidestination tours |
| **38** | Post tour management: meaning and concept |
| **39** | Post tour management: process |
| **40** | Post tour management: case study |
| **41** | Case study of pre-tour planning |
| **42** | Discussion on unit-iii |
|  | UNIT-IV: Travel Agency Strategic Management |
| **43** | Travel Agency Strategic Management – Meaning, concept and Characteristics |
| **44** | Travel Agency Strategic Management Objectives and significance. |
| **45** | Strategy: concept and need , types |
| **46** | Strategy formulation: meaning and [process |
| **47** | functional strategies : marketing, HRD |
| **48** | functional strategies : operational product, services and finances |
| **49** | Case study of Indian and travel/ tour companies |
| **50** | Case study of multinational travel/tour companies |
| **51** | Strategy implementation |
| **52** | Strategy evaluation in the context of Indian travel and tour companies. |
| **53** | Discussion on unit-iv |

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| **MTTM- 407**  **CUSTOMER RELATIONSHIP MANAGEMENT**  **Incharge: Rajeev Sharma** | |
| **UNIT- I : CONCEPT AND CONTEXT OF CRM** | |
| 1 | CONCEPT AND NATURE OF CRM |
| 2 | IMPORTANCE OF CRM IN TOURISM INDUSTRY |
| 3 | CONCEPT OF CUSTOMER LIFE CYCLE –I |
| 4 | CONCEPT OF CUSTOMER LIFE CYCLE- II |
| 5 | LEGAL AND ETHICAL BUSINESS ENVIRONMENT OF CRM |
| 6 | ECONOMIC, COMPETITIVE AND SOCIAL BUSINESS ENVIRONMENT OF CRM |
| 7 | CUSTOMER SATISFACTION AND CUSTOMER LIFETIME VALUE |
| 8 | CUSTOMER LOYALTY AND DEFECTION, WORD-OF-MOUTH |
| 9 | CLOSED LOOP MARKETING AND TOUCH POINT ANALYSIS |
| 10 | DATA MINING AND MODELING |
| 11 | BENEFITS AND DIFFICULTIES IN DEVELOPING IMPLEMENTING CRM |
| 12 | DISCUSSION AND ASSIGNMENT PRESENTATION – I |
| 13 | ASSIGNMENT PRESENTATION – II |
| 14 | ASSIGNMENT PRESENTATION – III |
| **UNIT-II : MANAGING CUSTOMER RELATIONSHIP** | |
| 15 | INTRODUCTION TO BUILDING CUSTOMER RELATIONSHIP MANAGEMENT |
| 16 | CUSTOMER ACQUISITION AND REQUISITES FOR EFFECTIVE ACQUISITION |
| 17 | CUSTOMER ADOPTION AND CUSTOMER RELATION |
| 18 | PREVENTING CUSTOMER INACTIVITY AND CUSTOMER DEFECTION |
| 19 | DEALING WITH CUSTOMER INACTIVITY AND CUSTOMER DEFECTION |
| 20 | CUSTOMER WIN BACK STRATEGIES |
| 21 | DISCUSSION AND ASSIGNMENT PRESENTATION – IV |
| 22 | DISCUSSION AND ASSIGNMENT PRESENTATION – V |
| 23 | CLASS TEST |
| **UNIT-III: DEVELOPING CRM STRATEGY** | |
| 24 | CONCEPT OF CUSTOMER INTERACTION MANAGEMENT (CIM) |
| 25 | ROUTES TO CUSTOMER INTERACTION MANAGEMENT |
| 26 | FACTORS INFLUENCING CUSTOMER INTERACTION MANAGEMENT |
| 27 | ELECTRONIC DATA INTERCHANGE |
| 28 | SPECIFIC SKILLS FOR CUSTOMER INTERACTION MANAGEMENT |
| 29 | CUSTOMER RESEARCH FOR CRM |
| 30 | DISCUSSION AND ASSIGNMENT PRESENTATION – VI |
| 31 | DISCUSSION AND ASSIGNMENT PRESENTATION – VII |
| **UNIT-IV: CUSTOMER CONTACTS STRATEGIES** | |
| 32 | FACE-TO-FACE, TELEPHONE, POST/EMAIL, INTERNET |
| 33 | CALL CENTRE: OBJECTIVES, FEATURES AND FUNCTIONS OF CALL CENTER |
| 34 | CALL CENTER PLANNING AND INCOMING CALLS MANAGEMENT |
| 35 | INSTITUTE KEY WITH SPECIAL REFERENCE TO AMERICAN EXPRESS – I |
| 36 | INSTITUTE KEY WITH SPECIAL REFERENCE TO AMERICAN EXPRESS – II |
| 37 | INSTITUTE KEY WITH SPECIAL REFERENCE TO KUONI GROUP OF COMPANIES – I |
| 38 | INSTITUTE KEY WITH SPECIAL REFERENCE TO KUONI GROUP OF COMPANIES – II |
| 39 | INSTITUTE KEY WITH SPECIAL REFERENCE TO BRITISH AIRWAYS –I |
| 40 | INSTITUTE KEY WITH SPECIAL REFERENCE TO BRITISH AIRWAYS –II |
| 41 | DISCUSSION AND ASSIGNMENT PRESENTATION - VIII |
| 42 | DISCUSSION AND ASSIGNMENT PRESENTATION - IX |

**MTTM-408**

**INFORMATION TECHNOLOGY & ONLINE TRAVEL**

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| **Lesson Number** | **Topic** |
|  | **UNIT-I E-Commerce** |
| 1 | What is E-Commerce?, Why E-Commerce |
| 2 | Meaning, Definition, Concept of E-Commerce |
| 3 | Features & Functions of E-Commerce |
| 4 | Advantages & Disadvantages of E-Commerce |
| 5 | Types of E-Commerce |
| 6 | Business to Business E-Commerce (B2B) |
| 7 | Business to Customer E-Commerce (B2C) |
| 8 | Customer to Customer E-Commerce (C2C) |
| 9 | Discussion of Unit-I |
|  | **UNIT-II Fundamentals of MIS** |
| 10 | Introduction to MIS |
| 11 | Meaning, Need, Uses of Computers |
| 12 | Data Processing |
| 13 | Types of MIS |
| 14 | Limitations of MIS |
| 15 | Case Study |
| 16 | Discussion of Unit-II |
|  | **UNIT-III CRS** |
| 17 | Introduction of CRS |
| 18 | Meaning, Need of CRS |
| 19 | Importance of CRS |
| 20 | Advantages & Disadvantages of CRS |
| 21 | Basics of CRS packages |
| 22 | Galileo |
| 23 | Amadeus |
|  | Discussion of Unit-III |
|  | **UNIT-IV Emerging Technology & Information Technology** |
| 24 | Definition, Meaning of IT |
| 25 | Utilisation of IT in tourism sector |
| 26 | Strategic & Tactical role of IT in Tourism |
| 27 | Introduction of new technologies |
| 28 | Advantages & Disadvantages |
| 29 | Concept of E-Tourism |
| 30 | Importance & Need of E-Tourism |
| 31 | Functions of E-Tourism |
| 32 | Limitations of E-Tourism |
| 33 | Social Media |
| 34 | Role & Impact of social media in tourism sector |
| 35 | Blogs |
| 36 | Photo & Video sharing |
| 37 | Trip planning & sharing |
| 38 | Website searching |
| 39 | Case Study |
| 40 | Discussion of unit-IV |

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| **LESSON NO.** | **MTTM-4TH SEMESTER (2015) TEACHER- MUKESH KUMAR BHATIA**  **SUB: ENVIRONMENT, ECOLOGY AND TOURISM (411)** |
|  | **UNIT-I TOPICS** |
| 1. | Understanding various terms used in environment,e.g. environment, |
| 2. | Ecology |
| 3. | Ecosystem |
| 4. | Biodiversity hot spots |
| 5. | Ecotourism |
| 6. | Man environment relationship in deference stages ofdevelopment |
| 7. | Resources for ecotourism in India |
| 8. | Types of pollution such as air pollution |
| 9. | Water pollution |
| 10. | Land Pollution |
| 11. | Noise pollution |
| 12. | Radio Activity |
| 13. | Visual pollution |
| 14. | Ozone depletion, |
| 15. | Greenhouse effects |
| 16. | Global warming |
|  | **UNIT-II** |
| 17. | Concept of tourism carrying capacity |
| 18. | Bio- physical carrying capacity |
| 19. | Social carrying capacity |
| 20. | Cultural carrying capacity |
| 21. | Infrastructural methodsto measure carrying capacity |
| 22. | Environment impact assessment. |
| 23. | Need for EIA measurement intourism projects |
|  | **UNIT-III** |
| 25. | Major impacts of tourism on environment; air, water, land |
| 26. | Impacts of tourism on sound |
| 27. | Impact on rivers |
| 28. | Visual impacts |
| 29. | Impacts on appearance |
| 30. | Coral reefs |
| 31. | Mangroves |
| 32. | Nature vegetation and wildlife |
| 33. | Tourism impacts oncultural environment |
|  | **UNIT-IV** |
| 34. | Acts and Laws ( of India) related with tourism and environment e.g. air Law |
| 35. | Water Law |
| 36. | Sound Acts Law |
| 37. | Forest environment acts Law |
| 37. | Ecotourism policy of Govt. of India |
| 39. | World conferences on environment e.g. Rio Summit |
| 40. | Kyoto Protocol |
| 41. | Bali Summit |

**MTTM-414**

**HEALTH & MEDICAL TOURISM**

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| **Lesson Number** | **Topics** |
|  | **UNIT-I** |
| 1 | Introduction of Health Tourism |
| 2 | Introduction of Medical Tourism |
| 3 | Nature & Scope of Health & Medical Tourism |
| 4 | Health & Medical Tourism in India |
| 5 | Factors responsible for growth of health tourism |
| 6 | Factors responsible for growth of medical tourism |
| 7 | Case Study |
| 8 | Discussion of Unit-I |
|  | **UNIT-II** |
| 9 | Health & Medical Tourism Product in India |
| 10 | Health Tourism market at Global Level |
| 11 | Medical Tourism Market at Global Level |
| 12 | Advantages for India in Global Medical Tourism Market |
| 13 | Disadvantagesfor India in Global Medical Tourism Market |
| 14 | Case Study |
| 15 | Discussion of Unit-II |
|  | **UNIT-III** |
| 16 | Health Tourism in India |
| 17 | Medical Tourism in India |
| 18 | Role of Private Sector in Health Tourism |
| 19 | Role of Private Sector in Medical Tourism |
| 20 | Traditional Health care system in India |
| 21 | Government Incentives for Health & Medical Tourism in India |
| 22 | Case Study |
| 23 | Discussion of Unit-III |
|  | **UNIT-IV** |
| 24 | Certification Process in Health & Medical Tourism in India |
| 25 | Accreditation Process in Health & Medical Tourism in India |
| 26 | Ethical issues in Health & Medical Tourism |
| 27 | Legal issues in Health & Medical Tourism |
| 28 | Economic issues in Health & Medical Tourism |
| 29 | Environmental issues in Health & Medical Tourism |
| 30 | Case Study |
| 31 | Discussion of Unit-IV |