



# CENTRAL UNIVERSITY OF KERALA

## ***MBA***

*Tourism and Travel Management*

**EXPLORE...EXCEL...EARN...**

***COURSE CURRICULUM & REGULATIONS***  
*Academic Year 2019 – 20 onwards*



## PROGRAMME OUTCOMES (POs)

PO1: Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.

PO2: Communicate and lead classroom, community and industry effectively and confidently.

PO3: Nurture students in a professional and ethical manner, and practice industry-defined work ethics.

PO4: Demonstrate leadership and teamwork to achieve common goals.

PO5: Use knowledge of best practices to further sustainability (economic, environmental, and cultural/social) in the industry.

## PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: To demonstrate ability to perform executive and managerial level job functions in travel/tourism and allied sectors.

PSO2: To lead with the knowledge that the foundation of tourism is based on the respect for the host culture with the responsibility to perpetuate the unique values, traditions, and practices of that place.

PSO3: To generate business ideas, develop business plans, understand regulatory requirements, and identify the sources of finance and other resources to start new Tourism related business ventures.

PSO4: To create an ability to update to current practices followed globally in hospitality and tourism and to customize the same to the Indian context.

PSO5: To adapt to understand the process and apply specific practices to improve effectiveness and productivity in tourism operations.

## THE UNIVERSITY

The Central University of Kerala, Kasaragod, came into being in 2009 under the Central Universities Act 2009 (Parliament Act No. 25 of 2009). The University is founded on the noble vision of a 'caring wisdom' and is guided by the lofty ideals of academic and social commitment, moral steadfastness and intellectual and spiritual enlightenment, as reflected in its vision statement. Located in a region characterized by linguistic and ethnic diversity and cultural richness, the University seeks to harness the local resources – human, intellectual, social, artistic and cultural – while bringing in the best that is globally available, thus maintaining a fruitful, symbiotic relationship with a region that badly needs an educational uplift. The University opened its academic portals in October 2009 with two PG programmes and operated from a rented building at Naimarmoola (Vidyanagar). From this humble beginning, CU Kerala has grown into an institution offering twenty one postgraduate and research programmes.

## TOURISM EDUCATION

The World Tourism organization has realized the fact that the absence of trained manpower in many countries is a major impediment to the growth of tourism business. Thus, it has accorded a top priority to the human resource development in this sector. A study report on 'Economic Impact of Tourism in India' conducted by the Economic and Social Commission for Asia and Pacific (ESCAP) reveals that 1.2 international tourist visit provides employment to one person for a year. Similarly one person gets a job from the visit of 17 domestic tourists. Keeping in view the need of the Tourism sector in India to be managed professionally and efficiently; the tourism planners, both in the government and private sectors, realized the importance of the tourism education in a systematic manner in the late 1970's. Impetus to the growth of tourism education received further support from the National Committee on Tourism in 1988.

This committee in its report revealed that the tourism industry in India having tremendous scope of employment opportunity is still going to suffer from the lack of trained manpower in the coming years as there is going to be a wide gap between the demand and supply of well-trained manpower. Also, there is a lack of trained teachers and researchers in the discipline of tourism. Further, the Committee observed that there is a complete lack of teaching materials, books, journals and other equipment in the field of tourism education in India. However, demand and supply of manpower is still mismatching with less number of institutions/universities in offering tourism education in India.

In this backdrop, as a part of responsibility towards society, the Central University of Kerala has the need to prepare professionals with tourism education to fill the gap between trained manpower demand and shortage in the available supply. Authorities of the University has decided to offer two-year full-time post graduate programme in Master of Business Administration in Tourism & Travel Management - MBA (TTM) to cater the needs of industry at managerial level to advance the growth of tourism industry.

## DEPARTMENT OF TOURISM STUDIES

The Department of Tourism Studies was established in the year 2019 under the School of Business Studies to prepare competent tourism professionals by offering Post Graduation in Tourism and Travel Management. At present, the Department offers two-year full-time MBA in Tourism and Travel Management (TTM) spreading four semesters.

### MISSION

To prepare the young aspirants to gain professional skills to empower them to lead the tourism business and to creatively think for the benefit of the community, industry, and the nation.

### VISION

To become a centre of knowledge imparting Tourism Education and Research in the country to meet national and international human resource requirements.

### GOALS

The Department aims at,

- Preparing young and dynamic professionals, entrepreneurs and researchers in the field of tourism;
- Contributing in developing socially responsible business models and;
- Collaborating with tourism stakeholders for knowledge and idea sharing.

### CORE VALUES

The Department believes in,

- Humaneness, kindness, honesty and positive thinking as qualities essential to work with and for people.
- Integrity, ethics, mutual appreciation and respect as the core values for having a healthy and productive work culture.

## HIGHLIGHT OF THE PROGRAMME

The MBA (TTM) is a professional Programme designed to groom students with the skills and qualities expected to manage the various travel, tourism and hospitality business. The pedagogy and curriculum are designed in such a way that it help the students to learn and acquire theoretical knowledge as well as practical skills in Tourism.

### ***Pedagogy***

A balanced combination of theory and practical classes using teaching methods such as lectures, case discussions, presentations, group discussions, demonstrations, Field visits, property visits, destination mapping and project works.

### ***Curriculum***

Comprehensive and updated curriculum designed specially keeping the varied career prospects of the students, the requirements of the industry and the society.

### ***Evaluation***

The performance of students in each course shall be evaluated through Continuous Assessment (CA) and End Semester Assessment (ESA). Few practical papers have only Continuous Assessment (CA) with different components of marks.

### ***Eligibility for Admission***

Students who have obtained a Bachelors' Degree from a recognized University under a minimum of 10+2+3 system in any discipline with not less than 50% marks or equivalent grade in aggregate. Up to 5% relaxation in minimum requirement of marks is granted to SC/ST candidates.

Candidates who have appeared for the final examinations and are awaiting results may be provisionally admitted for the entrance test, if any, subject to their producing evidence of successful qualification at the time of admission.

### ***Intake & Reservation***

Total number of initial intake is 38. Reservation shall be applicable as per Government of India.

### ***Duration of the Course***

MBA (TTM) is a regular PG course with duration of two academic years spreading over four semesters. Each academic year, there shall be two semesters -June to November and December to April respectively.

### ***Admission Procedure***

Admissions to MBA (TTM) Course shall be based on the merit of students' performance in the Central University Common Entrance Test (CU CET) to be notified in February -March every academic year.

### ***Medium of Teaching and Examination***

Medium of Teaching and Examination shall be in English only.

### ***Attendance***

Minimum attendance required for becoming eligible to appear in semester examinations for each theory paper shall be 75%.

## **EVALUATION AND AWARDS OF GRADE**

### ***Choice Based Credit System (CBCS)***

The MBA (TTM) degree programme is offered through 'Choice Based Credit System'. Under the System, subjects are classified into Hard Core, Elective courses, Audit Courses and Open Electives. Hard Cores and Electives courses are compulsory. The students have a choice to select from among the list of Audit courses offered within the department and the open electives offered by the other departments within the University. Department offer Open Elective courses for interested students from other Departments.

### ***Weightage of Marks***

The weightage of marks between continuous Internal Assessment and End Semester Examinations shall be 40 and 60 respectively.

### ***Passing Minimum***

A student is declared to have passed in a given course only when he/she secures a minimum of 50 % marks in the End-Semester Examinations separately. There is no minimum passing marks for the internal assessment component.

### ***Internal Assessment***

Internal Assessment Component of 40 marks consists of Two Internal Tests(10 marks each), Assignments(10 Marks) and Presentations(10 marks). Assessment of Practical papers shall be evaluated through CA by the concerned teacher. Field visits shall be evaluated continuously by the Field visit coordinators (Pre and mid-tour evaluation) and the Faculty Advisors (Report and Presentations).

### ***Evaluation of End Semester Examination***

The answer scripts of the end Semester Examinations shall be evaluated for a weightage of 60 marks by an external examiner and an internal examiner separately. The External assessment of Internship and Project shall be carried out through a viva-voce examination based on the report submitted to

the department by the student (60%). The Faculty guide shall give the remaining 40% based on the report.

### ***Pattern of Questions for the Semester End Examination***

The end semester examinations for 60 marks per each paper shall be conducted as per the academic calendar of the University. There shall be three parts for the question paper. Part A has 10 short answer type questions with 2 marks each. Part B has 5 long type questions with equal choice carry 6 marks each and Part C to write answers for a Case study/Practical question based on the course.

## **COURSE PATTERN**

### ***Core courses***

Core courses are courses that a student admitted to program must successfully complete to receive the degree which cannot be substituted by any other course. 20 Theory papers (in Four semesters), three field visits (first Three semesters), one Internship (Second semester), one Research project (Fourth semester) and one MOOC course (Fourth semester) are core courses to complete MBA(TTM) programme.

### ***Elective Streams***

<b>ES 1: Tour Operation Management</b>	<b>ES 2: Airline and Cargo Management</b>
MBT5001: Itinerary Preparation and Tour Packaging MBT5002: Tour Guiding and Interpretation MBT5003: Foreign Exchange Management	MBT5004: Airfares and Ticketing MBT5005 Air Cargo Management MBT5006 Computerised Reservation System
<b>ES 3: Special Interest Tourism</b>	<b>ES 4: Event Management</b>
MBT5007: Adventure Tourism Management MBT5008: Medical and Wellness Tourism MBT5009: Rural Tourism - Principles and Practices	MBT5010: Basics of Event Management MBT5011: Event Planning and Marketing MBT5012: Event Management Process
<b>OPEN ELECTIVES</b>	
MBT5021: Fundamentals of Travel and Tourism MBT5022: Tourism Products and Experiences	

**Note:** *The elective streams of an academic year shall be decided by the faculty council in the beginning of the second semester. Minimum of two elective subjects shall be offered (more subjects may be offered based on the availability of faculty members) each one at third and fourth semester.*

*Open electives are offered for students from other departments.*

### ***Suggested Audit courses***

- ◆ Information Technology for Managers (I semester)
- ◆ Foreign Language I - Communicative French/German/Spanish (II semester)
- ◆ Foreign Language II- Communicative French/German/Spanish (III semester)

Audit Courses are regular courses, which a student might want to attend to enhance his/her academic potential. Audit Courses may be attended with written permission of the teacher concerned. Audit Courses shall not be considered for accumulation of credits, but shall be indicated in a separate Audit Course Certificate issued by the Department at the end of the Programme. The following courses are suggested to have in the first, second and the third semester of the program (one in one semester). The Audit course in the respective semester shall be decided in the faculty council meeting based on the availability of faculty. List can be extended based on the expertise of the faculty members.

## **CURRICULUM BASED FIELD VISIT COMPONENTS**

### ***Destination Visit I (3 / 4 One-Day - 2 credits)***

The Department shall organize three or four field/ destination/property visits in the first semester for initial exposure of the students in consultation with industry. The students shall visit any tourism, travel or hospitality organization for one day for acquaintances. These shall be organized between July and November and the students shall make an oral presentation of their experience and need to submit a report about the field visits.

### ***Destination Visit II (One-Week Short Destination Visit - 3 Credits)***

During the second semester, there shall be a compulsory component of 5-7 days destination visit. The students shall choose destination (s) and prepare itineraries (in consultation with the faculty in-charge) for acquiring destination knowledge. During this period, the student is expected to interact with the tourists, community members, service providers and government tourism officials at the destinations and prepare a report as per the guidelines and make a presentation of the same.

### ***Destination visit III (Two-Week Destination Visit - 4 Credits)***

A two-week long destination visits in the third semester to important tourism destinations in India or abroad as part of MBA-TTM curriculum is suggested to make the students familiarize with the dynamic functioning of major tourism destinations of national importance. Students need to write a tour diary about their daily observations and experiences. At the end of the tour, they need to submit a tour report in the given format and to make a presentation about selected experiences and learning.

### ***Summer Training/ Internship***

The students of MBA (TTM) shall undergo summer internship at reputed tourism and travel organizations for a period of 6 weeks or 45 days during the summer vacation (April & May) under the



guidance of a faculty advisor. The students shall take continuous guidance from their respective faculty advisors during the internship period. At the end of training, the students shall submit an internship approved by the faculty advisor within 15 days from the date of the completion of training followed by individual presentations. The Dissertation must be submitted in triplicate within 15 days of the completion of training and notify the date of submission of the Dissertation. The Dissertation must include a certificate of original work carried out by the student duly signed by the candidate, faculty advisor and the Head of the Department.

The Summer Project Report and Viva-Voce' Examination will be evaluated by one external examiner and one internal examiner (respective faculty guide). Summer internship Report will be valued for a weightage of 100 marks (40 internal and 60 external) The summer project marks obtained by the students will be recorded in the marks statement issued to them in the third semester (along with the third semester marks).

### ***Project Report***

There will be a Project work with dissertation and Comprehensive Viva-voce as a Core Course in the last semester. All students have to select a research topic based on destinations, industry or any Travel and Tourism related areas under the supervision of faculty advisor/supervisor. A Project Report/Dissertation should be submitted before the end semester examinations of fourth semester in the prescribed structure and format signed by the student, faculty advisor and HOD before the last date given by the Head of the Department. There shall be an Internal and External evaluation of Project report followed by viva voce examinations (50 marks Internal and 100 marks external).

## **CO-CURRICULUR ACTIVITIES SUGGESTED**

- ✦ Institute-Industry Interface program (2-3 days annually)
- ✦ World Tourism Day Celebrations (27<sup>th</sup> September)
- ✦ National Tourism Day (25<sup>th</sup> January)
- ✦ Celebration of Festivals
- ✦ Invited Lecture Series – Each Semester
- ✦ Placement Orientation Sessions

### COURSE PATTERN – MBA (TTM)

CODE	FIRST SEMESTER	L	P/FA	C	CA	ESA	Total
MBT5101	Management Process and Organizational Behaviour	3	0	3	40	60	100
MBT5102	Tourism Principles and Practices	3	0	3	40	60	100
MBT5103	Tourism Products of India	3	0	3	40	60	100
MBT5104	Tourism and Travel Geography	3	0	3	40	60	100
MBT5105	Tourism Policies and Legislation	3	0	3	40	60	100
MBT5106	Managerial Economics for Tourism	3	0	3	40	60	100
MBT5191	Business Communication and Soft Skills	2	2	3	100	-	100
MBT5192	Destination Visit – I	2	20 *	2	100	-	100
MBT5193	Information Technology for Managers	2	2	Audit course			
<b>Total</b>		<b>24</b>	<b>24</b>	<b>23</b>	<b>440</b>	<b>360</b>	<b>800</b>

CODE	SECOND SEMESTER	L	P/FA	C	CA	ESA	Total
MBT5201	Human Resource Management	3	0	3	40	60	100
MBT5202	Travel Agency and Tour Operations Management	3	0	3	40	60	100
MBT5203	International Tourism	3	0	3	40	60	100
MBT5204	Airline and Airport Management	3	0	3	40	60	100
MBT5205	Hospitality Management	3	0	3	40	60	100
MBT5206	Tourism Research Methodology	3	0	3	40	60	100
MBT5291	Personality Development and Life Skills	2	2	3	100	-	100
MBT5292	Destination Visit- II	2	40*	3	100	-	100
MBT5293	Foreign Language- I Communicative French/German/Spanish	2	2	Audit course			
<b>Total</b>		<b>24</b>	<b>44</b>	<b>24</b>	<b>440</b>	<b>360</b>	<b>800</b>

CODE	THIRD SEMESTER	L	P/FA	C	CA	ESA	Total
MBT5301	Tourism Marketing	3	0	3	40	60	100
MBT5302	Destination Planning and Development	3	0	3	40	60	100
MBT5303	Sustainable Tourism Practices	3	0	3	40	60	100
MBT5304	Accounting and Financial Management	3	0	3	40	60	100
MBT5390	Internship Report and Viva-Voce			4	40	60	100
MBT5392	Destination Visit – III	2	100*	4	100	-	100
MBT5393	Foreign Language - II Communicative French/German/Spanish	2	2	Audit course			
MBT5031	MOOC Course - 1	-	-	2	-	50	50
	Elective – I	3	0	3	40	60	100
	Elective – II	3	0	3	40	60	100
<b>Total</b>		<b>22</b>	<b>102</b>	<b>28</b>	<b>380</b>	<b>470</b>	<b>850</b>

CODE	FOURTH SEMESTER	L	P/FA	C	CA	ESA	Total
MBT5401	Tourism Entrepreneurship	3	0	3	40	60	100
MBT5402	E- Tourism	3	0	3	40	60	100
MBT5490	Research Project	-	8	4	50	100	150
	Elective – I	3	0	3	40	60	100
	Elective – II	3	0	3	40	60	100
<b>Total</b>		<b>12</b>	<b>08</b>	<b>16</b>	<b>210</b>	<b>390</b>	<b>550</b>
<b>Grand Total for all Semesters</b>				<b>91</b>			<b>3000</b>

L – Lecture Hours Per Week

P/FA – Practical or Field Activity

C – Credit

CA – Continuous Assessment

ESA – End Semester Assessment

# **SEMESTER - I**

# Programme: MBA Tourism & Travel Management

## MBT5101 MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

Course Code	MBT5101	Semester	I
Course Title	Management Process and Organizational Behaviour		
Credits	3	Type	Core

### Course Description

The course provides specialized knowledge in the field of Management and Organizational Behaviour

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and principles of Management.
- CO2: To foster an awareness of Organisation structure and course.
- CO3: Examine the current and future trends in the functions of direction and controlling
- CO4: Know the importance of Organizational behaviour in business.
- CO5: Learn how to relate the theories with the practices in the business.

### Course Structure

The following is a detailed syllabus of Management Process and Organizational Behaviour.

#### Module I: Management Concepts and Functions

Nature and Levels in Management – Managerial Roles and Skills – Tasks of a Manager — Manager and Environment - Social Responsibilities of Business, Planning: Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning — Management by Objectives (MBO) – Decision Making.

#### Module II: Organizing

Organization Structure & Design – Authority Relationships – Delegation of Authority and Decentralization – Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on organizational design – Mechanistic vs. Adoptive Structures.

#### Module III: Directing and Controlling

Motivation – Motives – Characteristics – Motivation Theories – Motivation and Productivity – Leadership Styles & Models - Process of Communication - Formal and Informal Communication – Verbal and non-Verbal Communication – Barriers to communication - Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

#### Module IV: Organizational Behaviour

Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis – JOHARI Window – Management of Stress.

#### Module V: Group Dynamics

Group Behaviour – Group Formation - Understanding Work Teams– Conflict Management-Negotiation and Interpersonal Behaviour - Management of Change – Resistance to Change – Organizational Development.

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### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- H. Koontz, H. Weihrich (2004), Management, McGraw – Hill, Tokyo, (Text Book).
- Mullins, Laurie J. (2016), Management and Organisational Behaviour, Pearson Education India, New Delhi
- Stoner & Wankel (1999), Management, Prentice Hall India, New Delhi.
- Peter F. Drucker (1987), Practice of Management, Pan Books, London, Reprint.
- Virmani.B.R. (2006), The Challenges of Indian Management, Response books, New Delhi.
- Important Business Magazines like: Business India, Business World and Fortune International, Forbes India, Outlook, Business Today.

# Programme: MBA Tourism & Travel Management

## MBT5102 TOURISM PRINCIPLES AND PRACTICES

Course Code	MBT5102	Semester	I
Course Title	Tourism Principles and Practices		
Credits	3	Type	Core

### Course Description

The course provides clear understanding on the fundamentals of Tourism and its allied activities.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and statistical trends in the tourism industry.
- CO2: Enable the students to understand the sub sectors of tourism like transportation and accommodation
- CO3: Elucidate the application of tourism theories to the pragmatic developmental agenda.
- CO4: Understand the dynamics of tourism businesses and its impacts
- CO5: Familiarize the students with International Organizations involved in travel and tourism

### Course Structure

The following is a detailed syllabus of Tourism Principles and Practices

#### Module I: Introduction to Travel and Tourism

Traveller /Visitor/Tourist/Excursionist – Definitions and Differences- Travel through the ages- Mass Tourism and emergence of Alternative forms of tourism- Nature, Scope & Characteristics of Tourism-Typologies of tourism - Different approaches to tourism- Need for Measurement of Tourism-Types of tourist statistics-Methods of measurement – Statistical trends in tourism -Travel Motivations and Deterrents to Travel-Current Trends in Domestic and Global Tourism.

#### Module II: Tourism Industry

Basic components of tourism(5 A's)- Elements of tourism-Structure and functions of tourism industry-Basic Components of Tourism- Various forms of Transport, accommodation, Entertainment, Food and beverage, shopping and allied industries- Principals and intermediaries in tourism-Horizontal and Vertical Integration in Tourism Business-Infrastructure & Superstructure.

#### Module III: Different Tourism Systems and theories

Leiper's Geo-Spatial Model- Mathieson & Wall's Travel Buying Behaviour Model- Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Index Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model.

#### Module IV: Tourism Impacts

Economic, Social, Cultural, and Environmental- Positive & Negative Impacts of Tourism- Factors Affecting Future of Tourism Business - Carrying capacity- EIA- Environmental auditing- Visitor management practices- Tourism and sustainable development- Community based tourism-Responsible tourism case studies.

#### Module V: Role and functions of Important Tourism Organizations

UNWTO, IATA, ICAO, , WTTC, IHA, FHRAI, ITDC, ICPB, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministry of Tourism, Culture & Railways and Director General of Civil Aviation , Government of India.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
- Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: Oxford University Press.
- Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. United Kingdom: Sage Publications.
- Thomas, R. (2013). *Small Firms in Tourism*. United Kingdom: Routledge.
- Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.
- M.R. Dileep, (2018). *Tourism-Concept, Theory and Practice*, IK International, New Delhi.



## Programme: MBA Tourism & Travel Management

### MBT5103 TOURISM PRODUCTS OF INDIA

Course Code	MBT5103	Semester	I
Course Title	Tourism Products of India		
Credits	3	Type	Core

#### Course Description

The course provides a clear understanding of the vast Tourism resources, Culture and Architecture of India.

#### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and characteristics of Tourism.
- CO2: Form an in-depth understanding of the rich and vibrant cultural heritage of India.
- CO3: Integrate depth knowledge of Natural tourism resources in India
- CO4: Possess all-round knowledge about the competitive positioning and potentials of India as Adventure Tourism Destination.
- CO5: Become adept in identifying and managing emerging destinations and would develop capabilities in designing circuits.

#### Course Structure

The following is a detailed syllabus of Tourism Products of India.

##### Module I: Introduction to Tourism Products

Definition and Differentiation, - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products - Ancient Indian Civilization – Ancient medicines – Ayurveda – Yoga and Meditation major religions and pilgrimage centres.

##### Module II: Indian Culture and Heritage

Religion and pilgrimage centres –Indian architecture –Ancient, Medieval, modern - Major Fairs and Festivals of India – Indian Classical music - Dance forms - Indian Museums, and Art galleries – Handicrafts, Sculptures, Paintings - UNESCO World Heritage Sites of India - Indian Cuisines.

##### Module III: Natural Tourism Resources of India

Important National parks, Wildlife sanctuaries, Biosphere reserves, Rivers, Lakes and Beaches, Waterfalls, Caves, Islands, Deserts, Mountain resources, Major hill stations across India.

##### Module IV: Adventure Tourism and Commercial Attractions of India

Classification of Adventure Sports- Adventure sports of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh. Commercial Attractions.

##### Module V: Major Tourism Circuits of India

Inter-State and Intra-State Circuits, Theme-Based Circuits — Tourism by Rail- Emerging Tourism Attractions in India – New Age Trends in Tourism- Backpacking, Hitch Hiking, Flash Packing, Special Interest Tourist attractions.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
- Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
- Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
- Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
- Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.

# Programme: MBA Tourism & Travel Management

## MBT5104 TOURISM AND TRAVEL GEOGRAPHY

Course Code	MBT5104	Semester	I
Course Title	Tourism and Travel Geography		
Credits	3	Type	Core

### Course Description

The course imparts a specialized knowledge in the field of Management and Organizational Behaviour.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and principles of Management.
- CO2: Foster an awareness of Organisation structure and course.
- CO3: Examine the current and future trends in the functions of direction and controlling.
- CO4: Illustrate the importance of Organizational behaviour in business.
- CO5: Demonstrate how to relate the theories with the practices in the business.

### Course Structure

The following is a detailed syllabus of Tourism and Travel Geography.

#### Module I: Map Reading and Transport System

Latitude - Longitude - International Date Line – Altitude - Direction - Scale Representation, Time Zones, Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time, Daylight Saving Time GIS, GPS & Remote Sensing - Importance of geography in tourism - Tourism Transport Systems: Major Airports and Routes - Major Railway Systems and Networks - Water Transport - Road Transport: Major International Highways.

#### Module II: Physiography of Americas

Physical Geography of North America, South America and Central America – Climate, Vegetation, Drainage, Human Geography- Tourism Resource Mapping.

#### Module III: Physiography of Africa and Europe

Physical Geography of Western Africa- Eastern Africa- South Central Africa- Southern Africa, Europe – Climate, Vegetation, Drainage, Human Geography- Tourism Resource Mapping.

#### Module IV: Physiography of Asia and Oceania

Physical Geography of South Asia, Far East, South East Asia, Middle East, West Asia, Australia, New Zealand, Fiji and other important islands – Climate, Vegetation, Drainage, Human Geography- Tourism Resource Mapping.

#### Module V: Physiography of India

Physical Geography of India – Climate, Vegetation, Drainage, Soil Types, Oceanic Currents, Wind Pattern, Human Geography - Tourism Resource Mapping: North India, South India, Western India, Eastern India, North East and Islands - Transportation Networks in India: Air, Water and Surface.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Rosemary, Burton (1995), Travel Geography. Pitman Publishing, Marlow Essex.
- Hall, M. (1999), Geography of Travel and Tourism, Routledge, London.
- Hall, M. & Page, S.J. (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.
- Robinson, H.A.(1976), Geography of Tourism. Mac Donald & Evans, Ltd.
- World Atlas.

# Programme: MBA Tourism & Travel Management

## MBT5105 TOURISM POLICIES AND LEGISLATION

Course Code	MBT5105	Semester	I
Course Title	Tourism Policies and Legislation		
Credits	3	Type	Core

### Course Description

The course provides the knowledge about various legal aspects relevant to travel, stay, and other areas of tourism industry.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts of laws applicable to the tourism business and allied sectors.
- CO2: Know the importance of tourism policies and Five Year plans in India related to tourism development.
- CO3: Educate the students about the laws related with the various travel documents and currency related matters.
- CO4: Impart knowledge on laws related with the protection Environment in India.
- CO5: Illustrate various Ethical issues related with the International Tourism and Travel trade.

### Course Structure

The following is a detailed syllabus of Tourism Policies and Legislation

#### Module I: Introduction

Law and society - General Principles of Contract Act – Breach of Contract – Indemnity - Guarantee – Bailment, Consumer Protection Act – Consumer issues in Hotels - Travel Agency – Tour Operations – Transportation - Carriage of persons with disability and reduced mobility.

#### Module II: Tourism Policies

Historical development of Tourism in Indian – Various committees -Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy- Role of NITI AYOOG.

#### Module III: Interrelationship between tourism and Laws

Citizenship act (1955 and Amended acts) – Passport act (1967 and Amendments) Passport act and Passport Amendment rules (2006) – Visa regulations to visit India – FEMA and Tourism Industry -Customs Regulations in India & RBI Guidelines for foreign currencies- Foreigners Registration Act .

#### Module IV: Tourism and Environmental Concerns

Environment Act (1986) – EIA guidelines - Forest Conservation Act – Wildlife Protection Act – Coastal Zone Regulation Act – Land Acquisition act - General suggestions to improve tourism in India.

#### Module V: Tourism Ethics

Significance – application – CSR – accessible tourism –legal policy framework – tourism and livelihood – Tourism and Human Rights – environmental, management ethics - opportunities and challenges to implementation of ethical principles in the tourism sector.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
- Hotel and Tourism Laws –Dr.Jagmohan Negi –Frank Bros & Co.(Publishers) Ltd.
- Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
- Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
- Civil Aviation Requirements Section 3 – Air Transport Series ‘M’ Part I, 2008
- The Environment (Protection) Act, 1986, amended 1991.

# Programme: MBA Tourism & Travel Management

## **MBT5106      MANAGERIAL ECONOMICS FOR TOURISM**

Course Code	MBT5106	Semester	I
Course Title	Managerial Economics for Tourism		
Credits	3	Type	Core

### **Course Description**

The course provides the nature of Managerial Economics in general and its applications in tourism industry.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Acquire knowledge on the basic concepts of Economics.
- CO2: Analyse the cost concepts and types.
- CO3: Understand the application areas of Economics in Tourism.
- CO4: Analyse the macro economic environment and its influence on tourism.
- CO5: Illustrate economic impact of tourism in Indian Economy.

### **Course Structure**

The following is a detailed syllabus of Managerial Economics for Tourism.

#### **Module I: Economics and Tourism**

Circular Flow of Economy, Tourism Demand: Types of Tourism Demand – Elasticity of Demand and Supply - Determinants of Tourism Demand – Life Cycle Factors- Measurement of Tourism Demand - National and International Tourism Demand, Tourism Demand Forecasting - Methods of Forecasting, Law of Marginal Utility.

#### **Module II: Cost Concepts**

Short Run vs. Long Run Costs – Types of Cost, Production Function: Input: Output Relationship - Law of Variable Proportions - Returns to Scale - Break Even Analysis.

#### **Module III: Tourism Market Structure & Competition**

Product Markets –Price determination under Perfect Competition – Monopoly – Monopolistic Competition – Duopoly – Oligopoly, Pricing: Determinants of Price- Price Discrimination - Degrees of Price Discrimination.

#### **Module IV: Macro-Economic Environment**

National Income Analysis – GDP, NNP, Per Capita Income – Factors determining National Income- Challenges- Problems- National Income Beaching- Business Cycles - Fiscal and Monetary Policies, Multiplier Effect.

#### **Module V: Economic Impacts of Tourism**

Economic Transition in India, Liberalization, Privatization and Globalization - Government's Role in Tourism. Business and Government, Public-Private Participation (PPP), Investment: Industrial Finance - Foreign Direct Investment (FDIs) - Displacement Effect and Tourism- Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Economics.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Dwyer, L., Forsyth, P., & Dwyer, W. (2010). Tourism economics and policy (Vol. 3). Channel View Publications.
- Samuelson, W. F., & Marks, S. G. (2008). Managerial economics. John Wiley & Sons.
- Varshney, R.L. & Maheswari, K.L. (2004), Managerial Economics, Sultan Chand, New Delhi.
- Maddala (2004), Microeconomics, Tata McGraw - Hill, New Delhi.
- Jhon, T. (1995), the Economics of Leisure and Tourism, Oxford Butterworth, Heinemann.
- Chawla, R. (2004), Economics of Tourism & Development., Sonali Publications, New Delhi.



# Programme: MBA Tourism & Travel Management

## **MBT5191 BUSINESS COMMUNICATION AND SOFT SKILLS**

Course Code	MBT5191	Semester	I
Course Title	Business Communication and Soft Skills		
Credits	3	Type	Core

### **Course Description**

The course imparts a comprehensive knowledge of communication, its scope and importance in business, and its role in establishing a strong position in the industry.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Demonstrate the basic nuances of Public speaking and presentations
- CO2: Acclimatize the fundamentals of business communication with focus on the writing part
- CO3: Introduce the concept of negotiations in the business world
- CO4: Illustrate Business etiquettes and mannerisms in the workplace
- CO5: Imbibe the basic elements of time management and interpersonal skills

### **Course Structure**

The following is a detailed syllabus Business Communication and Soft Skills.

#### **Module I: Presentations and Public Speaking**

The Basic Forms of Communication-- Non-verbal Communication, Verbal Communication- Designing and delivering business Presentations- Public Speaking-Team Presentations. Practical Exercises & Discussions.

#### **Module II: Business Correspondence**

Seven C's of Business Letter Writing, Basic Principles- Forms of Business Letters/E-Mail, Formats of official letters- Writing reports, memos- Writing about the Unpleasant -Writing a report-- Practical Exercises.

#### **Module III: Negotiation Skills**

Need to Negotiate, Factors Affecting Negotiation, Stages of Negotiation Process, Approaches to Negotiation - Practical exercises and role play.

#### **Module IV: Business Etiquettes**

Basic business etiquettes-Office Courtesies, Business dress and grooming- Telephone Etiquette, Business Dining, Business manners- Business socializing- Case Studies.

#### **Module V: Time Management and Interpersonal Skills**

Planning, Scheduling and Prioritizing - Multitasking - Goal Setting - Importance of interpersonal skills in business - negotiating, problem-solving, knowledge-sharing - Case studies.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (100 Marks)
Activity 1– 25 Marks
Activity 2– 25 Marks
Activity 3– 25 Marks
Activity 4 – 25 Marks

### References

- Mitra, B. K. (2016). Personality Development and Soft Skills. New Delhi: Oxford University Press.
- Madhukar, R. K. (2016). Business Communication. Noida: Vikas Publishing House Pvt Ltd.
- Asha, K. (2015). Effective Business Communication. New Delhi: PHI.
- Mary, M. (2013). Guide to Managerial Communication: Effective Writing & Speaking. New Delhi: PHI.
- Raman, M., & Singh, P. (2012). Business Communication. New Delhi: Oxford University Press.
- Guffey, M.A., & Loewy, D. (2010). Business Communication: Process and Product. Boston: South-Western Cengage Learning.

# Programme: MBA Tourism & Travel Management

## MBT5192 DESTINATION VISIT – I

Course Code	MBT5192	Semester	I
Course Title	Destination Visit - I		
Credits	2	Type	Core

### Course Description

The course designed to familiarize the students with industry practices, trends and SOPs of Tourism and Hospitality business.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Explore the current practices of travel agencies and hospitality establishments.
- CO2: Illustrate various corporate practices in the hospitality and tourism industry
- CO3: Familiarize the real-time environment of a functional business

### Course Structure

The following is a detailed instruction of Destination Visit – I.

#### One-day Field/Destination Visits

The Department organizes four property visits in the first semester for initially exposing the students with the industry. The students would visit three/four of any tourism, travel and hospitality organizations. The guidelines for one-day visits are as follows.

- Four visits during three months - August – October (once in every three weeks preferably).
- Next day (working day) of the visit is an oral presentation by all the students
- Second day (working day) of the visit is to submission of the rough report to the respective Faculty Advisor and take the signature
- After completing all the four visits, the students have to prepare the final report. The report must be submitted in the Office of Department with Faculty Advisor and Head of the Department signatures before commencement of the first semester examinations.
- There are *four stages* in this component:

Stage – I : Visit

Stage – I : Presentation

Stage – III : Rough report approval by Faculty Advisor

Stage – IV : Final Report Submission

### Testing & Evaluation:

<b>Internal Assessment (100 Marks)</b>
Pre/Mid Tour Activities – 40 Marks
Tour Presentation – 30 Marks
Tour Report – 30 Marks

# Programme: MBA Tourism & Travel Management

## **MBT5193 INFORMATION TECHNOLOGY FOR MANAGERS**

Course Code	MBT5193	Semester	I
Course Title	Information Technology for Managers		
Credits	NIL	Type	Audit

### **Course Description**

The course acquainting the students with the applications of IT in the business decision making process.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Demonstrate the basic uses of IT in the day to day activities of an organization.
- CO2: Understand the Internet and its application.
- CO3: Learn about MS office packages.
- CO4: Illustrate on basic data representation with usage of excel and its applications.
- CO5: Enable the students to play vital role in the field of management with digitalization.

### **Course Structure**

The following is a detailed syllabus of Information Technology for Managers.

#### **Module I: Information Technology**

Application of information technology, uses of information technology, impact of information technology on business. Information System Resources-Computer basics (H/w & S/w).

#### **Module II: Communication Systems and Networking**

Internet – How internet works -World Wide Web- Application areas of internet.

#### **Module III: Word Processing**

with MS word - starting MS word - MS Environment - working with word documents - working with text - working with tables - checking spelling and grammar - printing document - creating mailing lists- mail and merge. Making presentation with MS Power point - starting MS Powerpoint - MS Powerpoint Environment - working with Powerpoint - working with different views - designing presentations.

#### **Module IV: Concept of Spreadsheet and MS Excel**

Starting MS Excel - MS Excel Environment - working with Excel – workbook. Preparation of charts and graph with excel - working with workbook. Working with functions – Summary statistics -Macros. Sort and filter commands.- Introduction to SQL.

#### **Module V: E- commerce**

Infrastructure for E-commerce, communication networks for ecommerce, payment systems in E-commerce, impact of E-commerce on Business Information Systems for E- Commerce, Mobile Commerce, Legal and Ethical Issues in E-commerce and M-commerce.

## Programme: MBA Tourism & Travel Management

### References

- Sanjay Saxsena, A First Course in Computer, Vikas Publishing House.
- Sanjay Saxsena, MS Office 2000- Vikas Publishing House.
- Rajaraman,V, Essentials of E-Commerce Technology- PHI Learning.
- Laudon Kenneth and Laudon Jane- Management Information Systems-*A Contemporary perspective*- PHI.
- Saxena Sanjay, Chopra P – Computer Applications in Management - Vikas Publishing House, New Delhi.

# **SEMESTER - II**

# Programme: MBA Tourism & Travel Management

## MBT5201 HUMAN RESOURCE MANAGEMENT

Course Code	MBT5201	Semester	II
Course Title	Human Resource Management		
Credits	3	Type	Core

### Course Description

The course aims to develop skills for procedures and practices applied for the manpower training and placement in Tourism Industry.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic elements of human resource management.
- CO2: Illustrate the elements of the Human resource planning.
- CO3: Understand the importance of employee assistance programme.
- CO4: Discuss on the theory of human resource development and its methods.
- CO5: Demonstrate an understanding on the basic concepts of Compensation.

### Course Structure

The following is a detailed syllabus of Human Resource Management

#### Module I: Human Resources Management

Context and Concept of Human Resources Management- Organization and Functions of the HR – Structure and Strategy in Tourism - HR Manager – Evolution of HR Practices in Indian Context - e-HRM.

#### Module II: Human Resource Planning

Job Terminologies – Job Analysis – Job Description and Job Specification - Manpower Planning – Recruitment - Selection and Induction – Hiring Trends and Innovation in Tourism Industry.

#### Module III: Employees Assistance Programmes

Coaching and Mentoring – Performance Appraisal - Career Development – Promotions and Transfers – Employees Empowerment - Competency Standards in Tourism Sector- Retention and Retirement.

#### Module IV: Human Resource Development

Concept – Climate and Culture of HRD – Mechanisms of HRD: Training and Development – Methods, Design and Evaluation of T & D Programmes - Potential Appraisal

#### Module V: Compensation

Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL).

### Testing & Evaluation

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## Programme: MBA Tourism & Travel Management

### References

- Edwin B. Flippo (1995), Personnel Management, Tata McGraw Hill, New Delhi.
- Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co. Ltd, New Delhi.
- Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
- S.K.Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
- Robert L.Mathis & John.H.Jackson (2005), HRM, South Western Pub.
- Saiyadain S.Mirza (2003), HRM, TMH, New Delhi.
- Dessler (2001), A Framework for HR Management, Pearson Edn India.
- Edmund Heery (2001), A Dictionary of HRM, Oxford University Press.



# Programme: MBA Tourism & Travel Management

## MBT5202 TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

Course Code	MBT5202	Semester	II
Course Title	Travel Agency and Tour Operations Management		
Credits	3	Type	Core

### Course Description

The course imparts the knowledge and skills required to get employment in Travel Agency, Tour Operations businesses and allied services.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and types of Tour Operators.
- CO2: Familiarize students to the establishment and management of Travel Agency.
- CO3: Demonstrate the various types of itinerary and processes for creating one.
- CO4: Illustrate of the process of tour packaging and costing.
- CO5: Understand the objectives, activities and functions of international and national tourism organisations.

### Course Structure

The following is a detailed syllabus of Travel Agency and Tour Operations Management.

#### Module I: Travel Trade

Historical Perspectives - Emergence of Thomas Cook, Cox and Kings and American Express Company - Types of Tours - Types of Tour Operators - Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency - Wholesale and Retail Travel Agency Business - Linkages and Integration with the Principal Service Providers - Changing Scenario of Travel Trade.

#### Module II: Travel Agency and Tour Operation Business

Functions of Travel Agency - Setting up of a Full fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Significance of Travel Agency Business - Travel Insurance, Forex, Cargo & MICE – Documentation.

#### Module III: Itinerary Planning & Development

Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

#### Module IV: Tour Packaging & Costing

Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours - Case of India's Tour Package - Case of Outbound Tour Package- Concept of Costing - Types of Costs - Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price - Pricing Strategies.

#### Module V: International organisations in Tourism Development

Objectives, Activities and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI.

# Programme: MBA Tourism & Travel Management

## Testing & Evaluation

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## References

- Bhatia, A.K. (2013), The Business of Travel Agency and Tour Operations Management. Sterling Publishers (P) Ltd.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
- Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi-02.
- Dileep, M.R. (2019), Tourism, Transport and Travel Management, Routledge Publication.

# Programme: MBA Tourism & Travel Management

## MBT5203 INTERNATIONAL TOURISM

Course Code	MBT5203	Semester	II
Course Title	International Tourism		
Credits	3	Type	Core

### Course Description

The course depicts global tourism trends, attractions, travel documentation and accessibility to major destinations across the world.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Acquaintance with the major trends in global tourism.
- CO2: Know importance of tourist destinations in Asia.
- CO3: Gain a comprehensive understanding of tourism destinations in Europe.
- CO4: Familiarise with the important tourism destinations in American Continent.
- CO5: Acquire in depth knowledge about tourism in Africa and Oceania.

### Course Structure

The following is a detailed syllabus of International Tourism.

#### Module I: Global Tourism: Past, Present and Future Trends

Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries, India's Position in Global Tourism, Factors Contributing to the Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.

#### Module II: Tourist Destinations in Asia

Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia - Special Interests- Activities-Travel Formalities – Itineraries

#### Module III: Tourist Destinations in Europe

Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Norway, Turkey, Greece, and Italy- Special Interests - Activities - Travel Formalities - Itineraries.

#### Module IV: Tourist Destinations in the Americas

Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Venezuela, Brazil, Argentina, Peru, Chile, Jamaica and Costa Rica - Special Interests- Activities-Travel Formalities – Itineraries.

#### Module V: Tourist Destinations in Africa and Oceania

Egypt, South Africa, Tanzania, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand - Special Interests - Activities - Travel Formalities – Itineraries.

# Programme: MBA Tourism & Travel Management

## Testing & Evaluation

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## References

- Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi.
- Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
- Reisinger Y, (2009) International Tourism – Cultures and Behaviour, Butterworth- Heinemann, Oxford, UK.
- William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
- Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.
- UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
- Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press, Paris.

# Programme: MBA Tourism & Travel Management

## MBT5204 AIRLINE AND AIRPORT MANAGEMENT

Course Code	MBT5204	Semester	II
Course Title	Airline and Airport Management		
Credits	3	Type	Core

### Course Description

The course Familiarise the students with dynamics of global Aviation.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Acquaint with the major trends in global tourism
- CO2: Gain a comprehensive understanding of tourism destinations in Europe
- CO3: Familiarise with the important tourism destinations in American Continent
- CO4: Acquire in depth knowledge about tourism in Africa and Oceania
- CO5: Acquaint students with the fundamentals of various aspects in the airport/air field environment.

### Course Structure

The following is a detailed syllabus of Airline and Airport Management.

#### Module I: Aviation History

Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

#### Module II: Airline Industry

Characteristics- -Airline products and services- Types of airlines- scheduled and non-scheduled-other types-full-service carriers, Low Cost carriers. LCC business model- Classes of service-Hub and spoke system-Code sharing, Interlining, FFP- Inflight services- Airline alliances.

#### Module III: Passenger Handling

Check-in formalities, Free baggage allowance, types of baggage, excess baggage allowance, baggage pooling, security check, emigration services, gate handling and boarding-Arrival Procedures- transit passenger handling, emigration activities, baggage claim, missed baggage, customs formalities, red channel and green channel, Baggage handling procedure.

#### Module IV: Airport Management

Elements of air transportation-Airport product and consumers- Revenue Sources- Airport Ownership- Structure of an airport- Airside various parts and facilities- Terminal parts and facilities- Landside parts and facilities- Certifications for airports- Airport Operations- Ground handling, Deplaning and boarding, Cargo and baggage loading, Turn around operations, Refuelling, Power supply, Rescue and firefighting, winter operations-Safety and Security Issues in airports.

#### Module V: Human Resource in Aviation

Flight crew, cabin crew, ground staff, flight dispatchers, Air Traffic Controllers, Baggage Handlers, customer service agents, aircraft maintenance engineers, security staff; aircraft ground handling; passenger service-Travel Documentation-Special passengers - Passengers requiring special handling.

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### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- H. Koontz, H. Weihrich (2004), Management, McGraw – Hill, Tokyo, (Text Book).
- Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
- Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
- Cook, G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
- Shaijumon, Sanoop and Dileep D, (2019), Introduction to Air Ticketing and Air Travel Management, Vaikhari Research Foundation, Thiruvananthapuram
- Singh, Ratandeeep (2008), Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi.

# Programme: MBA Tourism & Travel Management

## MBT5205 HOSPITALITY MANAGEMENT

Course Code	MBT5205	Semester	II
Course Title	Hospitality Management		
Credits	3	Type	Core

### Course Description

The course signifies importance of Hospitality industry for tourism development

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Familiarise the students with the basics in hospitality management
- CO2: Assess current provisions of hospitality and food operations in terms of the level of product, service and facilities offered
- CO3: Analyse and evaluate the structures, concepts and characteristics of Front Office department and managing front office personnel effectively
- CO4: Assess the role and functions of Housekeeping department in a hotel with application of various techniques
- CO5: Apply management techniques such as budgeting, forecasting and yield management in the hospitality sector

### Course Structure

The following is a detailed syllabus of Hospitality Management.

#### Module I: Introduction to Hospitality Industry

Introduction: Accommodation as an essential component; origin, growth and diversification of hotel industry; Distinctive Characteristics: Inflexibility- Intangibility- Perishability- Fixed Location, Relatively Large Financial Investment etc., Concepts of Atithi Devo Bhavah, Classification and categorization of Hotels- Star classification, eligibility, meaning, role of HRAAC- Emerging trends in hospitality business.

#### Module II: Hotel Organization Structure

Organizational Charts, Major Departments of a Hotel and their functions - Front Office- Housekeeping- Food and Beverage Service, Food Production, Engineering and maintenance, Accounts, Human resource. Food production organization, kitchen, beverages operation, functions, outlets of F & B, types of meal plans, types of restaurant-menu, room service, catering services-food service for the airlines, banquette, corporate, mice, retail food market, business/industrial food service, trends in lodging and food services.

#### Module III: Front Office Management

Roles & Functions- Duties and Responsibilities of Staff, Hierarchy - Job description of Front office Manager, Guest Relation Executive. Coordination of front office with other departments of the hotel. Guest Cycle, Check in Check out Procedure, Reservation: Types, procedure, Reservation record; Registration procedure, Various records, Methods of account settlement, Night auditor, Handling Guest complaints, Handling Guest Mail - Message Handling, Usage of CRS in Hotel Industry.

#### Module IV: Housekeeping Operations

Roles & Functions, Duties and Responsibilities of Staff- Hierarchy- Coordination with other Departments in the hotel. Guest Services Guest Rooms -Amenities & facilities for Standard & VIP guest rooms. Key Control -

## Programme: MBA Tourism & Travel Management

Computerized keys -Manual keys -Key Control Procedures - Custody and Control of Keys - Guest Paging - Safe Deposit Locker, Left Luggage Handling, Wake Up Call, Bed Making .

### Module V: Evaluating Hotel Performance

Methods of Measuring Hotel Performance - Occupancy Ratio - Average Daily Rate, Average Room Rate Per Guest - Rev PAR - Market Share Index - Evaluation of Hotel by Guest. Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management - Challenges or Problems.

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Negi, J. (1997), Professional Hotel Management, S. Chand, New Delhi
- Raghubalan, G. & Ragubalan, S.: Hotel Housekeeping operations and Management.
- Tewari, J.R. (2009), Hotel front office operations and Management, Oxford publication New Delhi.
- Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
- Rutherford, D. G., & O'Fallon, M. J. (2007). Hotel management and operations. John Wiley & Sons.



# Programme: MBA Tourism & Travel Management

## MBT5206 TOURISM RESEARCH METHODOLOGY

Course Code	MBT5206	Semester	II
Course Title	Tourism Research Methodology		
Credits	3	Type	Core

### Course Description

The course provides the various research paradigms and inculcates qualitative and quantitative approaches to tourism research.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Gain knowledge about the theories and practices of research.
- CO2: Acquaint with scientific methods of research
- CO3: Acquire research knowledge, skills and competencies for undertaking independent research activities
- CO4: Introduce the basic concepts of quantitative research techniques
- CO5: Imbibe research reporting and inference skills

### Course Structure

The following is a detailed syllabus of Tourism Research Methodology.

#### Module I: Introduction to Research

Nature, scope and significance of research - Ontology and Epistemology - Deductive and Inductive Research – Types of research- Research approaches – Research methodology and Research Methods- Research Process - Structure and steps of preparing research proposal.

#### Module II: Preliminary Research Steps

Review of literature, Research questions, Variables and Concepts, Hypothesis – Conceptualizing a research design – Constructing research instruments for data collection - Questionnaire design – Schedule -Scale development - Reliability and Validity - Sampling methods- Data Collection.

#### Module III: Qualitative Approaches

Ethnography, Case Study, Phenomenology, Narrative methods, Grounded Theory – Qualitative methods of data collection: In-depth Interviews - Focused Group Technique, Narrative methods Delphi Technique, Observations, Projective Technique - Content Analysis- Historical Analysis - Preparation of Field Notes.

#### Module IV: Quantitative Techniques

Measures of Central Tendency and Dispersion - Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Type-I and Type-II Errors, Parametric and Non- Parametric Test - Multivariate Analytical Techniques - Use of SPSS.

#### Module V: Communicating the Research Findings

Written and oral presentations - Report writing tips - Scientific writing styles - the art of writing research paper - Art of citing references.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Durbarry, R. (2015). Research Methods for Tourism Students. Routledge
- Hillman, W., & Radel, K. (2018). Qualitative Methods in Tourism Research: Theory and Practice (Aspects of Tourism). Channel View Publications
- Jennings, G. (2001). Tourism research. John Wiley and sons Australia, Ltd.
- Silverman, D. (2010). Doing Qualitative Research. London: Sage.
- Kothari, C.R. (2002), Research Methodology, Vishwaprakashana India.
- Malhotra, N., John Hall, Mike Shaw & Peter (2007), Market Research, Second Edition, Prentice Hall.

# Programme: MBA Tourism & Travel Management

## MBT5291 PERSONALITY DEVELOPMENT AND LIFE SKILLS

Course Code	MBT5291	Semester	II
Course Title	Personality Development and Life Skills		
Credits	3	Type	Core

### Course Description

The course equips people with the social and interpersonal skills that enable them to cope with the demands of everyday life.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Make students learn and practice the Life skills and its classifications
- CO2: Help students understand the mechanism of Handling guest complaints
- CO3: Understand the process and types of Listening skills and all other related matters
- CO4: Understand the fundamentals of Resume/CV making
- CO5: Realise and perform interview

### Course Structure

The following is a detailed syllabus of Personality Development and Life Skills.

#### Module I: Life Skills

Conceptual framework, definitions and interpretations - Conceptual evolution of life skills - Classification of life skills (Mother Skills, Survival Skills, Thinking Skills, Negotiating Skills and Coping Skills)- From life skills to employability skills- Life skills for organisational leadership.

#### Module II: Handling Guest Complaints

Different types of complaints: mechanical, attitudinal, service-related, unusual-guest complaints in hotels, travel organizations, airlines, events; Reason for dissatisfaction; resolving guest complaints; case study on guest complaints.

#### Module III: Listening Skills

Listening Process; Types of Listening: Passive, Selective, Active; Barriers of Listening; Ten Commandments of Listening; Importance of Listening Skills in Business

#### Module IV: Resume Making

Introduction to Resume Making-Difference between a Resume and CV- The Strategy of Resume Writing from an Employer's Perspective- Main Body of the Resume-Clarity and Crispness of the Resume-Format and Content of the Resume- Create students resume as practical exercise.

#### Module V: Introduction to Interviews

Fundamental Principles of Interviewing- Types of Interviews- General Principles to attend interviews- Success factors in an Interview- Types of Interview questions- styles of Interview, Dress Code- Conducting mock interviews.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (100 Marks)
Activity 1– 25 Marks
Activity 2– 25 Marks
Activity 3– 25 Marks
Activity 4 – 25 Marks

### References

- Barun. K. Mitra (2016). Personality Development and Soft Skills. New Delhi: Oxford University Press.
- Madhukar, R. K. (2016). Business Communication. Noida: Vikas Publishing House Pvt Ltd.
- Asha, K. (2015). Effective Business Communication. New Delhi: PHI.
- Mary, M. (2013). Guide to Managerial Communication: Effective Writing & Speaking. New Delhi: PHI.
- Raman, M., & Singh, P. (2012). Business Communication. New Delhi: Oxford University Press.
- Guffey, M.A., & Loewy, D. (2010). Business Communication: Process and Product. Boston: South-Western Cengage Learning.
- Meenakshi Raman & Prakash Singh (2012), Business Communication, 2/e, Oxford University Press.
- UN Inter Agency Working Group (P&D), 2002: Life Skills for Health Promotion. Part-1, India.

# Programme: MBA Tourism & Travel Management

## MBT5292 DESTINATION VISIT - II

Course Code	MBT5292	Semester	II
Course Title	Destination Visit- II		
Credits	3	Type	Core

### Course Description

The course create specific competencies required to handle a full-fledged Destination Visit and also acquire necessary Destination Management Skills.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and types of tour operation.
- CO2: Familiarise students to the establishment and management of Travel Agency
- CO3: Know the various types of itinerary and processes for creating one.
- CO4: Get an overview of the process of tour packaging and costing
- CO5: Assessing the tourism scenario and sustainable tourism activities of selected destinations

### Course Structure

The short tour of 5-7 days is a compulsory component with a weightage of *three* credits. Out of this tour, students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tours. Based on the level of learning experience reflected in the report is the base for assessment and award of grade for the three credits. A dairy will be prepared and distributed among all the students to take note their on the spot feelings out of observations.

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

- 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.

- 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 of completion of the tour.

## Programme: MBA Tourism & Travel Management

**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.

### Testing & Evaluation

Total 100 marks -Accompanying faculty shall assess Mid-tour activities for 40 marks based on the coordination, punctuality, involvement and maintenance of dairy with obtaining signature daily from the accompanying faculty. The faculty advisor shall assess the tour report for 30 marks and post tour presentation carries 30 marks (All faculty).

## Programme: MBA Tourism & Travel Management

### **MBT5293 FOREIGN LANGUAGE - I COMMUNICATIVE FRENCH / GERMAN/SPANISH**

Course Code	MBT5293	Semester	II
Course Title	Foreign Language - I Communicative French		
Credits	2	Type	Audit

#### **Course Description**

The course provides basic/communicative knowledge of the French Language.

#### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Understand the Basics of French Language
- CO2: Demonstrate the basic Vocabularies of French Language
- CO3: Apply specific rules of grammar
- CO4: Enable students to make sentences and dialogues
- CO5: Acquire the ability to translate sentences from and to English

#### **Course Structure**

The following is a detailed syllabus of Foreign Language -I Communicative French

##### **Module I: Basic Introduction**

The alphabets and their pronunciation, nature and rules of the language, The accents, The Orthographic Signs, punctuation signs, The numbers 0-9 ; Cardinal and ordinal form of number , Greetings.

##### **Module II: Basic Vocabularies**

The days of the week, Months, item narration, Gender specification for the things, the country , city name , time , whether, fruits and vegetable names, the family name, body parts , colours , numbers 10-100 gradual learning , phonetics ,all the necessary word meaning used in general and specifically by tourism professionals.

##### **Module III: Basic and Introductory Grammar**

The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types, Principal and auxiliary verbs in French (être and avoir), Verb's groups: First, Second and third group, rule of making ordinal numbers, verbs conjugation in present participle.

##### **Module IV: Sentence and Dialogue Framing**

The Affirmative form of the sentences using first, second and third group -pverbs (Only Present tense), dialogue and phrases from the text book (Situation 1 -7 ) Chapter 1 from text book, verbs Aller, The negative and interrogative form using all types of verbs, tourism and Tourist based vocabulary.

##### **Module V: Translation**

Translations of sentences from and to English -Verbal practice sessions.

# **SEMESTER - III**



# Programme: MBA Tourism & Travel Management

**MBT5301**

## **TOURISM MARKETING**

Course Code	MBT5301	Semester	III
Course Title	Tourism Marketing		
Credits	3	Type	Core

### **Course Description**

The course designed to imbibe marketing and business promotion related skills in the travel, tourism and hospitality industry, thereby providing a platform for exploring contemporary marketing practices.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Gain Knowledge about the marketing concept of tourism
- CO2: Understand marketing techniques used in the tourism industry
- CO3: Familiarise with the contemporary marketing practices
- CO4: Develop an understanding of the marketing mix concept
- CO5: Introduce the diverse elements of marketing practice

### **Course Structure**

The following is a detailed syllabus of Tourism Marketing.

#### **Module I: Evolution of Marketing**

Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research – Tourism Marketing Mix.

#### **Module II: Understanding the Market and the Consumer**

Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

#### **Module III: Marketing Mix**

The 4 P's and 6 P's of Marketing: Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process.

#### **Module IV: Marketing of Tourism & Related Activities**

Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Marketing Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and products.

#### **Module V: Developing Marketing Skills for Tourism**

Self Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism- International Perspective and Contemporary Trends.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Chaudhary M.(2010). Tourism Marketing, Oxford University Press, New Delhi.
- Fyall, A., & Garrod, B. (2005). Tourism marketing: A collaborative approach (Vol. 18). Channel View Publications.
- Kotler, P (2006), Marketing Management, PHI, Delhi.
- Stanton W. J. (1999), Fundamentals of Marketing, McGraw Hill, New York.
- Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
- Ramasamy VS & Namakumar.S(1990), Marketing Management: Planning & Control, Macmillan, New Delhi.

# Programme: MBA Tourism & Travel Management

**MBT5302**

## **DESTINATION PLANNING AND DEVELOPMENT**

Course Code	MBT5302	Semester	III
Course Title	Destination Planning and Development		
Credits	3	Type	Core

### **Course Description**

The course designed to enable students with basic knowledge of destination planning and development perspective at national and international level.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Learn about basic concept of Destination and the linkage between tourism
- CO2: Familiarise students about destination planning, its levels and other related aspects
- CO3: Understand attributes of destination and basic concept and theories of destination image formation
- CO4: Acquaint knowledge on various promotion and publicity tools in destination marketing
- CO5: Familiarise with concept of PPP and various institutional support for destination development

### **Course Structure**

The following is a detailed syllabus of Destination Planning and Development:

#### **Module I: Destination Development**

Meaning, Types and Characteristics of Tourism Destination -Destinations and Products- goals for development; Tourism and linkage between destination and development- Destination Management Systems-Destination Planning Guidelines - Destination Selection Process - Values of Tourism.

#### **Module II: Destination Planning Process and Analysis**

National and Regional Tourism Planning and Development – Assessment of Tourism Potential- Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Environmental Impact Assessment - Demand and Supply Match - Design and Innovations.

#### **Module III: Destination Image Development**

Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image – Product Development and Packaging - Destination Branding and Web -Case Study of Incredible India and God's Own Country

#### **Module IV: Destination Promotion and Publicity**

Six 'A's Framework for Tourism Destinations –Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

#### **Module V: Institutional Support**

Public Private Partnership (PPP): National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning - Characteristics of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination -Destination Mapping (Practical Assignment).

# Programme: MBA Tourism & Travel Management

## Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## References

- Gunn, C. (2002), *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
- Morgan, N., Pritchard, A. & Pride, R. (2001), *Destination branding: Creating the Unique Proposition*, Butterworth and Heinemann.
- Butler, R.W. (2006), *the Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
- Claire, H.T. & Jones, E.E. (2005), *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing.
- Singh, S., Timothy, D.J. & Dowling, R.S. (2003), *Tourism in Destination Communities*, CABI Publishing.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.

# Programme: MBA Tourism & Travel Management

**MBT5303**

## **SUSTAINABLE TOURISM PRACTICES**

Course Code	MBT5303	Semester	III
Course Title	Sustainable Tourism Practices		
Credits	3	Type	Core

### **Course Description**

The course provides a comprehensive the approaches and practices for sustainable tourism development.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Learn about basic concept of sustainable tourism development, principles and various commissions and conferences and its consequences on sustainable tourism
- CO2: Know the various approaches of sustainable tourism and the different applications of this concept to the tourism sector.
- CO3: Learn the principles of sustainable tourism and its emerging trends.
- CO4: Understand the concept of responsible with case studies
- CO5: Know and be able to describe the concept of inclusive tourism

### **Course Structure**

The following is a detailed syllabus of Sustainable Tourism Practices:

#### **Module I: Sustainable Development**

Evolution - Principles, Major Dimensions of Sustainability- 10 R's- Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992, Rio+10, Rio+20-World Conference on Sustainable Tourism 1995 - WSSD 2002, Earth Summit-Agenda 21, Globe 90 conference.

#### **Module II: Approaches to Sustainable Tourism**

Standardization and Certification - Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation. Responsible Tourism- Industry initiatives for sustainable tourism.

#### **Module III: Ecotourism Principles and Trends**

Evolution, Principles -Quebec Declaration 2002 - Kyoto Protocol, 1997- Functions of Ecotourism- Ecological Footprints – Activities & Impacts-Carrying capacity- Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Policies -Ecotourism Projects - Case Studies.

#### **Module IV: Responsible Tourism**

Introduction-The Cape Town Declarations- 2002 -Kerala Declarations on Responsible Tourism, 2008- concept and definition- features of responsible tourism- Responsible tourism practitioners- Stakeholders of responsible tourism- Selected Case studies in Kerala.

#### **Module V: Inclusive Tourism**

Concept of inclusive growth and inclusive tourism- UNWTO global report on inclusive tourism-Tourism as a tool for inclusive growth-Inclusive tourism and its linkages with accessible tourism, community based tourism, pro-poor tourism-Various dimensions of Inclusion- Inclusive tourism destination case studies - Complementarity with other approaches to inclusion.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Gianna Moscardo (2008), Building community capacity for tourism development, CAB International, United Kingdom
- Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd.
- Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CABI Publishing. 3. Fennel, D.A. (2008).
- Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
- Weaver, D. (2001). The Encyclopaedia of Ecotourism. London: CABI Publication.

# Programme: MBA Tourism & Travel Management

**MBT5304**

## **ACCOUNTING AND FINANCIAL MANAGEMENT**

Course Code	MBT5304	Semester	III
Course Title	Accounting and Financial Management		
Credits	3	Type	Core

### **Course Description**

The course provides the understanding of basic principles and techniques of preparing financial information.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Acquainting oneself with the fundamental principles of accounting
- CO2: Gain clarity about the Preparation of final accounts
- CO3: Enable students to create and interpret the financial statements
- CO4: Expose the Cost accounting concepts and their applications
- CO5: Develop a foundation of financial management concepts

### **Course Structure**

The following is a detailed syllabus of Accounting and Financial Management:

#### **Module I: Financial Accounting**

Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Users and Uses of Accounting information.

#### **Module II: Preparation of Final Accounts**

Trading, Profit and Loss Account and Balance Sheet –Adjustment Entries - Accounts of Non-Profit Organizations: Income and Expenditure Account – Receipts and Payments: Travel Agency & Hotel Accounting.

#### **Module III: Financial Statement Analysis and Interpretation**

Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis, Marginal Costing – Concept, Techniques & Applications – Cost Volume Profit Relationship – Break-Even Analysis.

#### **Module IV: Cost Accounting**

Concept – Distinction Between Costing and Cost Accounting – Elements of Cost – Preparation of Cost Sheet – Types of Costs - Establishing Cost Standard, Types of Budget, Preparation of Budget, and Zero Based Budgeting.

#### **Module V: Financial Management**

Scope – Objectives – Finance Functions – Major Financial Decisions – Sources of Finance; Long-Term and Short-Term, Advantages and Disadvantages of Different Sources of Funds, Capital Structure, Capital Budgeting, Internal Financial Control, Problems of Financial Management Unique to Hospitality Industry, Working Capital Management, Cash Management, Opportunities and Challenges for Investments in Hotel, Aviation & Tourism Related Sectors, Role of TFCI and Other Financial Organizations.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Lal, J. (2009), Accounting for Management, Himalayan Publishing House.
- Pandey. I.M (2006), Financial Management, Vikas Publishing House Pvt, Ltd., New Delhi.
- Grewal, T.S. & Shukla, M.C. (2010), Advanced Accounts Vol.1, Sultan Chand & Sons, Delhi.
- Chandra, P. (2006). Financial Management- Theory and Practice, Tata McGraw Hill, New Delhi.
- Gupta, R.L. & Radhaswamy, M.(2006), Advanced Accountancy- Vol. I, Sultan Chand & Sons,
- Maheshwari, S.N. & Maheshwari. S.K.(2006), Fundamentals of Accounting, Vikas Publishing House, New Delhi.



## Programme: MBA Tourism & Travel Management

**MBT5390**

### **INTERNSHIP REPORT AND VIVA-VOCE**

Course Code	MBT5390	Semester	III
Course Title	Internship Report and Viva-voce		
Credits	4	Type	Core

#### **Course Description**

The course provides professional aspects and practical nature of Tourism Industry.

#### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Demonstrate the extensive exposure to the participant of hands-on experience in a corporate environment
- CO2: Acquaint insight into the working of the real organizations and gaining a deeper understanding of specific functional areas
- CO3: Help participants develop an appreciation for the linkages among different functions and develop a realistic managerial perspective about organizations in their totality
- CO4: Analyse the industry experience and make a report on summer internship training

#### **Course Structure**

##### **Preamble**

The students shall undergo Summer Internship in any reputed Tourism and Travel organization for 6 weeks (45 days) during summer vacation (April & May) under the guidance of a faculty member. At the end of the project period, each student shall make a presentation of his/her project work and submit a structured project report with duly signed 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. The list of external examiners shall be approved by the Dean, School of Management from a panel of external examiners to be submitted by the Head of the Department. Summer Project Report will be valued for 100 marks (40 marks for internal and 60 marks for external).

##### **Guidelines**

The precise rule on what constitutes an acceptable project is that it should be an ordered critical exposition, which affords evidence of reasoning power and knowledge of the relevant literature in an approved field falling within the subject matter of the programme – Tourism Management. The emphasis should be on empirical research and the investigation of some practical problem or issue related to the situation in which an organisation or system operates.

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### Testing & Evaluation:

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
The Faculty guide shall give mark based on the report (30 Marks) and Viva-voce' Examination (10 Marks)	The External assessment of Internship and Project shall be carried out through a viva-voce examination based on the report submitted to the department by the student. Internship Report – 40 Marks Viva-voce' Examination – 20 Marks

## Programme: MBA Tourism & Travel Management

**MBT5392**

**DESTINATION VISIT - III**

Course Code	MBT5304	Semester	III
Course Title	Destination Visit - III		
Credits	4	Type	Core

### Course Description

The course provides Extensive exposure to the tourist destinations of national importance in the country.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the professional and practical aspects of operating tours
- CO2: Acquaint knowledge on tourist travel behaviour as well as service provider approach towards tourists
- CO3: Interact with stakeholders of tourism and collect relevant information from the destination

### Course Structure

The long Tour of 15 days duration in the second year is a compulsory component of the MBA – Tourism Program to gain **first hand learning experience** from various destinations of tourist importance. The **Pre –Tour Preparations, Mid -Tour Activities and Post -Tour Activities** shall be evaluated by the tour coordinators

- Individual students have to submit the tour report to the Department on or before the time given by HOD.
- Students have to do a presentation based on the tour report for duration of 15 minutes as per the schedule given.

### Testing & Evaluation:

The assessment criteria (CA ONLY) shall be divided into four components and marks shall be converted into grades.

Sl. No.	Criteria	Evaluated By	Marks
1	Pre and Mid Tour activities	Faculty Tour Coordinators	30
2	Tour Diary	Faculty Tour Coordinators	10
3	Report	Faculty Advisors	40
4	Presentations	Faculty Advisors	20
Total			100

## Programme: MBA Tourism & Travel Management

### MBT5393 FOREIGN LANGUAGE - II COMMUNICATIVE FRENCH/GERMAN/SPANISH

Course Code	MBT5393	Semester	III
Course Title	Foreign Language II: Communicative French		
Credits		Type	Audit

#### Course Description

The course provides to develop communicative skills in French Language

#### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Enable the students to understand basic conversation related to tourism industry
- CO2: Understand the vocabularies, sentences and writing skills in the foreign language
- CO3: Enable to create dialogues in French related with travel conversations
- CO4: Awareness of the language structure, and to make students able to communicate in the foreign language
- CO5: Acquire the ability to write and read in French language

#### Course Structure

The following is a detailed syllabus of Foreign Language - II Communicative French:

##### Module I: Basics of communication

The Expressions of politeness -The Orders --Simple Conversation - Vocabulary for Continental Cuisine & Drinks – The names of Drinks -Describing of Dishes-Sweets and drinks -words used in hospitality industry.

##### Module II: Tourism Professionals Vocabulary

Conversations used in the airport on Arrival, During air travel on departure -In the Cruise - Rail travel -Car Travel - Situations-The Telephonic Conversation.

##### Module III: Simple dialogue writing and speaking Situations

Visiting the tourist destinations- During Travelling, at hotel, at Restaurant, at Café house, at a Travel Agency, at telephone

##### Module IV: Introducing

Introducing oneself- Introduction of others- Passage reading and writing from Text book- Translations about destination features

##### Module V: Writing and reading practices

Destinations, attractions and selected itineraries

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**MBT5031**

**MOOC COURSE – 1**

Course Code	MBT5031	Semester	III
Course Title	MOOC Course – 1		
Credits	2	Type	Elective

### **Course Description**

The course provides to boost knowledge in many different areas, MOOCs are indeed an online learning tool

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Assist the students in their career in many different ways

### **Course Structure**

MOOC is an online course with the option of free and open registration, a publicly-shared curriculum, and open-ended outcomes. MOOCs integrate social networking, accessible online resources, and are facilitated by leading practitioners in the field of study. Most significantly, MOOCs build on the engagement of learners who self-organize their participation according to learning goals, prior knowledge and skills, and common interests. MOOCs are available to students to supplement their learning and personalized learning environments.

In this course, Students can register for an approved MOOC course within the period of the semester. A certificate need to be submitted to the department before the commencement of semester end examinations. Marks and credits will be awarded based on the certificate of MOOC.

# **SEMESTER – IV**

# Programme: MBA Tourism & Travel Management

**MBT5401**

## **TOURISM ENTREPRENEURSHIP**

Course Code	MBT5401	Semester	IV
Course Title	Tourism Entrepreneurship		
Credits	3	Type	Core

### **Course Description**

The course provides to develop a mindset required to understand and create unique solutions for market opportunities.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts, theories and approaches of Entrepreneurship
- CO2: Examine the current and future innovations in Travel and Tourism businesses
- CO3: Familiarise the students to supporting factors to become an entrepreneur in the Tourism sector
- CO4: Know the sources and processes for availing financial funding for Tourism Enterprises
- CO5: Acquaint knowledge on key issues in entrepreneurship development

### **Course Structure**

The following is a detailed syllabus of Tourism Entrepreneurship:

#### **Module I: Introduction to Entrepreneurship**

Definitions - Types of entrepreneurship - role of entrepreneurship in economic growth. -Entrepreneurial traits- Entrepreneurial functions-role of entrepreneurs in the economic development- Factor affecting entrepreneurial growth - Entrepreneur Vs Intrapreneur. Entrepreneurship Theories & Approaches – Entrepreneurial Climate- Myths about Entrepreneurship.

#### **Module II: Creativity & Innovation in Entrepreneurship**

Process of Creativity-Roadblocks for Creativity- Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses- Contemporary Trends.

#### **Module III: Entrepreneurship in Tourism**

Opportunity Identification –Sources of Ideas- New Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability.

#### **Module IV: Funding Options**

Sources of Finance for Tourism Enterprises, Subsidies & Incentives- Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms of Organization- Management. Role of Govt. in Promoting Entrepreneurship - Tourism Finance Corporation of India- Venture credit – Venture funding - Angel funding- Private funding - Primary market and Secondary market.

#### **Module V: Managing Growth**

Business Integration – Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40.
- Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship , Harcourt College Publishers, New York
- Drucker, P.F. (1985), Innovation & Entrepreneurship, Harper & Row, New York.
- Bezbaruah, M.P (2000), Beyond the Millennium, Gyan Pub House, New Delhi.



# Programme: MBA Tourism & Travel Management

**MBT5402**

**E-TOURISM**

Course Code	MBT5402	Semester	IV
Course Title	E-Tourism		
Credits	3	Type	Core

## Course Description

The course familiarises the students with various concepts of IT and its applications in tourism.

## Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Discuss the importance of IT in tourism and its opportunities
- CO2: Acquire knowledge on Digital platforms in tourism and its historical background
- CO3: Conceive the emerging trends in the area of Digital marketing
- CO4: Understand the role of social media in Tourism Marketing
- CO5: Discuss the future of e tourism problems and prospects

## Course Structure

The following is a detailed syllabus of E-Tourism:

### Module I: Introduction

Definitions - Historical development of E-tourism - Importance of IT in Tourism Promotion- Digital Tourism Business Models – Opportunities & Challenges of e-Business.

### Module II: Digital Platforms

IT and disintermediation in tourism - Global Distribution System: History & Evolution - GDS & CRS - Changing Business models of GDS- Consumer decision journey and Marketing funnel - Online Tourist Behavior- Role of social media and user generated content in marketing - Reputation management system and online reviews - Features of online marketing research

### Module III: Digital Marketing

Characteristics - Process for Products & Services - Online Segmentation- Targeting - Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising: Organic and Inorganic - Emerging trends: Augmented and Virtual Reality, Artificial Intelligence, API, Chatbots

### Module IV: Social Media Marketing

Social Media Campaign Process - Social Media Marketing - Measure Social Media Performance - Manage Social Media Activities-Content Marketing: Travel Blogs, Travel Guides, Travel Stories

### Module V: Future of E-tourism

Problems and Prospects – intermediaries – destinations and public sectors- E- marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Sheldon P. (2002), Tourism Information Technology, CABI.
- Inkpen G.(2000), Information technology for Travel and Tourism, Addison Wesley.
- Buhalis D. (2004), Etourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
- Rayport J.F. & Jaworski B.J.(2002), Introduction to Ecommerce, McGraw-Hill.
- Malvino A.P (1995), Electronic Principles, McGraw-Hill.
- Swain S.K. & Mishra J.M. (2012), Tourism Principles Practices, Oxford University Press.

## Programme: MBA Tourism & Travel Management

**MBT5490**

**RESEARCH PROJECT**

Course Code	MBT5490	Semester	IV
Course Title	RESEARCH PROJECT		
Credits	4	Type	Core

### Course Description

The course provides an opportunity to practice independent research skills and techniques.

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Demonstrate research skills on various fields of tourism

### Course Structure

Every Student of MBA (Tourism and Travel Management) shall carry out a project in any Tourism and Travel theme related with an organisation, destination or any area of interest for a period of 6-8 weeks during the second half of the Fourth Semester under the guidance of a Faculty Members in the Department. Once guides are allotted to the students, the students should contact the respective guides periodically and get the necessary guidance. At the end of the project period, every student shall submit a structured project report as approved by the Faculty Guide within the period specified by the Department.

The Final Project Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective Faculty Guide). Final Project Report will be valued for a weightage of 150 marks (50 marks for internal and 100 marks for external).

### Testing & Evaluation:

<b>Internal Assessment (50 Marks)</b>	<b>External Assessment (100 Marks)</b>
The Faculty guide shall give mark based on the Project Report (40 Marks) and Viva-voce' Examination (10 Marks).	The External assessment of Internship and Project shall be carried out through a Viva-voce' Examination based on the Project Report submitted to the department by the student. Project Report – 60 Marks Viva-voce' Examination – 40 Marks

## Programme: MBA Tourism & Travel Management

### ELECTIVE STREAMS

<b>ES 1: Tour Operation Management</b>	<b>ES 2: Airline and Cargo Management</b>
MBT5001: Itinerary Preparation and Tour Packaging MBT5002: Tour Guiding and Interpretation MBT5003: Foreign Exchange Management	MBT5004: Airfares and Ticketing MBT5005 Air Cargo Management MBT5006 Computerised Reservation System
<b>ES 3: Special Interest Tourism</b>	<b>ES 4: Event Management</b>
MBT5007: Adventure Tourism Management MBT5008: Medical and Wellness Tourism MBT5009: Rural Tourism - Principles and Practices	MBT5010 Basics of Event Management MBT5011 Event Planning and Marketing MBT5012 Event Management Process

### OPEN ELECTIVES

MBT5021: Fundamentals of Travel and Tourism	MBT5022: Tourism Products and Experiences
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#### Note:

*The Elective Streams of an academic year shall be decided by the faculty council in the beginning of the semester. Minimum of two elective subjects shall be offered (more subjects may be offered based on the availability of faculty members) each one at third and fourth semester.*

*Open Elective courses are offered for the students from other departments.*

# Programme: MBA Tourism & Travel Management

**MBT5001**

## **ITINERARY PREPARATION AND TOUR PACKAGING**

Course Code	MBT5001	Semester	III/IV
Course Title	Itinerary Preparation and Tour Packaging		
Credits	3	Type	Elective

### **Course Description**

The course aims 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**

By the end of the course, students are expected to be able to:

- CO1: Understand the concept of itinerary planning and tour packaging
- CO2: Demonstrate different tour packages and itinerary
- CO3: Familiarize the practicality of tour operation
- CO4: Acquaint the travel documentation process
- CO5: Provide practical exposure on itinerary preparation and tour costing

### **Course Structure**

The following is a detailed syllabus of Itinerary Preparation and Tour Packaging:

#### **Module I: Itinerary Planning & Development**

Meaning, Importance and Types of Itinerary - Resources and Key Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation.

#### **Module II: Developing & Innovating Package Tour**

Tour Formulation and Designing Process: FITs & Group- Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management - supplier relationship management.

#### **Module III: Operation of Package Tour**

Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts- Concierge service - Travel App.

#### **Module IV: Travel Documentation**

Passport & VISA - Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card - Practical Exercise: Passport application, Visa application: online and offline, Travel Insurance, e-mail handling, call handling.

#### **Module V: Booking and Costing**

Types of Costs, Components of Tour Cost - Practical Exercise: Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of important travel agencies and travel portals - Bookings of flight tickets, hotels, transfers, car hire, sightseeing, comparative websites, itinerary preparation and costing.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
- Roday S., Biwal A.& Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

# Programme: MBA Tourism & Travel Management

**MBT5002**

## **TOUR GUIDING AND INTERPRETATION**

Course Code	MBT5002	Semester	III/IV
Course Title	Tour Guiding and Interpretation		
Credits	3	Type	Elective

### **Course Description**

The course aims to provide various procedures to be carried out for conducting successful tour, planning and organising of tours.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Acquire knowledge on the concept of the tour guiding and prepare them for the industry
- CO2: Acquire knowledge about guiding techniques and practical tips
- CO3: Get an in-depth and practical knowledge about the tour guiding
- CO4: Prepare students to manage and handle difficult situations

### **Course Structure**

The following is a detailed syllabus of Tour Guiding and Interpretation:

#### **Module I: Tour Guiding**

Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

#### **Module II: Guiding Techniques**

Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.

#### **Module III: Practical Guiding**

Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks.

#### **Module IV: Situation Handling**

Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.

#### **Module V: Managing Guiding Business**

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

### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## Programme: MBA Tourism & Travel Management

### References

- Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L).
- Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
- Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L).



# Programme: MBA Tourism & Travel Management

**MBT5003**

## **FOREIGN EXCHANGE MANAGEMENT**

Course Code	MBT5003	Semester	III/IV
Course Title	Foreign Exchange Management		
Credits	3	Type	Elective

### **Course Description**

The course aims to provide a theoretical and technical aspects of foreign exchange transactions.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Acquire basic knowledge about foreign exchange, rate system and monetary systems
- CO2: Familiarise with idea on the exchange rates and its determination and understand the basic theories of exchange rates
- CO3: Understand foreign exchange exposure management
- CO4: Analyse the foreign exchange rates arrangements and administration in India
- CO5: Thorough in foreign exchange trading infrastructure and documentation process in foreign trade

### **Course Structure**

The following is a detailed syllabus of Foreign Exchange Management:

#### **Module I: Foreign Exchange**

Background of Exchange Rates System - International Monetary System - Gold Standard - Fixed Exchange Rates - Flexible Exchange Rates - Managed Float System - Fluctuations in Foreign Exchange Rate- Foreign Exchange Market: Cash and Spot Exchange Markets - Eurocurrency Markets - Role of Commercial Banks - Mechanics of Making Foreign Payment – SWIFT - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry.

#### **Module II: Determination of Exchange Rates**

Factors Affecting Exchange Rates – International Trade – Theories of Determination of Foreign Exchange Rates – Law of One Price – Purchasing Power Parity – Interest Parity – Balance of Payment-Theory of Different Types of Exchange Rates, Merchant Rates, Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.

#### **Module III: Foreign Exchange Exposure Management**

Forecasting Forex Rates – Forward Rate as a Short- Term Forecast – Technical Forecasts – Economic Model – Forecasting of Fixed Exchange Rates from Convertible Currencies - Denomination in Local Currency - Management of Foreign Exchange Reserves.

#### **Module IV: Exchange Rates Arrangement in India**

Foreign Direct Investment-FDI Theories on Macro Level, Micro level, Development Theories, OLI theory- Cost and Benefits of FDI, Strategy for FDI – Concept of FII. Indian Forex Market: Foreign Exchange Administration in India – Setting Up and Operating a Forex Dealership – Convertibility of Rupees on Current Account – Convertibility of Rupees on Capital Account – Pros and Cons – Foreign Exchange Control Objectives – Methods – Exchange Control in India – Role of FEDAI – FEMA 1997.

#### **Module V: Forex Trading: Forex Trading Infrastructure and Networks**

Forex Trading Infrastructure and Networks – Controls on Order Placing – Direct and Indirect Quotas – Cross Rates – Speculation – Exchange Arithmetic – Psychology of Forex Trader – Computerized Trading Programme –

## Programme: MBA Tourism & Travel Management

Information Analysis of Trading - Documents Used in Foreign Trade- Mates Receipt- Bill of Lading- Shipping Bill- Bill of Entry-Letter of Credit.

### Testing & Evaluation:

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Bhardwaj, H.P. (1994). Foreign Exchange Handbook, Wheeler Publishing
- Bhole, L. M. (2004). Financial Institutions and Markets- Structure, Growth and Innovation. (4 ed.). New Delhi: Tata Mc-Graw Hill.
- Clark, E.(2004). International Finance, (2 ed.). Thomson Publications.
- Gandolfo, G. (2006). International Finance and Open Economy Macro Economics, Springer International Edition.
- Air Cargo Tariff Manual.

# Programme: MBA Tourism & Travel Management

**MBT5004**

## **AIRFARES AND TICKETING**

Course Code	MBT5004	Semester	III/IV
Course Title	Air Fares and Ticketing		
Credits	3	Type	Elective

### **Course Description**

The course aims to provide a theoretical and technical aspects on the structure and dynamics of airline fares and ticketing formalities.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Enable the students to understand the basics of Air Fares
- CO2: Impart knowledge of fare construction techniques
- CO3: Provide an understanding of travel documents
- CO4: Acquaint practical knowledge on Global Distribution System

### **Course Structure**

The following is a detailed syllabus of Air Fares and Ticketing:

#### **Module I: Anatomy of Air Journey**

Types of air journeys-International Sale Indicators-Global Indicators- Types of Air Fares -- Special Fares-Three Letter City and Airport Code - Airline Designated Code - Currency Regulations.

#### **Module II: Mileage Principles**

Steps of fare construction -Neutral Unit of Construction (NUC)-Maximum Permitted Mileage (MPM)- Ticketed Point Mileage (TPM)-Excess Mileage Surcharge (EMS)-Higher Intermediate Point (HIP)- Backhaul Check (BHC)- Circle Trip Minimum (CTM)-Currency Regulations-Rounding of Local Currency Fares- Add-ons, General limitations on indirect travel.

#### **Module III: Travel Documents**

Passenger Ticket and Baggage Check -Miscellaneous Charges Order (MCO)- Multiple Purpose Document (MPD)- Pre-Paid Ticket Advice (PTA)-Billing and Settlement Plan (BSP).

#### **Module IV: Global Distribution System**

Popular GDSs-GSAs- Online Booking System-Web - Checking- Machine Readable Travel Documents-Frequent Flyers-Case studies of Selected Airlines (Min. 5).

### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### **References**

- R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon: New York
- Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.

## Programme: MBA Tourism & Travel Management

- Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
- Cook, G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
- Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers.
- Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
- Shaijumon, Sanoop and Dileep D, (2019), Introduction to Air Ticketing and Air Travel Management, Vaikhari Research Foundation, Thiruvananthapuram.
- IATA study material.
- Amadeus quick reference guide.

# Programme: MBA Tourism & Travel Management

**MBT5005**

## **AIR CARGO MANAGEMENT**

Course Code	MBT5005	Semester	III/IV
Course Title	Air Cargo Management		
Credits	3	Type	Elective

### **Course Description**

The course aims to provide a theoretical aspect on the concepts and regulations of Air Cargo Industry.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Understand the rules and regulations of carriage of goods through air
- CO2: Familiarize with pricing strategies of air cargo
- CO3: Analysing the process of Cargo management procedures at Airport
- CO4: Acquaint knowledge on the procedures of Import and Export of goods as air cargo

### **Course Structure**

The following is a detailed syllabus of Air Cargo Management:

#### **Module I: Air Cargo**

Types and nature of air cargo - General and precious cargo- Cargo with special attention Dangerous goods, Live Animals, Human organs, Human remains, Arms and ammunitions, Wet cargo, Mails.

#### **Module II: Air Cargo Rates and Charges**

Weight of the cargo - Normal rate, Minimum rate, Quantity rate, Class cargo rate, Specific commodity rate, Valuation charge, Volumetric charge, ULD rate, Demurrage charge, Express cargo rate, Add on rates - Surcharges - Cargo capacity of Airlines.

#### **Module III: Aircraft and Cargo Terminal Facilities**

Cargo booking procedures - Packing, marking and labelling - Acceptance of cargo - Unit Load Devices - Claims and complaints.

#### **Module IV: Loading of Cargo**

Arrival and off loading - Cargo documentation - Airway bill, Charges collection advice, Irregularity report, Cargo Manifesto, Cargo transfer manifesto - Import and export of cargo - Prohibited articles-Cargo insurances - Selected case study of popular cargo companies.

### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### **References**

- K.M.Unnikrishnan (2013). Air Cargo Management and Airport Handling, Gemini printers, Bangalore.
- Prem Nath Dhar (2008). Global Cargo Management –Concepts, Typology, law and policy, Kanishka Publishers, New Delhi

## Programme: MBA Tourism & Travel Management

- Camille Allaz (2004). History of Air Cargo and Airmails from the 18th century, Christopher Foyle Publishing, Paris.
- Michael Sales(2013). The Air Logistics Handbook, Routledge, Abingdon.
- IATA Live Animals Regulation Manual.
- FIATA Training Manual.

# Programme: MBA Tourism & Travel Management

**MBT5006**

## **COMPUTERISED RESERVATION SYSTEM**

Course Code	MBT5006	Semester	III/IV
Course Title	Computerised Reservation System		
Credits	3	Type	Elective

### **Course Description**

The course aims to provide practical exposure on Computerised Reservation Systems.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Acquire knowledge about basics process of Airline Reservation
- CO2: Manage name recordings in Passenger Ticket
- CO3: Deploy knowledge of Passport and Visa Information
- CO4: Apply techniques for Itinerary planning and Costing

### **Course Structure**

The following is a detailed syllabus of Computerised Reservation System:

#### **Module I: Introduction**

Encoding and decoding-Flight availability- Alternative availability entry-availability change entries- Flight Information-Minimum connecting time-Selling Air Segments.

#### **Module II: Passenger Name Records**

Mandatory elements for PNR- Name-Phone field- Ticketing Arrangements- Reference-End transaction-Optional Elements- Other service information-Special service request- Modifying PNR- Exercise for PNR creation.

#### **Module III: Passport and Visa Information**

Information segment-Fare quotes and rates-Pricing entries- PNR retrieval and display.

#### **Module IV: Itinerary Printing**

Issuing Tickets - Miscellaneous Entries - Hotel list display-Hotel availability- Hotel sell and pricing-Modification and cancellation.

*(Note: Practical training need to be given in computer lab equipped with Amadeus reservation software. The course teacher will conduct the examination in the laboratory using CRS package Amadeus/Galileo) in the offline. The system will generate the marks/points as per the performance of the students. So the system generated marks can be equalised as per the course structure).*

### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## Programme: MBA Tourism & Travel Management

### References

- Amadeus quick reference guide.
- Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
- Shaijumon, Sanoop and Dileep D, (2019), Introduction to Air Ticketing and Air Travel Management, Vaikhari Research Foundation, Thiruvananthapuram.



# Programme: MBA Tourism & Travel Management

**MBT5007**

## **ADVENTURE TOURISM MANAGEMENT**

Course Code	MBT5007	Semester	III/IV
Course Title	Adventure Tourism Management		
Credits	3	Type	Elective

### **Course Description**

This course is structured to enable the student's understanding on the structure and composition of the adventure tourism sector.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Understand the basics adventure tourism
- CO2: Overview of the popular adventure tourism products in India
- CO3: Familiar with popular adventure tourism destinations and activities in India
- CO4: Analysing the nature of Adventure tourists and gaining knowledge about the package preparation

### **Course Structure**

The following is a detailed syllabus of Adventure Tourism Management:

#### **Module I: Adventure Tourism**

Adventure in Water (paragliding, hot air ballooning, hand gliding and micro light flying, bungee jumping, etc.), Adventure on land (trekking, hiking, mountain biking, camping, bird watching, wildlife photography, skiing, mountaineering, desert safaris, car rallies, rock climbing, etc.) and air (paragliding, hot air ballooning, hand gliding and micro light flying, bungee jumping, etc.

#### **Module II: Adventure Tourism Products**

Adventure tourism and landscape- island, coral reefs, tropical rain forests, deserts, mountains, sea and river bodies - Designing, development, issues - considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities.

#### **Module III: Tools and Equipment Used Adventure Tourism**

Facilities offered in India - Tourism organizations and training institutes in India - Marketing and promotional strategies- Challenges of adventure tourism.

#### **Module IV: Adventure tourists**

Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation - Impacts of adventure tourism (environmental, socio-cultural and economic)-Adventure tourism destinations in India - Selected case studies.

### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## Programme: MBA Tourism & Travel Management

### References

- Douglas, N Ed. (2001). Special Interest Tourism, John Wiley & Sons, Australia.
- Ralf Buckley(2010).Adventure Tourism Management, Routledge, USA.
- Simon Hudson(2012),Sport and Adventure Tourism, Haworth press, New York
- Ball, S (2007). Encyclopedia of Tourism Resources in India, B/H.Shajumon, Sanoop and Dileep D, (2019), Introduction to Air Ticketing and Air Travel Management, Vaikhari Research Foundation, Thiruvananthapuram.

# Programme: MBA Tourism & Travel Management

**MBT5008**

## **MEDICAL AND WELLNESS TOURISM**

Course Code	MBT5008	Semester	III/IV
Course Title	Medical and Wellness Tourism		
Credits	3	Type	Elective

### **Course Description**

This course provides knowledge about Health Tourism and focusing its subsector Medical and Wellness Tourism.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- Understand the Health and Wellness Tourism dimensions
- Conceive the scope of health and wellness tourism market, trends and challenges
- Enrich the knowledge in the area of Spa and its operations
- Map the health tourism resources in India to design the packages and to market the destination.

### **Course Structure**

The following is a detailed syllabus of Medical and Wellness Tourism:

#### **Module I: Introduction to Health Tourism**

Historical overview, Definitions- Concept of health & wellness - Determinants of health and wellness- Health, medical and wellness tourism.

#### **Module II: Medical Tourism Business**

Growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism, Global medical tourism scenario- Stakeholders, Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism.

#### **Module III: Tourism and Wellness**

Dimensions of wellness, Spa tourism experiences, types of Spas-Day Spa, Destination Spa, Medical Spa, Resort Spa- Different areas in wellness, health and wellness programs- ESPN aspects of Healing.

#### **Module IV: Medical and Wellness Tourism Market**

Tourist profile, market analysis, designing medical tour packages, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Role of Government in Health Tourism-Case studies about selected medical and wellness tourism destinations.

### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## Programme: MBA Tourism & Travel Management

### References

- Anspaugh, D., Hamrick, M., & Rosato, F. (2004). *Wellness: Concepts and Applications* 6th ed. Boston: McGraw Hill.
- Ralf Buckley. (2010). *Adventure Tourism Management*, Routledge, USA.
- Smith, M., Puczko, L. (2009). *Health and Wellness Tourism*, London: ButterworthHeinemann.
- Myers, J.E.; Sweeney, T.J. (2005): *Counselling for wellness: theory, research and practice*, American Counselling Association, Alexandria.

# Programme: MBA Tourism & Travel Management

**MBT5009**

## **RURAL TOURISM –PRINCIPLES AND PRACTICES**

Course Code	MBT5009	Semester	III/IV
Course Title	Rural Tourism – Principles and Practices		
Credits	3	Type	Elective

### **Course Description**

This course familiarises students about the concepts, principles and practicality of rural tourism.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Acquire basic knowledge about rural tourism and village life and understanding of the concept of sustainability.
- CO2: Discuss various rural tourism resources and the challenges
- CO3: Enable the students to draft a business plan for successful rural tourism projects
- CO4: Familiarizing the principles of rural tourism and the relationship between tourism and rurality

### **Course Structure**

The following is a detailed syllabus of Rural Tourism-Principles and Practices:

#### **Module I: Defining Rurality**

Introducing Rural Tourism-Rural Territory, Potential of rural areas as a Tourism Product- Village as a primary tourism product- Showcasing rural life, art, culture and heritage- the concept for development and conservation.

#### **Module II: Rural Tourism Resources**

Festivals, agricultural exhibitions and shows, events and programs, thematic routes, special markets , ethnic restaurants- Needed indicators and monitoring - Holistic benefits of Rural Tourism on the society - Challenges of Rural Tourism.

#### **Module III: Business in Rural Tourism**

Profiling the rural tourists, Supply and demand trends, Travel and tourism industry specifics in this field –Services in Rural Tourism, Certification of accommodation and other services.

#### **Module IV: Economic and Social Aspects of Rural Development**

Special resources, carrying capacity, required investment, role of public sector, employment impact-community-based development, local resources, local knowledge and expertise, new and effective forms of information and knowledge sharing, capacity building, entrepreneurial competences, networking- Destination cases of selected rural tourism models in India.

### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## Programme: MBA Tourism & Travel Management

### References

- Douglas, N Ed. (2001) Special Interest Tourism, John Wiley & Sons, Australia.
- Katherine Dashper (2014) Rural Tourism: An International Perspective, Cambridge Scholars Publishing, New York.
- Lesley Roberts, Derek Hall (2001) Rural Tourism and Recreation: Principles to Practice, CAB Publishing, London.

# Programme: MBA Tourism & Travel Management

**MBT5010**

## **BASICS OF EVENT MANAGEMENT**

Course Code	MBT5010	Semester	III/IV
Course Title	Basics of Event Management		
Credits	3	Type	Elective

### **Course Description**

This course familiarises the student about the basic principles and practices of event management

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Acquaint knowledge on basics of event management
- CO2: Provide basic skills required for event planning and management
- CO3: Impart the students the inter linkages between tourism and events
- CO4: Conceptualise knowledge on different aspects and functions of events

### **Course Structure**

The following is a detailed syllabus of Basics of Event Management:

#### **Module I: Introduction to Event**

Understanding events-Types and size of Events – Characteristics of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.

#### **Module II: Planning and Scheduling Events**

Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies -Ethical Behavioural Practices in MICE industry.

#### **Module III: Events Venues**

Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

#### **Module IV: Introduction to MICE**

Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, Budgeting of MICE- types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

#### **Module V: Trade Shows and Exhibitions/Expositions**

Types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

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## Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## References

- George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
- Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI
- Editorial Data Group USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States. Kindle Edition.



# Programme: MBA Tourism & Travel Management

## MBT5011 EVENT PLANNING AND MARKETING

Course Code	MBT5011	Semester	III/IV
Course Title	Event Planning and Marketing		
Credits	3	Type	Elective

### Course Description

This course provides insights on and functionality and promotion of events

### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Impart knowledge and competencies required to plan and execute the events
- CO2: Provide basic knowledge about event planning process
- CO3: Help the students understand laws, licences and permissions required for holding an event
- CO4: Acquaint knowledge on budget planning and sponsorship management

### Course Structure

The following is a detailed syllabus of Event Planning and Marketing:

#### Module I: Event Planning

Introduction, Importance-Planning event – Determining the purpose of your event, What is the Goal of Your Event? Understanding Your Event's Audience – Need Analysis – Corporate market and social events- Event Planning Process.

#### Module II: Event Planning Process

Creating a vision and establishing a theme- Undertaking situational analysis- Setting Objectives-Determining the Event Feasibility-Choosing an Organisational Structure- Preparing an Event Management Plan.

#### Module III: 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), Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor, Waste Management & Green Events.

#### Module IV: Event Budgeting

Introduction & Importance. Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Analysis, Making the budget, Do's & Don'ts of budgeting-Event Sponsorships - Importance of sponsorship - for event organizers, for sponsors- Type of sponsorships -Event Technology-LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, iBeacons, Near Field Communication, Cloud Computing.

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## Programme: MBA Tourism & Travel Management

### References

- Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd.
- Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
- Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI
- Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition.

# Programme: MBA Tourism & Travel Management

## **MBT5012                      EVENT MANAGEMENT PROCESS**

Course Code	MBT5012	Semester	III/IV
Course Title	Event Management Process		
Credits	3	Type	Elective

### **Course Description**

This course familiarises students about different stages of event process.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Impart knowledge and competencies required to initiating an event and make them to the industry
- CO2: Provide basic knowledge about planning and organising of corporate events
- CO3: Able to organise and host an event professionally
- CO4: Provide awareness about the crisis management strategies in event management

### **Course Structure**

The following is a detailed syllabus of Event Planning and Marketing:

#### **Module I: Event Process**

Initiating an event- Planning an Event's Scope - Conducting a Site Survey - Managing Client's Goals and Expectations- Site venue Layout / Design - Selecting Contracting and Managing Performers - Staging the Event.

#### **Module II: Planning and Organizing of Corporate Events**

Conferences, Seminars, Meetings, Conventions, Educational or Training Events -Planning and organizing of Leisure events- Sport Events, Festivals, Concerts, Fashion Shows -Planning and organizing of private events - Weddings, Special Party Celebrations.

#### **Module III: The Role of an Event Planner**

Main Tasks Involved in Event Planning -Skills Required for Event Planners- Benefits of Successful and Safe Events- Requirements for successful events- Research, Design-Planning, Coordination, Evaluation- Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

#### **Module IV: Crisis Management**

Event Risk Management -How to Manage Risk - Hazard Analysis - Contingency Plans -Threat Assessment – Planning for safety.

### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

## Programme: MBA Tourism & Travel Management

### References

- Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
- George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
- Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI.

**OPEN ELECTIVE COURSES**

1. Fundamentals of Travel and Tourism
2. Tourism Products and Experiences

Note: *Open electives are offered for the students from other departments.*

# Programme: MBA Tourism & Travel Management

**MBT5021**

## **FUNDAMENTALS OF TRAVEL AND TOURISM**

Course Code	MBT5021	Semester	III/IV
Course Title	Fundamentals of Travel and Tourism		
Credits	3	Type	Open Elective

### **Course Description**

This course provides basic understanding in tourism and its education.

### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Learn the basic concepts, history and components of tourism industry
- CO2: Familiarize with tourism business accommodation sector, transportation sector and tourism intermediaries
- CO3: Understand the various impacts and future of tourism industry
- CO4: Impart knowledge to the students about the contemporary trends and Practice
- CO5: Acquaintance with ethical concerns in tourism

### **Course Structure**

The following is a detailed syllabus of Fundamentals of Travel and Tourism:

#### **Module I: Introduction to Travel and Tourism**

Traveller /Visitor/Tourist/Excursionist - Nature, Scope & Characteristics of Tourism-Typologies of tourism- Basic components of tourism (5 As)- Elements of tourism-Structure and functions of tourism industry.

#### **Module II: Tourism Business**

Various forms of Transport, accommodation, Entertainment, Food and beverage, shopping and allied industries- Travel agency and Tour operations- Entrepreneurial opportunities in tourism.

#### **Module III: Impacts of Tourism**

Economic, Social, Cultural, and Environmental Impacts of Tourism- Factors Affecting Future of Tourism Business- Tourism and sustainable development- Community based tourism-Responsible tourism.

#### **Module IV: Contemporary trends and Practices**

Tourism in twenty first century-Major tourist segments- emerging trends in domestic and international tourism- E-tourism concepts- tourism and technology.

#### **Module V: Tourism Ethics**

Ethical concerns in tourism- Inclusion in tourism- accessible tourism –legal policy framework – tourism and livelihood – Tourism and Human Rights – environmental, management ethics - opportunities and challenges to implementation of ethical principles in the tourism sector.

## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
- Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: Oxford University Press.
- Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. United Kingdom: Sage Publications.
- Thomas, R. (2013). *Small Firms in Tourism*. United Kingdom: Routledge.
- Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.
- M.R. Dileep, (2018). *Tourism-Concept, Theory and Practice*, IK International, New Delhi.

## Programme: MBA Tourism & Travel Management

**MBT5022**

### **TOURISM PRODUCTS AND EXPERIENCES**

Course Code	MBT5022	Semester	III/IV
Course Title	Tourism Products and Experiences		
Credits	3	Type	Open Elective

#### **Course Description**

This course provides basic understanding in tourism and its education.

#### **Course Outcome**

By the end of the course, students are expected to be able to:

- Develop an understanding of the nature of different tourism products
- Familiarize the cultural heritage in India and its contribution to tourism
- Understand the various natural tourism resources of India
- Generating ideas of tourism product and circuit formulation
- Acquaint knowledge about new emerging tourism trends in India

#### **Course Structure**

The following is a detailed syllabus of Tourism Products and Experiences:

##### **Module I: Introduction to Tourism Products**

Definition and Differentiation, - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products - Ancient Indian Civilization – Ancient medicines – Ayurveda – Yoga and Meditation major religions and pilgrimage centres.

##### **Module II: Indian Culture and Heritage**

Religion and pilgrimage centres –Indian architecture - Major Fairs and Festivals of India – Indian Classical music - Dance forms - Indian Museums, – Handicrafts, Sculptures, Paintings - UNESCO World Heritage Sites of India - Indian Cuisines.

##### **Module III: Natural Tourism Resources**

Important National parks, Wildlife sanctuaries, Biosphere reserves, Rivers, Lakes and Beaches, Waterfalls, Caves, Islands, Deserts, Mountain resources, Major hill stations across India.

##### **Module IV: Tourism Circuits**

Inter-State and Intra-State Circuits, Theme-Based Circuits —Tourism by Rail- Adventure tourism-commercial tourism attractions

##### **Module V: Emerging Tourism Attractions in India**

Eco, adventure, and experiential tourism attractions-Solo traveling- Backpacking, Hitch Hiking, Flash Packing, Special Interest Tourist attractions.



## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

### References

- Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
- Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
- Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
- Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
- Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.

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