PROGRAMME NAME: MBA in Tourism and Travel Management

Programme Code: PGTTM

Course Codes

FIRST SEMESTER				
Sl No	**Type of the course**	**Title of the Course**	**Credits for the Course**	**Course Code**
01.	Core Course	Management Process and Organizational Behavior	4	PTTTC10001
02.	Core Course	Tourism Principles and Practices	4	PTTTC10002
03.	Core Course	Tourism Products of India	4	PTTTC10003
04.	Core Course	Accounting and Financial Management	4	PTTTC10004
05.	Core Course	Tourism Economics Environment & Government Policies	4	PTTTC10005
06.	Core Course	Foreign Language – German/Spanish/Japanese/Arabic	4	PTTTC10006
07.	Generic Elective Courses	Tourism Products of India	3	PTTTG10301
08.	Compulsory Foundation Ability Enhancement	Business Communication & Personality Development	3	PTTTA10101
09.	Elective Foundation	Crisis Management	2	PTTTD10201
10.	Ability Enhancement Compulsory Course	Destinati on Visit I	2	PTTFA10102
SECOND SEMESTER				
01.	Core Course	Human Resource Management	4	PTTTC20007
02.	Core Course	Travel Agency & Tour Operations Management	4	PTTTC20008
03.	Core Course	Event Management	4	PTTTC20009
04.	Core Course	Foreign Exchange Management	4	PTTTC20010
05.	Core Course	Tourism Marketing	4	PTTTC20011
06.	Generic Elective Course	Travel Agency & Tour Operations Management	3	PTTTG20302
07.	Compulsory Foundation Ability Enhancement	Tourism Research Methodology	3	PTTTA20103
08.	Elective Foundation Course	Hospitality Management	2	PTTTD20202
09.	Ability Enhancement Compulsory	Destination Visit II	2	PTTFA20104

	Course			
THIRD SEMESTER				
01.	Core Course	Tourism Geography	4	PTTTC30012
02.	Core Course	Travel Media and Journalism	4	PTTTC30013
03.	Core Course	Tourism Destination Management	4	PTTTC30014
04.	Core Course	Internship	4	PTTIC30015
05.	Discipline Related Elective Course	Airport and Ground Handling Management	3	PTTTD30203
06.	Discipline Related Elective Course	Cargo and Logistic	3	PTTTD30204
07.	Discipline Related Elective Course	Tour Package and Itinerary Planning	3	PTTTD30205
08.	Discipline Related Elective Course	Special Interest Tourism	3	PTTTD30206
09.	Compulsory Foundation Ability Enhancement	Global Distribution System	3	PTTPA30105
FOURTH SEMESTER				
01.	Core Course	Tourism Entrepreneurship	4	PTTTC40016
02.	Foundation Course	e-Tourism and Social Media Marketing	3	PTTTA40106
03.	Skill Based Course	On The Job Training & Viva	4	PTTFA40107
04.	Core Course	Project Report/ Dissertation	6	PTTRC40017

Management Process &Organizational Behavior

PTTTC10001

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100

Credits: 4

Course Learning Outcomes:

i) Process of management with special emphasis in an organizational context.
ii) Advantages of utilizing functions of management in an organization.
iii) Role of different managers and their leadership for the better outcome of an organization
iv) Enabled with managerial competencies and capabilities.

UNIT–I: Introduction to Management

Learning outcomes: *i) getting well versed with the basic concepts of management. ii) How the management concept started and was familiarized iii) Role of a professional manager in tourism business*

Management Concepts and Nature, Evolution of Management Thought, Managerial Roles and Skills–Tasks of a Professional Manager- Manager and Environment of Tourism Business.

UNIT–II: Planning

Learning outcomes: *i) need of planning, its advantages and disadvantages. ii) Why delegation of authority to be given in a working environment. iii) Importance of functions of management and how it is helpful. iv) Role and impact of modern technology on the working environment.*

Planning: Concept, Steps, Types, Scope and Limitations; Decision Making; Organizing: concept, principles, theories, Organizational Structures &Designs; Authority and Responsibility, Power, Delegation of Authority, Centralization &Decentralization; Emerging Trends in Corporate Structure, Strategy and Culture– Impact of Technology on Organizational Design; Staffing; Directing and Controlling: Nature, Process and Techniques

UNIT–III: Organizational Behavior

Learning outcomes: *i) Role and importance of managers in an organization. ii) Important concepts of organizational behavior and its importance iii) Methods to handle the stress management in an organization.*

Organizational Behavior**:** Concept and significance, Organizational Culture, Role of Managers in an organization; Challenges and Opportunities for OB; Individual Behavior and Differences, Personality, Attitudes and Beliefs, Values, Perception Perceptual Selectivity, Transactional Analysis, JOHARI Window, Management of Stress.

UNIT–IV: Motivation and Leadership

Learning outcomes: *i) Need of motivation in an organization ii) Different theories of motivation and its implication on organization productivity. iii) Importance of leadership in an organization.*

Process of Motivation, Motivation Theories, Motivation and Productivity; Leadership: Concept, Styles, Theories and contemporary issues in leadership

UNIT–V: Understanding and Managing Groups

Learning outcomes: *i) Importance and need of group formation and its development. ii) Techniques for developing organization. iii) Recent trends in handling the conflicts in a working environment***.**

Group Dynamics: Concept, Types, Group Formation and Development, Group Composition, Group Performance Factors; Conflict Management-concept, Traditional and Modern Approaches to Conflict Management, Negotiation and Interpersonal Behavior-Management of Change– Resistance to Change–Organizational Development.

REFERENCES

1.Koontz,H.,&Weihrich,H.(2010).EssentialsofManagement:AnInternational Perspective. New Delhi: McGraw Hill.

2. Stoner, J.A.F., & Wankel,C.(1999).Management. New Delhi: Prentice Hall India.

3. Drucker, P.F. (2006).Practice of Management. New York: Harper & Row.

4. Virmani, B.R.(2006).The Challenges of Indian Management. New Delhi: Response Books.

5. Robbins, S.P.,&Judge,T.A.(2013).OrganizationalBehaviour.UnitedKingdom: Pearson Publication.

6. Luthans, F.(2012).Organizational Behavior. Singapore: McGraw-Hill.

7. Rao, Y.V. (2010).Management Process and Organizational Behavior. New Delhi: Akansha Publications.

8. Prasad, L.M (2014) Principles and Practice of Management, Sultan chand &Sons, New Delhi

Tourism Principles & Practices

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits: 4

Course learning outcome:

(i) familiarizing students with fundamental concept, growth and development of tourism industry
(ii) To comprehend the dynamics of tourism businesses and its impacts
(iii) To elucidate the application of tourism theories to the pragmatic developmental of tourism.
(iv) Acquaintance of international and national tourism organization and its functions.

UNIT-I: Fundamentals of Tourism

Learning outcome: *(i) Explain concept and evolution of tourism industry (ii) realizing the potentiality of various types and forms of tourism (ii) acquaintance of emerging areas and practices (ii) analyzing tourism system (ii) Identifying travel barriers.*

History and Concepts of Tourism**:** Tourist/Visitor/Traveler/Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism-Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches—Motivations and Deterrents to Travel–Emerging Areas and Practices.

UNIT-II: Forms of Tourism

Learning outcome: *(i) capitalizing the inbound & out bound tourism opportunities (ii) identifying alternative tourism resources (ii) analyze and predicting tourist flow (ii) drafting tourism demand and supply.*

Forms of Tourism: Inbound, Outbound, National, International-Alternative Tourism–Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism- Tourism Demand and Supply.

UNIT-III: Tourism industry

Learning outcome: *(i) understand organization structure and functions (ii) identifying direct and indirect services (ii) explain basic components of tourism (ii) prepare horizontal and vertical integration of tourism business (ii) capitalizing the opportunities in accommodation sector.*

Tourism Industry: Structure, Functions and Constituents- Direct, Indirect and Support Services - Basic Components of Tourism: Transport- Accommodation-Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure& Superstructure.

UNIT-IV Tourism Models & Theories

Learning outcome: *(i) Describe the applicability of various theories in tourism business (ii) understand tourism area life cycle for better productivity (ii) prepare tourism planning models*

Tourism Models & Theories: Leiper's, Geo-Spatial Model-Mill-Morrison's Tourism Policy Model – Matheson & Wall's Travel Buying Behavior Model - Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Model–Crompton's Push and Pull Theory-StanleyPlog'sPsychographicModel-Gunn'sTourismPlanningModel.

UNIT-V: Tourism Organizations:

Learning outcome: *(i) Explain the role and functions of international and domestic organization in tourism (ii) describe linkages between various statutory bodies in tourism (ii) understand role of AAI and DGCA in aviation sector.*

Tourism Organizations: UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

REFERENCE
S

1. Goeldner, C., &Ritchie, J.R. (2011).Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley.
2. Swain, S.K. &Mishra, J.M. (2011).TourismPrinciplesandPractices.NewDelhi: OUP.
3. Tribe,J.(Ed.).(2009).Philosophical Issues in Tourism. United Kingdom: Channel View Publications.
4. Jamal, T., &Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications.
5. Thomas,R.(2013).Small Firms in Tourism. United Kingdom: Routledge.
6. Cooper, C. (2008).Tourism Principles and Practice. New Delhi: Prentice Hall.

TOURISM PRODUCTS OF INDIA

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc.,	**40%**
End term	**60%**
Total Marks – 100	**Credits : 4**

COURSE LEARNING OBJECTIVES

- Illustrate the conceptual and theoretical basis of various tourism products of India;
- Describe various tourism resources in India; and
- Develop and manage emerging tourist destinations and circuits.

UNIT – I: Tourism Products:
Learning outcomes: *(i) Explain the typology of Tourism Resources (ii) Identify and describe the diverse geographical features in India*

Concepts and Characteristics of Tourism Products - Typology & Nature of Tourism resources - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna. Nature & Scope to tourist places in India.

UNIT – II: Cultural and Heritage Tourism Products of India:
Learning outcomes: *(i) Describe the cultural and inherited tourism products of India (ii) Summarize the folk arts and festivals of India*

Indian Customs; Handicrafts, Types of Architecture in India, World Heritage Sites of India - Religious Pilgrimage sites in India - Major Music and folk arts of India - Fairs and Festivals.

UNIT – III: Study of National Parks, Wildlife Sanctuaries and Biosphere Reserves of India:
Learning outcomes: *(i) Assess the management of National Parks and Biosphere reserves of India (ii) Develop strategic plan for the sustainable development of National parks and Wildlife Sanctuaries*

Dachigam, Jim Corbett, Ranthambore, Similipal, Kaziranga, Kanha, Gir, Manas, Gulf of Mannar Marine National Park, Sunderbans, Periyar wildlife Sanctuary, Mudumalai National park and wildlife Sanctuary.

UNIT – IV: Nature based tourism products:
Learning outcomes: *(i) Explain the diversity of Nature Based Tourism Products of India (ii) Identify and describe the potentials of the Nature based tourism products*

Islands, Beaches, Lakes, Rivers and Deserts of India - Attractions of Himachal Pradesh - Jammu & Kashmir - Uttarakhand - Leh and Ladakh - Andaman & Lakshadweep.

UNIT – V: Major Tourism Circuits and Recreation based tourism products of India:
Learning outcomes: *(i) Design and Develop different types of tourism circuits (ii) Compare and contrast recreation and entertainment based tourism products*

Inter-State and Intra-State Circuits, Theme-Based Circuits - Tourism by Rail- Recreation and Entertainment Based Tourism Products: Theme Parks and Resorts - Shopping, Music Concerts.

TEXT BOOKS:

1. Abhoy Das Jhangi (2019). Tourism in India. Pacific Books International.
2. Robinet Jacob et al., (2011). Tourism Products of India; a National Perspective. New Delhi: Abhijeet Publications.

REFERENCES:

1. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: https://epgp.inflibnet.ac.in/ahl.php?csrno=1827.
2. 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.
3. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.
4. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.

Accounting and Financial Management

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits 4

Course Learning Outcomes:

i) Prepare the financial statements using excel
ii) Prepare Income and Expenditure account
iii) Identifying Break-Even Analysis-Break-Even Point
iv) Problems of Financial Management Unique to Hospitality Industry

Unit 1: Fundamentals of Accounting

Learning outcome: *(i)Enable to understand basic concepts of Accounting (ii) helps to understand Principles of Golden Rules of Accounting(iii) Enables double entry system (iv)Preparing Journal Ledger and Trial balance*

Financial Accounting: Principles: Golden Rules of Accounting- Concepts and Conventions – Double Entry System; Generally Accepted Accounting Principles: Preparation of Journal-Ledger and Trial Balance -Users and Uses of accounting information

Unit II: Preparation of Final accounts

Learning outcome: *(i) Helps to understand the concept of Final Accounts (ii) Can help in preparing Trading and Profit & Loss Accounts (iii) Helps to Prepare Income and Expenditure account (iv) Preparing Travel agency and Hotel account.*

Preparation of Final accounts: Procedures: Trading- Profit-Loss; Account and Balance Sheet; Adjustment Entries; Financial Statement Analysis and Interpretation: Objectives-Importance-Tools of Analysis; Accounts of Non-Profit Organizations: Income and Expenditure Account-Receipts and Payments Related to Travel Agency & Hotel Accounting.

Unit III: Costing

Learning outcome: *(i) enables the basic concepts of Marginal Costing (ii) Understand Cost Volume Profit Relationship (iii) Identifying Break-Even Analysis-Break-Even Point.*

Costing: Marginal Costing: Concept-Techniques-Applications; Cost Volume Profit Relationship: Break-Even Analysis-Break-Even Point- Margin of Safety; Determination of New Product Line; Make or Buy Decision; Shut down or Continue.

Unit IV: Cost accounting

Learning outcome: *(i) Understand Cost Accounting Concept (ii) Assessing –Distinction Between Costing and Cost Accounting (ii) Analyze Types of Budget-Preparation of Budget-Zero Based Budgeting.*

Cost Accounting: Concept- Distinction Between Costing and Cost Accounting – Elements of Cost– Preparation of Cost Sheet – Types of Costs – Standard Costing; Analysis of Variance; Budget: Types of Budget-Preparation of Budget-Zero Based Budgeting

Unit V: Financial Management

Learning outcome: *(i) Understand the concepts of Financial Management (ii) helps to know about various Sources of Finance (iii) Knowing about Long-Term and Short-Term sources of finance (iv Problems of Financial Management Unique to Hospitality Industry.*

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-Working Capital Management-Cash Management-Dividend Decision; Problems of Financial Management Unique to Hospitality Industry, Opportunities and Challenges for Investments in Hotel, Aviation & Tourism Related Sectors; Role of TFCI and Other Financial Organizations

REFERECES

1. Chandra,P.(2006).FinancialManagement-TheoryandPractice,TataMcGrawHill, NewDelhi.
2. Grewal,T.S.&Shukla,M.C.(2010).AdvancedAccountsVol.1.SultanChand&Sons, Delhi.
3. Gupta,R.L.&Radhaswamy,M.(2006).AdvancedAccountancy-Vol.I,SultanChand& Sons,Delhi.
4. Lal,J.(2009).AccountingforManagement.HimalayanPublishingHouse,Mumbai.
5. Maheshwari,S.N. &Maheshwari.S.K.(2006). Fundamentalsof Accounting, Vikas PublishingHouse,NewDelhi.
6. Narayanaswamy,R.(2017).FinancialAccounting:AManagerialPerspective.PHI Private Limited,Delhi.
7. Pandey.I.M(2006),FinancialManagement.VikasPublishingHousePvt,Ltd.,New Delhi.

Tourism Economics, Environment and Government Policies

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits : 4

Course Learning Outcomes:

i) Students will be well versed with basic concepts of economics.
ii) Impact of integration of tourism and economics based on different market structure.
iii) Legal rules and regulations in the tourism sector.
iv) Role of PPP and FDI on tourism sector.

UNIT-I MICROECONOMICENVIRONMENT

Learning outcomes: *i) Basic concepts of demand and supply. (ii) Market structure and its implications on tourism sector.*

Micro Economic Environment: Demand & Supply: Elasticity of Demand and Supply- Law of Marginal Utility- Cost Concepts: Short Runs. Long Run Costs, Production Function, :Law of Variable Proportions- Returns to Scale- Break Even Analysis, Market Structure: Perfect Competition-Monopolistic Competition–Duopoly-Oligopoly, Pricing: Determinants of Price- Price Discrimination.

UNIT-II MACRO- ECONOMIC ENVIRONMENT

Learning outcomes: *i) Model of the economy. ii) Different concepts of GDP and GNP with special emphasis on tourism sector.*

Macro- Economic Environment: Kinds of Economic System, Circular Flow of Economy, National Income Analysis: GDP-GNP-Per Capital Income- Multiplier Effect-Business Cycles- Inflation-Balance of Payment, Fiscal and Monetary Policies.

UNIT-IIIECONOMICPOLICIES

Learning outcomes: *(i) Importance of tourism business environment ii) Social responsibilities of different business units operating in tourism sector.*

Economic Policies: Internal, External, Macro and Micro Environment: Competitive Structure of Industries-Environmental Analysis and Strategic Management, Trade Policy: FEMA-GATT- MRTP-GST, Business Ethics and Corporate Governance: Consumer Protection Act and Competition Law-Social Responsibilities of Business-Social Audit.

UNIT-IV TOURISM IMPACTS

Learning outcomes: *i) Impact of LPG on tourism sector. ii) Role of NITI AYOG for tourism business. iii) Effect of LPG on tourism sector.*

Tourism Impacts: Positive, negative economic- social- cultural -Political-Environmental Factors Affecting Future of Tourism Business, Seasonality &Tourism, Role of State in Tourism Development and Promotion: Overview of Five Year Plans for Tourism Development and Promotion-National Action Plan-National Tourism Policy-Role of NITIAYOG, Tourism Business During Post Liberalization & Post Globalization Period.

UNIT–V INVESTMENT INITIATIVESINTOURISM

Learning outcomes: *i) Government assistance for entrepreneurs to start the tourism services. ii) Rules and regulations in the tourism sector. iii) Different world economic forum reports.*

Investment Initiatives in Tourism: Tourism Projects of Central Government- Innovation&

Start-Ups, Technological Leadership-Make in India- SWACHATA Tourism, Public-Private Participation(PPP)-Industrial Finance- Foreign Direct Investment(FDIs)-Displacement Effect- Rules Regulations and Licenses Under Legal Environment for Starting Tourism Ventures - Tourist Spending- Costs and Benefits of Tourism to Community –Environmental Economics– World Economic Forum Reports.

REFERENES

1. Dwyer, L., Forsyth,P.,&Dwyer,W.(2010).Tourism1 Economics and Policy(Vol. 3). Bristol: Channel View Publications.
2. Samuelson,W. F.,&Marks,S.G.(2008).Managerial Economics. Toledo:JohnWiley&Sons.
3. Varshney,R.L., &Maheswari,K.L. (2004). ManagerialEconomics.New Delhi: SultanChand.
4. Chawla,R.(2004).EconomicsofTourism&Development.NewDelhi:SonaliPublications.
5. Shaikh,S. (2006).Business Environment. NewDelhi: Pearson Education.
6. Paul,J.(2010).Business1 Environment. NewDelhi: The McGraw Hill.

Foreign Language: Spanish/German/Arabic/Japanese

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100

TOURISM PRODUCTS OF INDIA

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc.,	**30%**
End term	**45%**
Total Marks – 75	**Credits :3**

COURSE LEARNING OBJECTIVES

- Illustrate the conceptual and theoretical basis of various tourism products of India;
- Describe various tourism resources in India; and
- Develop and manage emerging tourist destinations and circuits.

UNIT – I: Tourism Products:

Learning outcomes: *(i) Explain the typology of Tourism Resources (ii) Identify and describe the diverse geographical features in India*

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Learning outcomes: *(i) Describe the cultural and inherited tourism products of India (ii) Summarize the folk arts and festivals of India*

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Learning outcomes: *(i) Assess the management of National Parks and Biosphere reserves of India (ii) Develop strategic plan for the sustainable development of National parks and Wildlife Sanctuaries*

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UNIT – IV: Nature based tourism products:

Learning outcomes: *(i) Explain the diversity of Nature Based Tourism Products of India (ii) Identify and describe the potentials of the Nature based tourism products*

Islands, Beaches, Lakes, Rivers and Deserts of India - Attractions of Himachal Pradesh - Jammu & Kashmir - Uttarakhand - Leh and Ladakh - Andaman & Lakshadweep.

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Learning outcomes: *(i) Design and Develop different types of tourism circuits (ii) Compare and contrast recreation and entertainment based tourism products*

Inter-State and Intra-State Circuits, Theme-Based Circuits - Tourism by Rail- Recreation and Entertainment Based Tourism Products: Theme Parks and Resorts - Shopping, Music Concerts.

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5. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: https://epgp.inflibnet.ac.in/ahl.php?csrno=1827.
6. 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.
7. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.
8. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.

Business Communication and Personality Development

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 30%

End term 45%

Total Marks – 75 Credits: 3

Course objective:

(i) to acquaint students with the required skills for effective communication in business organizations

(ii) imparting oral and written communication skills through experiential, learning &

(iii) analyzing business situations and determine appropriate business communication.

Unit - I: Business Communication

Learning outcome: *(i) Explain the basic concept of communication (ii) analyze communication structure in organization (ii) identifying barriers & gateway in communication (i) applying the concept in oral and written communication (ii) understanding importance of communication.*

Role of Communication in Business – Objectives of Communication – The Process of Human Communication importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication, Media of Communication Written Communication – Oral Communication – Face of Face Communication – Visual Communication – Audio Visual Communication Skills – Understanding Cultural Effects of Communication- Barriers of Communication

Unit - II: Dimensions of communication

Learning outcome: (i) *Identifying difference and importance of formal and informal communication (ii) analyzing role of emotion in interpersonal communication (iii) adaptation of communication styles and gateways for effective interpersonal communication.*

Managing Organization Communication – Formal Communication – Informal Communication – Intra and Inter Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis. Managing Motivation to Influence Interpersonal Communication – Inter Personal Perception – Role of Emotion in Inter Personal Communication – Communication Styles Gateways to Effective Interpersonal Communication

Unit - III: Business correspondence

Learning outcome: *(i) Preparing business letters, report and memos (ii) identifying communicative writings (iii) Applying the concept of reading, previewing and learning in effective communication.*

Business letters and reports - Introduction to business letters, Types of business letter, Layout of business letter, writing memos, purpose of a report, kinds and objectives of reports, writing reports; Case method of learning - Understanding the case method of learning, different types of cases, overcoming the difficulties of the case method, reading a case properly (previewing, skimming, reading, scanning), case analysis approaches (systems, behavioral, decision, strategy), analyzing the case, dos' and don'ts for case preparation

Unit - IV: Personal Skill Development

Learning outcome: *(i) applying the concept of career advancement through presenting oneself in interviews and group discussion (ii) prepare for meetings (ii) and press release and media management.*

Presentation skills - What is a presentation: elements of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, Appearance & Posture, Practicing delivery of presentation. Group communication - Meetings, Notice, Planning meetings, objectives, participants, timing, venue of meetings, leading meetings, Minutes of Meeting, Media management, the press release, press conference, media interviews, Seminars, workshop, conferences, Business etiquettes.

Unit - V: Personality Development

Learning outcome: *(i) explain basics of personality (ii) analyzing the strength and weakness (ii) and relate that for the organization success (ii) Managing and controlling the attitude of the human resource.*

Introduction to Personality & Working towards developing it- Definition and basics of personality; Analyzing strength and weakness, Corporate theories on personality development; preparation of self- introduction; working on attitudes i.e. aggressive, assertive and submissive

Suggested Readings (Latest Edition)

1. Scot Ober, Contemporary Business Communication, Biztantra
2. Bovee, Thill &Schatzman, Business Communication Today, Pearson
3.Nageshwar Rao and Rajendra Das, Business skills, HPH Mary Ellen Guffy, Business Communication, Thomson
5. M Ashraf Rizvi, Effective Technical Communication, TMH
6. Meenakshi Raman and Sangeeta Sharma, Technical Communication, Oxford
7. Micheal Osborn and Suzanne Osborn, Public Speaking, Biztantra
8. John Seely, Oxford Writing and Speaking, Oxford
9. Covey Sean, Seven Habit of Highly Effective Teens, New York, Fireside Publishers, 1998

Crisis Management

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 20%

End term 30%

Total Marks – 50 Credits : 2

Course Learning Outcomes:

i) Ability to deal with the situation that threatens the working environment.
ii) Different methods to face the reality and perception of crisis.
iii) Communication role in reduction/mitigation of the crisis circumstances.

Unit-I: BASICS OF CRISIS MANAGEMENT

Learning outcomes: *i) Different types of unexpected situation. ii) Impact of natural disaster on tourism*

The nature and types of crisis Unexpected situation- urgent Decisions- Time is short- Specific threats - Urgent demands -loss of control- Pressures build - Routine become difficult- Reputation suffers- Communications are difficult Natural disaster-Technological crises-Confrontation-Malevolence-Crisis of skewed management –value Crisis of deception -Crisis of management misconduct

Unit-II: CRISIS PLANNING AND RISKS

Learning outcomes: *i) Need and importance of crisis management team. ii) Different types of test for review and practices.*

Crisis planning Assess risks-Produce plans-Define roles and responsibilities-Appoint crisis management team Draw up communication plan-Promote crisis-ready culture-Publish plans and conduct training-Test, review and practice

Unit-III: RISK ASSESMENT AND STRATEGY

Learning outcomes:

i) Risk assessments and different methods to reduce the risks

Risk assessment and Risk management Perception of risk-Identification-Determine the risk-Identify ways to reduce the risk- -Prioritize risk reduction as a strategy-Avoid risk-Reduce the negative effects of risk-accepting the consequences.

UNIT-IV: COMMUNICATION AND CRISIS LEADERSHIP

Learning outcomes: *i) How to overcome different types of risk ii) Role of communication in reduction of crisis.*

Communication and Crisis leadership Communication of risk- poor public grasp of risk and risk statistics-Confusion between relative/absolute/reference/ attributable risk-Variable perception/tolerance of different kinds of risk Fantasy of a ‘safe drug’

UNIT-V: MODELS AND THEORIES OF CRISIS MANAGEMENT

Learning outcomes: *i) Different theories and their advocacy related to crisis management.*

Models and theories of crisis management Antecedent conditions-Intrinsic and Perceived crisis-Immature crisis response-Mature crisis management-Review and Feedback-Chaos theory-Decision theory-Structural & functional theory Diffusion of innovation theory

Unit-VI: DISASTER MANAGEMENT

Learning outcomes: *i) Different types of disasters and its impact. ii) Plans for mitigation of disasters.*

Disaster management Types of disasters-Natural and manmade- Prevention and mitigation- Prepare for disasters Respond to disasters.

Text:

1. "International conference on Combating challenges of CLIMATE CHANGE", Vigyan Bhawan, New Delhi Souvenir (Engineers & Scientists Wing) R.E & R.F and Brahma kumaris,2009

2. "Disaster management" R.E&R.F Scientists and Engineers wing, Academy for a better world, Brahma kumaris, Mount Abu, Rajasthan,2008

References:

3. BK. Jayanti, "Spirituality in Daily Life", Brahma kumaris World Spiritual University, Londan NW 10 2HH,2007

4. Indian Psychiatric Society's " Spirituality and Mental Health: Reflections of the past, Applications in the Present and projections for the Future, Task force(2008-2009) in association with Medical Wing, R.E & R.F, Mount Abu

5. Mohini Punjabi, "The Story of Immortality—A Return to Self- Sovereignty", Brahma kumaris World Spiritual Organization(USA) NY11021,2008

Destination Visit

Evaluation

Continuous evaluation in the form of field work, survey and Presentations etc.,

Total Marks – 50 **Credits: 2**

MBA TTM II Semester

Paper Title: Human Resource Management

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits : 4

Course Learning Outcomes:

i) Importance of Human resource planning in tourism sector.
ii) Methods of recruitment and selection of different personnel's based on the expertise.
iii) Differences of recruitment and selection
iv) Influence of quality of work life to the productivity of company etc.

UNIT– I HUMAN RESOURCES MANAGEMENT

Learning outcomes: *i) Evolution of Human Resource Management and its importance ii) Importance of HR in tourism sector*

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

UNIT – II HUMAN RESOURCE PLANNING

Learning outcomes: *i) Importance concepts of Job terminologies ii) Recent trends in recruiting the service personnel in tourism industry.*

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

UNIT – III EMPLOYEES ASSISTANCE PROGRAMMES

Learning outcomes: *i) Importance of performance appraisal and its need. ii) Career development and its impact on employees career life iii) Retention of the employee based on competency*

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

UNIT – IV HUMAN RESOURCE DEVELOPMENT

Learning outcomes: *i) Need and importance of Human resource development ii) Different techniques of human resource development. iii) Need of appraisal for the employees.*

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

UNIT – V COMPENSATION

Learning outcomes: *i) Different types of compensation ii) Relationship between quality of work life and productivity of the company*

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

REFERENCES

1. Edwin, B.F. (1995). Personnel Management. New Delhi: Tata McGraw Hill.
2. Verma, P.(2002).PersonnelManagementinIndianOrganisations.NewDelhi:Oxford &IBM Publishing Co.Ltd.
3. Ratnam, V. R., & Srivatsava, B.K. (2003). Personnel Management and Human Resources. New Delhi: Tata McGraw Hill.
4. Chakravarthy, S.K.(1987).ManagerialEffectivenessandQualityandWorkLife.New Delhi: TMH.
5. Mathis, R.L., &Jackson, J.H. (2005). HRM. Nashville: South Western Publication.
6. Mirza, S.S. (2003). HRM. New Delhi: TMH.
7. Dessler, G. (2001). A Framework for HR Management. India: Pearson.
8. Henry, E. (2001). A Dictionary of HRM. London: Oxford University Press

Travel Agency & Tour Operations Management

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits : 4

Course Learning Outcomes:

(i) Explain the concepts and functions of travel agency and tour operation business;
(ii) Design and develop tour packages; and
(iii) Demonstrate skills to be a successful entrepreneur in travel agency business.

UNIT-I: Travel Trade and Future of Travel Industry:

Learning outcomes: *(i) Explain the types of travel agency and tour operators (ii) Illustrate the new technologies in the travel agency business in the digital transformation era*

Historical Perspectives of Travel Trade - Emergence of Thomas Cook - Cox and Kings - Types of Tour & Types of Tour Operators - Wholesale and Retail Travel Agency Business - Online Travel Agencies - Changing Scenario of Travel Trade.

UNIT-II: Functions Travel Agency Business and Ministry of Tourism:

Learning outcomes: *(i) Demonstrate an understanding of functions of travel agency and establish a travel agency (ii) Explain the appropriate management and functions of Ministry of Tourism (iii) Assess the opportunities and challenges of travel fairs, exhibitions and events*

Functions of Travel Agency - Setting up of a Full-Fledged Travel Agency - IATA Accreditation - Recognition from Government. Role and Functions of Ministry of Tourism - India Tourism Offices Overseas- Participation in Travel Fairs and Exhibitions - Publicity and Events, Schemes and guidelines of Travel Trade.

UNIT-III: Itinerary Planning & diversification of travel agency business:

Learning outcomes: *(i) Design and develop tour packages (ii) Evaluate the sources of income of the travel agency and its diversified business*

Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation - Sources of Income of a Travel Agency and Tour Operator - Diversification of Business: Travel Insurance, Forex- Cargo - MICE – Documentation – Overview of Global Travel Mart.

UNIT-IV: Tour Packaging & Costing:

Learning outcomes: *(i) Explain the classification of tour packages and its components (ii) Demonstrate the strategies of tour pricing (iii) Recognize the core values of tour packages*

Tour Packaging: Classifications of Tour Packages - Components of Package Tours - Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour

Pricing: Calculation of Tour Price - Pricing Strategies - Overview of World's Leading Travel Agencies - Tour Packages of Thomas Cook, SOTC, MakeMyTrip and Cox & Kings

UNIT-V: Travel trade Organizations:

Learning outcomes: *(i) Explain the roles and functions of travel trade organizations*

Objectives and Functions of travel trade organizations: IATA - PATA - WTTC - ITDC - TAAI - IATO - IAAI - ADTOI - TAFI.

TEXT BOOKS:

1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.

2. Mohinder Chand Dhiman et al., (2019). Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global; 1 edition.

REFERENCES:

1. Arvind Kumar (2019). Travel Agency Management & Operations. Walnut Publication.
2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select- P-02.
3. Jacqueline Holland et al., (2017). Tour Operators and Operations: Development, Management and Responsibility. CABI Publishing.
4. Negi, J. (2015). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka Publishing House.
5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.

Event Management

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits: 4

COURSE LEARNING OBJECTIVES

(i) Develop multi-tasking skills in managing an event
(ii) Apply suitable event management strategies to the running of an event
(iii)Create, plan, and implement effective programming for events.

UNIT - I: Event Management:
Learning outcomes: *(i) Explain the concept and type of events (ii) Identify and describe the diverse activities of event management*

Event Concepts - Categorization of Events - Event Planning and Management - Five 'Cs' of Successful Event Planning - Event Checklist - Activities in Event Planning and Management - Steps in Organizing Events - Evaluation of an event - Major Event Management Organizations.

UNIT - II: Event Planning and Budgeting:
Learning outcomes: *(i) Develop core skills and competencies in understanding event planning and management (ii) Prepare an event budget*

Conceptualizing The Event - Host, Sponsor, Media, Guest, Participants, Spectators - Design Of Concept - Theme and Content Development - Visualization - Event Objectives - Event Budgeting: Event Budget - Typical Event Cost - Budget Checklist - Cash Flow for an Event - Sponsorships and Subsidies - Do's and Don'ts Of Budgeting.

UNIT - III: Event Marketing and Promotion:
Learning outcomes: *(i) Explain the process of marketing and promotion of an event*

Event Marketing - Sponsorship - Marketing and Publicizing the Event - Branding - Modes of Publicity - Promotion: Advertising, Mail outs/e-mail, Media - Event Promotion: Promotional Strategies - Cross Promotions - Street Promotions - Promotional Methods.

UNIT - IV: Event Operation and Event Logistics:
Learning outcomes: *(i) Develop knowledge and understanding of the event operation (ii) Demonstrate a solid understanding of Event "Logistic and Staging"*

Site Selection - Types of location - Venue Requirements - Room, Stage, Audio -Visual, Lighting, Performers, Decors, Caterer, Photography and Videography - Protocols - Guest list - Food & Beverage - Entertainment - Event Logistics: Supply of facilities - Onsite logistics - Control of event logistics - Evaluation and Logistics.

UNIT - V: Event Feasibility and Legal Compliance:

Learning outcomes: *(i) Students will possess knowledge and understanding of procedural law in organizing an event (ii) Students will demonstrate an ability to use legal authority and evaluate event management process*

Permissions required for holding an Event: - Police Permission - Fire Brigade - Municipal Corporation - Medical Officer - Indian Performing Rights Society (IPRS) - Phonographic Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Events.

TEXT BOOKS:

1. Nicole Ferdinand et al., (2016). Events Management: An International Approach. SAGE Publications Ltd; 2 edition.
2. 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. Passive Income Publication. Kindle Edition.

REFERENCES:

1. Alex Genadinik (2015). Event Planning: Management & Marketing for Successful Events: Become an event planning pro & create a successful event series. Alex Genadinik; 1 edition.
2. Bhavana Chaudharia et al., (2019). A Book of Event Management. Nirali Prakashan.
3. Charles Bladen et al., (2017). Events Management: An Introduction. Routledge.
4. Dr. Anukrati Sharma et al., (2018). Event Management and Marketing: Theory, Practical Approaches and Planning. Bharti Publications; 1st, New edition.
5. Peter Robinson et al., (2010). Events Management (Tourism Studies). CABI; First edition.
6. Razaq Raj et al., (2017). Events Management: Principles and Practice. SAGE Publications Ltd; 3 edition.

Foreign Exchange Management

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits: 4

Course Learning Outcomes:

i) Will be well versed with the needs and functions of foreign exchange market.
ii) Well versed with the foreign exchange market and its functions
iii) Major factors which affect the exchange rates.

UNIT-I

Learning outcomes: *(i) Explain concepts and characteristics Foreign Exchange Management (ii) Helps to understand Foreign exchange Market (iii) Helps to Understand payment systems like, FX & SWIFT.*

Concept of Foreign Exchange: Exchange Rates System – International Monetary System – Gold Standard- Fixed Exchange Rates- Flexible Exchange Rates- Float System-Rate Fluctuations –Foreign Exchange Market: Cash and Spot Exchange Markets-Eurocurrency Markets-Role of Commercial Banks- Authorized Dealers & Money Changers- Mechanics of Making Foreign Payment– Foreign Exchange(FX) Treasury Market (SWIFT) - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry.

UNIT-II: Determination of Exchange Rates:

Learning outcomes: *(i) Students are able to understand Factors affecting Exchange Rates (ii) Helps to analyse PPP (iii) Helps to Balance of payments*

Determination of Exchange Rates: Factors Affecting Exchange Rates- International Trade and Capital Flow-Theories of Determination of Foreign Exchange Rates–Purchasing Power Parity–Interest Parity- Balance of Payment, Theory of Exchange Rates: Merchant Rates-Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.

UNIT-III: Foreign Exchange Exposure Management:

Learning outcomes: *(i) Enable to understand Forex forecasting (ii) Assessing the denomination rates (iii) Helps to understand Management of Foreign Exchange Reserves.*

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

UNIT-IV: Indian Forex Market:

Learning outcomes: *i) Helps to understand how to Forex Administration in India (ii) Assessing role of foreign exchange control Objectives (iii) Helps to understand FEMA FERA acts.*

Indian Forex Market :Foreign Exchange Administration in India– Setting Up and Operating Forex Dealership– Convertibility of Rupees on Current Account– Convertibility of Rupees on Capital Account–Pros and Cons–Foreign Exchange Control Objectives–Methods–Role of

FEDAI– FERA1973toFEMA1997.

UNIT-V: Forex Trading:

Learning outcomes: *(i) Understanding Forex Trading Infrastructural trading Network*
(ii) Analyzing Forex Microstructure and Order Placing

Forex Trading: Forex Trading Infrastructure and Networks– Market Microstructure & Order Placing– Direct and Indirect Quotas– Cross Rates– Speculation – Exchange Arithmetic–Psychology of Forex Trader– Computerized Trading Programme– Information Analysis of Trading- Documents Used in Foreign Trade- Mates Receipt-Bill of Lading-Shipping Bill-Bill of Entry-Letter of Credit.

References

1. Shah,P.(2015).Forex Management. New Delhi: Wiley Publications.
2. Pilbeam,K.(2008).InternationalFinance.Switzerland:SpringerNature.
3. Bhardwaj,H.P.(1994).ForeignExchangeHandbook.NewDelhi:WheelerPublishing.
4. Gandolfo,G.(2006).InternationalFinanceandOpenEconomyMacroEconomics. London: Springer International Edition.
5. Clark,E.(2004).InternationalFinance,(2Ed.).London:ThomsonPublications.
6. Bhole,L.M.(2004).FinancialInstitutionsandMarkets-Structure,Growthand Innovation.(4Ed.).New Delhi: Tata McGraw Hill.
7...https://rbi.org.in/Scripts/BS_DisplayReferenceRate.aspx

Paper Title: TOURISMMARKETING

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc.,	**40%**
End term	**60%**
Total Marks – 100	**Credits : 4**

Course Learning Outcomes:

i) Methods to plan and market tourism products/services.
ii) Selecting the best promotional strategy based on the tourism products/services.
iii) Significance of social media marketing on tourism sector.
iv) Execution of personality skills and ideas in promoting the tourism products/services**.**

UNIT-I

EVOLUTIONOFMARKETING:

Learning outcomes:

i) Importance of Marketing for the tourism sector. ii) Linking the need of market research for tourism.

Marketing for Tourism- Tourism Product – Features of Tourism Marketing-Marketing Functions- Market Research- Planning and Organizing for Tourism Marketing

UNIT-II

UNDERSTANDING THE MARKET AND THE CONSUMER:

Learning outcomes:

i) Impact of consumer behaviour on tourism sector and how it influences in boosting the sector.
ii) Importance of demand forecasting and its impact on policy makers. iii) Techniques to tap the tourism market.

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

UNIT-III

TOURISMMARKETINGMIX (7PS OF TOURISM MARKETING):

Learning outcomes:

i) Different types of advertising for popularizing tourist destination. ii) Different promotional methods to create awareness and increase footfalls to neglected destinations. iii) How pricing of entry fees has an impact on the tourism spot.

Product/Service Designing – Branding and Packaging – New Product Development – Tourism Product Life Cycle: Price :Strategies and Approaches; Place: Channels of Distribution ,Promotion: Advertising –Sales Promotion–Publicity–Personal Selling; People, Physical Evidence and Process.

UNIT-IV

CONTEMPORARY ISSUES IN TOURISM MARKETING:

Learning outcomes:
i) Influence of social media marketing on the tourism.ii) Need of Corporate social responsibility.
iii) Recent trends in marketing of tourism products

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

UNIT-V

DEVELOPINGMARKETINGSKILLSFORTOURISM:

Learning outcomes: *i) Need of marketing skills in tourism sector. ii) What is the need of innovative ideas of tourism products/services.*

Self- Motivation- Team Building- Personality Development for Sales Force-Creativity & Innovation- Innovative Products/ Services in Tourism- International Perspective and Contemporary Trends.

REFERENCES

1. Chaudhary,M.(2010).TourismMarketing.NewDelhi:OxfordUniversityPress.
2. Fyall,A.,&Garrod,B.(2005).TourismMarketing:ACollaborativeApproach(Vol.18).Brist Channel View Publications.
3. Kotler,P.(2006).Marketing Management. Delhi: PHI.
4. Stanton,W.J.(1999).Fundamentals of Marketing. New York: McGraw Hill.
5. Neelamegham,S. (1998).Marketing in India: Cases & Readings. New Delhi: Vikas.
6. Ramasamy,V.S.,&Namakumar,S. (1990).Marketing Management: Planning& Control. New Delhi: Macmillan.
7. E-Pathshala.(2018).Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827Select-P-14.

Travel Agency & Tour Operations Management

COURSE LEARNING OUTCOMES Credits: 3

(iv) Explain the concepts and functions of travel agency and tour operation business;
(v) Design and develop tour packages; and
(vi) Demonstrate skills to be a successful entrepreneur in travel agency business.

UNIT-I: Travel Trade and Future of Travel Industry:

Learning outcomes: *(i) Explain the types of travel agency and tour operators (ii) Illustrate the new technologies in the travel agency business in the digital transformation era*

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Learning outcomes: *(i) Explain the classification of tour packages and its components (ii) Demonstrate the strategies of tour pricing (iii) Recognize the core values of tour packages*

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UNIT-V: Travel trade Organizations:

Learning outcomes: *(i) Explain the roles and functions of travel trade organizations*

Objectives and Functions of travel trade organizations: IATA - PATA - WTTC - ITDC - TAAI - IATO - IAAI - ADTOI - TAFI.

TEXT BOOKS:

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4. Mohinder Chand Dhiman et al., (2019). Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global; 1 edition.

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7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select- P-02.
8. Jacqueline Holland et al., (2017). Tour Operators and Operations: Development, Management and Responsibility. CABI Publishing.
9. Negi, J. (2015). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka Publishing House.
10. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.

Paper Title: Research Methodology for Tourism

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 35%

End term 40%

Total Marks – 75 Credits: 3

Course Learning Outcomes:

i) Theories and practices of research concepts and different methods
ii) Ability o undertake independent research activities based on the research knowledge and skill.
iii) Ability to analyse the data using different appropriate statistical tools which fits to the information obtained by the researcher.

Unit I (7 hours)

Learning outcomes:

i) Important concepts of research and types of different research. ii) Methods for preparation of research design.

Introduction to Research:

Types of research; Business research- definition, nature, need; Business research process ; Understanding the basics of research-concept, construct, variables, theory, models, and scientific method; Problem definition; research questions; Hypothesis-definition, types; Critically reviewing the literature

Unit II(7 hours)

Learning outcomes:

i) Classification of research design. ii) Importance, advantages and disadvantages of exploratory research. iii) Importance, advantages and disadvantages of descriptive research.

Research Design: Classification; Exploratory research-qualitative techniques: ethnography, grounded theory, case study; secondary data analysis, advantages, disadvantages; experience survey, focus group, depth interview; Descriptive research-types; Causal research-experiments, experimental design

Unit III: **(10 hours)**

Learning outcomes:

i) Advantages and disadvantages of primary and secondary data and their classification.
ii) Differences between questionnaire and schedules. iii) Methods to rectify the errors from the obtained information. iv) Different measurement and their usage in research.

Data Collection Methods And Measurement: Collecting Primary Data Using surveys-Advantages, errors; Observation-types, advantages, limitations; Questioning-Interview-types, advantages, limitations; Questionnaire design-types of question, wording, sequence, layout; Guidelines for constructing questionnaire; Measurement-Definition, measurement scales-nominal, ordinal, interval and ratio; Attitude measurement-selecting a measurement scale-category scale, comparative scales, non-comparative scales; Sources of error in measurement; Secondary data: Database of UNWTO, WTTC, PATA, WEF, MoT, Economic Survey

Unit IV(8 hours)

Learning outcomes:
i) Need of sampling design for the study ii) Based on the type of research, differentiating the need of different types of sampling methods.
Sampling: why sample, steps in sampling design; Non probability sampling- convenience, judgement, quota and snowball sampling; Probability sampling- simple random, systematic, stratified and cluster sampling; Merits and limitations of each sampling technique, sample size

Unit V: **(13 hours)**

Learning outcomes:
i) Methods to enter the data in various form by segregating unwanted information.
ii) Important statistical techniques used based on the type of data obtained.

Data Preparation And Analysis: editing, coding, data entry; Descriptive statistical techniques: Statistical Significance-Type I & type II error; Hypothesis testing- one sample parametric test, nonparametric test- χ^2test, two-independent sample tests, ANOVA; Multivariate data analysis.

Report writing

Text Book:

1. Donald R. Cooper, Pamela S Schindler, & J. K. Sharma-Business Research Methods-Mc Graw Hill.

Reference:

1. William G Zikmend, Barry J. Babbin, John C Carr, Atanu Adhikari & Mitch Griffin-Business Research Methods- Centage.
2. Naresh Malhotra- Marketing Research-Pearson.
3. G. C. Beri- Marketing Research- TMH
4. Kothari- Research Methodology
5. Durbarry,R.(2015).ResearchMethodsforTourismStudents.NewDelhi:Routledge.

6. Hillman,W.,&Radel,K.(2018).Qualitative Methods in Tourism Research: TheoryandPractice(AspectsofTourism).Bristol:ChannelViewPublications.
7. Silverman,D.(2010).Doing Qualitative Research. London: Sage.
8. Malhotra,N.,Hall,J.,Shaw,M.,&Peter.(2007).Market Research. Second Edition. London: Prentice Hall.
9. Dann,G.,Nash,D.,& Pearce,P.(1988).Methodology in Tourism Research.Annals of Tourism Research,15(1),1-28.
10. E-Pathshala.(2018).Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827Select-P-15.

HOSPITALITY MANAGEMENT

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 20%

End term 30%

Total Marks – 50 Credits: 2

Course learning outcome:

i) To prepare the students to cater to the need of the industry
ii) it is important to inculcate in them sound knowledge of the principles of hospitality industry so that they can be put to use in an efficient & effective way
iii) and impart to the students latest and relevant knowledge from the field of hospitality industry.

Unit I: Tourism & Accommodation:

Learning Outcome: *(i)Explain evolution and types of hotel and lodging industry (ii) assessing the role and functions of FHRAI in hospitality industry (ii) analyze the international scenarios and trends.*

Introduction to hotels, Accommodation Industry, Types, Evolution of lodging industry, Need, Importance, role of hotels , FHRAI, Star Hotels and classification. International Scenarios and trends.

Unit II: Departments of a Hotel -Front Office Management:

Learning Outcome: ***(i)*** *Demonstrating skills require to handle front office (ii) identifying types of rooms and plans (ii) understanding various functions of front office (ii) prepare various forms and formats used in front office (ii) acquire knowledge about front office organization structure.*

Introduction to Front Office Department, Advantages, Formalities and formats, Functions of front office Types of rooms and plans. Organization Chart, duties, responsibilities & Qualities of a front-office staff

Unit III: House Keeping:

Learning Outcome: :*(i)List and differentiate various surfaces (i) Explain various cleaning routine in guest rooms and public area (ii) Identify various types of decorative arrangement (ii) assessing daily routine system and Laundry, linen & uniform management.*

Introduction to Housekeeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities. Cleaning, different equipments & agents, Daily routine systems, Laundry, Linen& Uniform, Interior Decoration & facilities, Special decorations.

Unit IV: Food & Beverage:

Learning Outcome: (i) Describe hierarchy of food & beverage department (i) identifying duties and responsibilities of F&B staff (iii) acquire knowledge of food production and service (iv) preparing different types of menu and food service style (v) analyzing trends in food services.

Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen-Buffets-Beverages Operation &Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette Corporate- MICE- Retail Food Market-Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.

Unit V: Evaluating Hotel Performance:

Learning Outcome: *(i) Evolution of hotel performance by using various methods (ii) preparing DAR, ARR and PAR (iii) Measuring benefits of yield management in hotel industry (iv) identifying problems and find solution for yield management.*

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 in Yield Management.

REFERENCES

1. Hoyle, Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA Vijay Dhawan , Food & Beverage Service
2. Negi, J. (2014). Professional Hotel Management. New Delhi: S.Chand.
3. Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.
4. Negi, J. (1984) .Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S.Chand.
5. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.
6. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.

Destination Visit II

Evaluation

Continuous evaluation in the form of field work, survey and Presentations etc.,	**20%**
End term	
	30%

Total Marks – 50 **Credits: 20**

MBA TTM III Semester

TOURISM GEOGRAPHY

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits :4

Course Learning Outcomes: After the completion of the course the students are able to:

i) How and why geography is important for tourism.
ii) Importance of GMT and its calculations'.
iii) Important inbound and outbound tourist spots of India.
iv) Influence of climatic factors on the tourist places.

Unit-I: IMPORTANCE OF GEOGRAPHY FOR TOURISM (10 Hours)

Learning outcomes:

i) Significance of geography to the tourism sector
ii) Major attractive spots for tourists in the country.
iii) Able to calculate the GMT variations across the world.

Importance of Geography for Tourism, India, the sub-Continent, the Rivers of India-Major Physical Divisions-Mountains hills and Valleys, Deserts, Beaches. Latitude, Longitude, International Date Line .Time Zone & calculation of Time. Time Differences, GMT variations.

Unit–ll: IMPORTANCE OF CLIMATIC FACTORS ON TOURISM (10 Hours)

Learning outcomes:

i) How the climate influences in deciding the tourist spot for a tourist
ii) Major destinations which are purely influenced on the climatic factors

Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.

Unit–lll: FACTORS AFFECTING GLOBAL AND REGIONAL TOURIST MOVEMENTS (15 Hours)

Learning outcomes:

i) How the climate influences in deciding the destination.
ii) Major destinations which are purely influenced on the climatic factors and its significance.

Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries.

Unit–IV: **MAJOR TOURIST DESTINATIONS (10 Hours)**

Learning outcomes:

i) Listing major tourist destinations in the country

ii) Listing major Indian outbound tourism and its significance

Location of major tourist destination in India. Characteristics of Indian outbound tourism. Characteristics of India's major international markets.

Unit-V: TOURISM RESOURCES OF IMPORTANT CONTINENTS IN THE WORLD (15 Hours)

Learning outcomes:

i) Understanding different natural resources, climatic factors in different countries in the world.

ii) Impact of culture in different countries on tourism.

Tourism Resources of important continents in the world- Physical features - Climate patterns – Natural and Cultural Tourism Resources

Recommended Books for Reference

- Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth Publications.
- Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur
- Husain Masjid,(2003),Indian and World Geography, Rawat Publications, Delhi and Jaipur J. K Chopra, World Geography
- M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London
- Philip.G. Davidoff (2002), Geography for Tourism

T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Touris

TRAVEL MEDIA & JOURNALISM

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., } 40%

End term 60%

Total Marks – 100 Credits :4

COURSE LEARNING OUTCOMES

- Explain the communicative structure of travel journalism and its role in tourism promotion;
- Illustrate the practicalities of travel journalism, plan and rewrite articles;
- Devise and implement innovations in Travel Journalism.

UNIT-I: Travel Writing and Travel Journalism:

Learning outcomes: *(i) Explain the travel writing concepts and writing styles (ii) Illustrate the significance of travel journalism*

Travel Writing - Concept and themes of Travel writing - Media trips - Local Representations - Writing Styles - Magazines - Travel Newsletters - Travel Books: Guide Books, Accommodation Guides, Business Travel Guides and Coffee Table Books - Travel journalism - Significance of travel journalism.

UNIT-II: Innovations in Tourism and Travel Media:

Learning outcomes: *(i) Demonstrate the ability to effectively create and write contents in social media (ii) Summarize the future of travel journalism in digital era*

Idea Generation for Travel Articles - Journey Pieces - Content writing in Social media on the tourism destination - Digital Journalism - Future of travel journalism.

UNIT-III: Electronic Media and Documentation of Destinations:

Learning outcomes: *(i) Describe the methodological approach of covering events and travel in e-media (ii) Demonstrate the competencies and skills required in conducting interviews and preparing travel footage*

Methodical approaches in the coverage of travel and transport, events, hospitality and special-interest tourism resources - Nature of media coverage: webcast and telecast - Travel Blogs- Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism- Preparation of travel footage.

UNIT-IV: Developing Ideas for Travel Articles:

Learning outcomes:*(i) Design and Develop ideas for travel articles (ii) Demonstrate competencies and confidence of generating ideas from own travel experiences*

Journey Pieces, Activity Pieces, Special Interest Pieces, Side-trips, Reviews - Ideas from own travel experiences - Ideas from other sources.

UNIT-V: Management of Innovations in Travel Journalism:

Learning outcomes: *(i) Develop self-confidence and ability to portray travel experiences (ii) Compare and contrast the photographic and non-photographic illustrations*

Portraying of experiences - Practical tips -Choosing appropriate words - Verbs, Adjectives and phrases, Illustrations - The Practicality of taking photographs - Non-Photographic Illustrations - Recent Trends.

TEXT BOOKS:

1. Ben Cocking (2020). Travel Journalism and Travel Media: Identities, Places and Imaginings. Palgrave MacMillan.
2. Hanusch, F &Fursich, E (eds) (2014) Travel Journalism: Exploring Production, Impact and Culture, Basingstoke: Palgrave MacMillan.

REFERENCES:

1. Bryan Pirolli. (2018). Travel Journalism: Informing Tourists in the Digital Age. Routledge; 1 edition.
2. Bryan Pirolli. (2016). Travel Journalism. London: Taylor and Francis.
3. Macdonald, J. (2000). Travel Writing, London: Robert Hale.
4. Monisha Rajesh (2019). Around the World in 80 Trains: A 45,000-Mile Adventure. Bloomsbury Publishing.

Tourism Destination Management

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits :4

COURSE LEARNING OUTCOME:

After completion of the course the students are able to: (i)Plan destination management (ii) Aware about tourism plan and polices (iii) relate those policies students can prepare his/her own destination research/projects (ii) Interpret his/her ideas through destination mapping (iii) Students can identify funding agencies and guidelines from various funding agencies.

UO1: (i) Explain concept and characteristics of tourism destination (ii) prepare destination management model/system (iii) describe destination zoning.

UO2: (i) Analyze the tourism policies (ii) he/she can approach the implementation of these policies (iii) relate these policies with his/her destination planning.

UO3:(i) Elucidate the historical initiatives for tourism planning (ii) give wide knowledge about existing policies across the nation.

UO4: (i) Able to prepare EIA Reports (ii) designing and formulate the destination plan (ii) taking guidelines and financial aid for his/her destination development projects.

UO5: (i)analyze the destination competitiveness (ii) related promotion and publicity activities (iii) creating image of the destination.

UNIT I

Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination– Destination Development,Criteria for Tourist Attractiveness, development and design of tourist attractions, Destination Lifecycle- Destinations and Products –Destination Management Systems–Destination Planning Guidelines - Destination Zone, Planning Model

UNIT II Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation, Environment Impact Assessment (EIA), Tourism through Five-Year Plans in India, WTO Guidelines for Planners, Town Planning -Characteristics of Rural

Tourism Planning- Environmental Management Systems (EMS) – Destination Vision, Competitive Sustainable Destination -Destination Mapping.

UNIT 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 the Web - Case Study of Karnataka as a Brand.

UNIT 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.

UNIT V Visitor attraction management: components of visitor attraction, classification of VA, Visitor management system: Need, scope and significance, Various models of VMS, Integrated visitor management system.

UNIT 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

REFERENCES

1. Butler, R.W. (2006). The Tourism Area Life Cycle: Applications and Modifications. Bristol: Channel View Publications.
2. Claire, H.T., & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI.
3. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge.
4. Morgan, N., Pritchard, A., & Pride, R. (2001), Destination Branding: Creating the Unique Proposition. London: Butterworth and Heinemann.
5. Ritchie, J. B., & Crouch, G. I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI.
6. Singh, S., Timothy, D.J. & Dowling, R.S. (2003). Tourism in Destination Communities. London: CABI.
7. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand

Internship

Aviation Management and CRS

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100

Credits :3

COURSE LEARNING OUTCOME:

The course exposes the students on aviation management. It equips the with skills of how to manage airline and airport services. Students will get essential skills in the handling of GDS and CRS.

UO1: (i) Explain concept of aviation industry (ii) Explain role of different national and international organizations of aviation industry (ii) analyze key performance indicator.

UO2: (i)Familiarize the students with airline and airport codes (ii) Explain principles of mileage in passenger and cargo aviation (iii) Students are exposed to currency regulation to handle currency conversion.

UO3:(i) It equips with skills of how to manage airline and airport services (ii) understanding the role of regulatory agencies (iii) Identifying issues in air safety.

UO4: (i) it equip the skills operating with CRS in aviation (ii) Prepare Multipurpose document, MCO and BSP etc (iii) Enhance the skill in online booking system, .

UO5: (i)analyze the functions of GDS (ii) it provide handhold training of Amedus software which enhance the skill to operate Amedus.

UNIT I: Concept of Airline Industry:Aviation History, Scope,Types of Airlines - Types of Aircrafts-Manufacturing Companies: Boeing, Air Bus, Scheduled and Non Scheduled Flights, Open Sky Policy- Freedoms of Air - Functions and Roles of ICAO, IATA, DGCA and Airport Authority of India Air Cargo Transport International Conventions: The Chicago Convention-The Warsaw Convention-The Montreal Convention; Economic and Social impact, Licensing of Air Carriers- Limitations of Weights and Capacities, Regulatory Bodies, Key Performance indicators,

UNIT-II Anatomy of Air Journey: International Sale Indicators-Global Indicators, Types of Air Fares, Three Letter City and Airport Code, Airline Designated Code, Mileage Principles, MPM, TPM, EMA, EMS, HIP, Currency Regulation, Special Fares.

UNIT-III Airports and Its Services: Travel Documentations, Types of Airports, Airport Facilities, Check-in Formalities, In-flight Services, Classes of Service and Comfort, Special

Passengers, Airport Security, Air Navigation Services, Air Traffic Control, Air Safety and Security, Role of Regulatory Agencies, Issues in Air safety, Accident and Incident Investigation, Future of Airline Industry.

UNIT-IV Computer Reservation System:What is CRS, How it functions, Ticketing, GSAs, Online Booking System, Web Checking, Machine Readable Travel Documents, Frequent Flyers, Miscellaneous Charges Order (MCO), Multiple Purpose Document (MPD), Billing and Settlement Plan, Case studies of Selected Airlines.

UNIT-V Global Distribution System: Beginnings and formation of GDS (global distribution systems): functioning of GDS and Characteristics of particular (Amadeus/ Galelio/ Sabre) systems in the tourism market. Amadeus Software, Encoding and decoding, Flight availability,Alternative Availability Entry, Selling from Availability, Selling or Waitlist by Flight Number, PNR CreationEditing and Retrieval of PNR, Fare Display, Seat assignment, Advance Seating Request Queue Functions Miscellaneous Entries.

REFERENCES

1. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
2. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
3. Cook G N., &Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
4. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers.
5. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select – P-03.
6. IATA Training Manual.

Cargo and Logistics

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., } 40%

End term 60%

Total Marks – 100 Credits :3

COURSE LEARNING OUTCOME:

The course exposes the students on common terms used in cargo and logistics, rules governing acceptance of cargo. Explain the chargeable weight rating specific commodity rates, class rate, general cargo rates, and valuation charges. It asses the students to familiarize with AWB, CONTAINERIZATION, DGR and POD etc.

UO1: (i) Explain concept and common terms used in air cargo (ii) describes IATA areas (iii) identifying various countries Currency.

UO2: (i) familiarize the students with airfreight operations (ii) Explain tariff structures of air-cargo (iii) analyze the cost of packing (ii) Prepare commercial invoice.

UO3:(i) It equips with skills of how to manage export and import services (ii) prepare AWB (ii) Handling COD, POD and DGR Goods.

UO4: (i) Explain history and principles of logistic industry (ii) prepare multimodal transports and documentation (ii) identifying role and functions of ICDS and CONCOR (ii) Handling containers.

UO5: (i)analyze thefunctions of shipping (ii) Understand the organization structure of shipping companies (iii) Prepare Bill of Landing and bill of exchange.

UNIT I: Introduction to Air Cargo: Aviation and airline terminology, IATA areas, Country Currency, ULD, International Air Routes, Airports, codes, Consortium, Hub & Spoke , Process Flow.

UNIT II: Air Freight Operations - History- Definition- Cargo agents- Cargo flights- Customs airports and airport facilities-, Tariff Structure. Marking and labeling Boxes- Air Cargo: –Types-General Cargo, Live Animals, Dangerous Goods, Precious Cargo, Coffins – Documentation and process involved in air cargo handling- Airway Bill, Shippers letter of Instruction, Letter of credit, Export license, Commercial invoice, Letter of Origin and documents required as per the nature of goods. Air Cargo rates- advantages of Air CargoInternational set up for air transport-freight rate, Packaging Export Cargo, Cost of packing.

UNIT III: Air Freight Forwarding: Air freight Exports and Imports, Special Cargoes, Consolidation, Documentation, Air Way Bill (AWB), Communication, Handling COD shipments, POD, Conditions of contract, Dangerous (DGR) or Hazardous goods.

UNIT IV: Logistic Transportation –Introduction, History, Definition, Objectives, Importance and Evolution of Logistic, Marketing of Logistic, Elements of logistic, Principles, Functions, Participants, Infrastructure, Legal classification of carrier, Multimodal transports, Documentation, Logistic Information System. CONTAINERIZATION:- Introduction, A Freight Container, Classification, Benefits, Inland container depot, Roles and functions of ICDS, CONCOR.

UNIT V: Shipping Industry - Introduction, Role of shipping, Types of cargo ships, Shipping Routes. Liner and Tramp Trade, Organization of shipping company. Documents and formalities in international sea cargo movement such as mate receipt, Bill of lading, bill of exchange.

References:

1. David J. Bloomberg, Stephen LeMay (2003) : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi.
2. Donald J. Bowersox& David J. Closs (2005) : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004 Satish C. Ailawadi&Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.
3. Donald Waters (2004): Logistics. Palgrave Macmillan, New York.
4. KrishnaveniMuthiah(1999) : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai.
5. Vinod V. Sople (2012), Logistics Management, Pearson India Publications.
6. Manoj Dixit (2007), Cargo Management: Global Perspectives
7. Mark Rowbotham (2014), Introduction to Marine Cargo Management,
8. Sathish C Allawadi, P.Prakash Singh Logistic Management.
9. RejiIsmail,Logistic Management, Excel Book Publishers.
10. Reza Farahni, Leleh Kadar, Logistic Operations and Management.
11. Paul Schonsleben Integral Logistic Management.
12. T.A.S. Balagopal, Export Management, Himalaya Publications
13. C. Jeevanandam, Foreign Exchange & Risk Management, S. Chand & Sons, New Delhi.
14. BibekDebroy , The convertible Rupee & how to profit from it, Global Business Press
15. Allan C. Shapiro (2014), Multinational Financial Management,Wiley Publications.

Tour Package and Itinerary Planning

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits :3

Course objective: After the completion of the course the students are able to: (I) prepare tour itinerary (II) designing package tour independently (III) Preparing and calculating tour cost (Ii) Generating forms and format of package tour operation (Ii) Preparing travel documents for domestic and international tours.

Course learning outcomes:

UO1: (i) Explain concepts and principles of itinerary preparation (ii) identifying Do's and don'ts of itinerary.

UO2: (i) Students are able to design their own itinerary (ii) and prepare itinerary for FITs, GITs and SITs (iii) It Build strategic management skill to operate Pre- during and post tour management.

UO3: (i) Students are able to estimate the tour cost by each financial items (ii) Prepare and calculating tour cost by using various pricing strategies.

UO4: (i) Students are able to generate various forms and formats to operate package tour (ii) analyze the tourist demands and satisfaction factors.

UO5: (i) Students are familiarized with TIM (ii) Students will operate travel documents like Passport, VISA and Travel insurance etc.

UNIT I: Introduction to tour Package:Definition of tour package, types & forms of Package Tours, Planning for a tour package, Components of a tour package. Product oriented package tours; Special interest tours; Advantages & limitations of tailor-made tour packages.

UNITII: Itinerary Planning & Development: Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Don't of Itinerary Preparation

UNITIII: 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, Limitations of a package tour, Designing and importance of brochures. Presentation Skills, Case study of Tour packages for Golden triangle of India.

UNIT IV The concept of Costing: Types of Costs, Components of Tour Cost, Preparation of Cost Sheet, Tour Pricing, Calculation of Tour Price, Pricing Strategies.

UNIT V: Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card.

REFERENCES

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

SPECIAL INTEREST TOURISM

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., } 40%

End term 60%

Total Marks – 100 Credits :3

COURSELEARNING OUTCOMES

(iv) Explain the concepts and the trends of special interest tourism;
(v) Describe various tourism products and tour packages of SIT; and
(vi) Identify and Develop SIT tour packages in the emerging market.

UNIT-I: Special Interest Tourism:

Learning outcomes:*(i) Explain the typology and characteristics of SIT (ii) Identify and describe the factors responsible for the growth of SIT*

Characteristics, Classification of SIT - Types of SIT - Conceptualizing Special Interest Tourism - Designing Special Interest Tourism; Product Attractions and Characteristic features - Factors responsible for the growth of Special Interest Tourism.

UNIT-II: Special interest tourism products & tour packages in India:
Learning outcomes: *(i) Describe the Special Interest tourism products and SIT Packages (ii) Summarize the tremendous scope of SIT*

Art & Architecture; Archaeology and Museum - Dance and Music - Textiles, Arts and Crafts - Fairs and Festivals of India – SIT Tour Packages - Scope of Special Interest Tourism in India.

UNIT-III: Impact of SITs:
Learning outcomes: *(i) Assess the impact of Special Interest Tourism in tourism industry (ii) Evaluate the management needs and challenges of SIT*

Social, Economic andEnvironmental - Role of ICT in the growth of SIT -Management needs and Challenges of Special Interest Tourism - Concepts of Adventure, Rural and Wellness Tourism.

UNIT-IV: SIT and Sustainable Development:
Learning outcomes: *(i) Identify and develop strategies for sustainable development ofSIT (ii) Identify the dialectic between theory and practice and find solution*

Management of Special Interest Tourism in terms of Sustainable Tourism - Eco Tourism - Responsible Tourism - General and Special Interest Tourist Properties - An overview of Dark Tourism- Grey Tourism - Doom Tourism -Case Study on Special Interest Tour Packages.

UNIT-V: Emerging Special Interest Areas:

Learning outcomes: *(i) Identify and accomplish emerging Special interest tourism areas (i) Design and Develop innovative SIT tourism Products*

Yoga Tourism - Ethnic Tourism - Agro Tourism - Slow Tourism - Culinary Tourism - Setjetting - Sports Tourism - Slum Tourism - Music Tourism, Literary Tourism - Accessible Tourism - Voluntourism and Space Tourism.

TEXT BOOKS:

1. Agarwal, S., Busby, G., & Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI.
2. Bongkosh N. Rittichainuwat (2018). Special Interest Tourism, 3rd Edition.Cambridge Scholars Publishing.

REFERENCES:

1. BintangHandayani et al (2019). Special Interest Tourism in Southeast Asia: Emerging Research and Opportunities. Business Science Reference.
2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select- P-09.
3. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
4. Myers, J.E., Sweeney, T.J. (2005). Counselling for Wellness: Theory, Research and Practice. Alexandria: American Counselling Association.

Global Distribution System

MTTCF3303

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 30%

End term 45%

Total Marks – 75

Credits: 3

Course Learning Outcomes:

i) Importance of GDS in tourism and hospitality sector

ii) Able to do the operations of AMEDUS

Unit 1: **Introduction to Airline ticketing**

Learning outcome: *(i) Explain about air ticketing and background information (ii) identifies IATA areas and regions & (iii) able to do flying time calculation*

Introduction to Domestic and International Air Ticketing-Passenger Air Tariff, Background information ,IATA Areas, Sub Areas and Regions, One Country rule, International sales indicators, 3 letter City and Airport Codes, Currency Codes, Time Zones and Flying Time Calculations.

Unit 2: **Introduction to Amadeus Selling Platform**

Learning outcome: *(i) able to create profile (ii) create invoice/itinerary*

Introduction to Amadeus Selling Platform: Signing In / Signing Out on command, Move between Work Areas, Creating an Agent Sign and Profile, Recall/History, Office Profile Display, Customized Itinerary/Invoice message, Amadeus Online Help and information display.

Unit 3: Encoding and Decoding

Learning outcome: *(i)able to perform encoding and decoding (ii) creating passenger name record.*

Encoding and Decoding , Availability check, Schedule, Time Table Display, Flight Information, Creation of PNR, Sell Segment, Cancelling and retrieval of PNR, general remarks.

Unit 4: Rebooking

Learning outcome: *(i) able to do rebooking and its operations (ii) Performing the task of splitting PNR (iii) preparing Fare quotes.*

Rebooking: Segment Re-Book, Copy / Clone PNR, Individual PNR Security, Splitting a PNR, Steps to Splitting PNR, Amadeus Queues, Fare quotes, Excess Baggage Charges, Informative Pricing Mask. Booking Reservation Designator, Pricing conditions apply for Itinerary Pricing, Best Buy Entries.

Unit 5: Amadeus Central Ticketing

Learning outcome: *(i) Preparing BSP and area reporting plans (ii) Preparing E-ticket record (iii) Help to know about Hotel and car segments.*

Amadeus Central Ticketing: Area Reporting Plans / Bank Settlement Plans, Electronic Ticket, Cryptic Entries to Update TST / Ticketing Fields, E- Ticket Record, Reissue an Electronic Ticket, Automated Refunds, Amadeus Hotel and car segments.

REFERENCES

1. Amedus Training Manual
2. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
3. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
4. Cook G N., &Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
5. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers.
6. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select – P-03.
7. IATA Training Manual.
8. http://www.amadeus.com/web/binaries/blobs/140/802/AMADEUS%20TRAINING%20MANUAL%20190.pdf

MBA- IV SEMESTER

Tourism Entrepreneurship

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits :4

Course Objective: Entrepreneurs are the innovators that encourage employment growth, and development that allows any country to compete with and in the global economy. (i) it provide lead to entrepreneurial development activities (ii) exposing the students to entrepreneurship as a viable, lucrative and preferred career (iii) it enhance the skill of strategic Management and forms of business ownership (iv) exposing students MSME marketing strategies (v) Venture finance and funding option.

Course learning outcomes:

UO1: (i) Explain concepts and characteristics of entrepreneurship (ii) students are exposed to the opportunities in self employment (ii) indulgent basic needs of tourism entrepreneur (ii) Predicting risk and uncertainty in entrepreneurship

UO2: (i) Students are able to understand entrepreneur's behavior (ii) can take calculative risk on scale of operations (ii) predict factors affecting entrepreneurial growth (ii) proper handling of manpower (ii) preparing women empowerment.

UO3: (i) Preparing business proposal (ii) assessing entrepreneurial performance (ii) managing family business in tourism industry (ii) identifying SMEs opportunities.

UO4: (i) operative skill of small scale enterprise (ii) assessing performance management (ii) analyze and control tourism enterprise against market risk.

UO5: (i) Identifying start up policies and MOT scheme (ii) clear vision on market assessment (ii) understanding trade practice (ii) Analyzing Competitive Situation and resource mobilization.

UNIT I: Entrepreneur & Entrepreneurship – definition-concepts- characteristics and functions. Distinction between entrepreneur and manager, entrepreneur and entrepreneur, entrepreneur and entrepreneurship- traits and motivation; theories of motivation. Role of entrepreneur in economic development- factors affecting entrepreneurial growth. Tourism as an industry, basic needs of a tourism entrepreneur. Schumpeter's concept of an entrepreneur. Risk and uncertainty in entrepreneurship with particular reference to tourism and hospitality, Entrepreneurial competencies.

UNIT II: Types of entrepreneurs: The entrepreneurs on various aspects like, objectives, behavior, business technology, motivation, growth, stages of development, scale of operations.

Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality. Women entrepreneur; need, scope and problems. Tourism and women entrepreneursemerging challenges, women empowerment and entrepreneurship. Use of manpower in tourism..

UNIT III: Preparation of business plan and managerial process in small scale enterprise. Entrepreneurial performance assessment. Managing family enterprises in Tourism industry. Promotional agencies for SMEs in India Opportunity Identification – Business Plan - Feasibility Report – Funding options.

UNIT IV: Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in Economic Development. Management performance, assessment and control in tourism enterprises.

UNIT V: Institutional Interface and Set up; Government Policy; tourism Enterprises, assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

References

1. Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi.
2. Abraham M.M., Entrepreneurship Development and Project Management, Prakash: Changanacherry. Desai, Vasant(2012) Entrepreneurship Development, Himalaya Publishers. Hisrich.D.Robert. (2011), International Entrepreneurship: starting Developing and,Managing a Global Venture, Sage.
3. Srinivasan. R (2006), Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.
4. Thomson. A. A., Stick land. A.J. & Cambel. J. E.,(2005), Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
5. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
6. John A. Pearce II & Richard B. Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.
7. Michael E. Porter (1985), Competitive Advantage, Free Press, New York.
8. Miller. A & Dess. G.G (1996), Strategic Management, 2nd Ed., McGraw Hill, New York.

E-TOURISM AND DIGITAL MARKETING

Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, test and Presentations etc., 40%

End term 60%

Total Marks – 100 Credits :3

COURSE LEARNING OUTCOMES

(i) Explain the concepts and significance of e-tourism business
(ii) Describe digital marketing and various trends of it in tourism; and
(iii) Illustrate the emerging technologies of travel and tourism industry.

UNIT-I: E-Tourism:

Learning outcomes:*(i) Explain the concepts and functions of E-Tourism (ii) Describe the value chain in electronic commerce*

Concept and Significance of E-Tourism - History and Evolution of E-Tourism - Destination Management System (DMS) - E-Tourism Mix - Functions of E-Tourism - E-Commerce and Industry Value Chain - M-Tourism.

UNIT-II: New Technologies in E-Tourism:

Learning outcomes: *(i) Describe the Business Models of E-Tourism (ii) Illustrate the new Technologies in E-Tourism (iii) Assess the opportunities and challenges of digital business*

Components of E-Tourism - The E-Tourism Process - Electronic Market - Business models of E-Tourism - Drivers of Digital Tourism Business - New Technologies in E-Tourism; Collaborative Filtering, Electronic Payment, Video Conferencing, Virtual reality, GIS and GDS - Opportunities and challenges of Digital Business.

UNIT-III: Digital Marketing:

Learning outcomes: *(i) Identify and describe the tools of Internet Marketing (ii) Evaluate the benefits and drawbacks of internet marketing*

Understanding Digital marketing in Tourism - Web Marketing - Tools of Internet Marketing; Websites, Search Engines, Search Marketing, Social media marketing, Mobile Marketing, Display Ads, Microsites, Blogs, E-mail marketing - The benefits and drawbacks of internet marketing.

UNIT-IV: Digital Marketing Trends:

Learning outcomes: *(i) Compare and contrast e-marketing strategy in various segment of tourism industry*

Digital Travel Marketing Trends - Advantages of Digital Marketing - E-Marketing Strategy in different segment of tourism industry; Tour Operators, Chain Hotels and Airlines - Technologies enabling digital marketing of tourism destinations.

UNIT-V: Digital Platforms and the future of Tourism:

Learning outcomes: *(i) Describe the key digital trends in travel and hospitality industry (ii) Assess the significance and impact of social media in tourism business*

Digitalization in Tourism - Digital Trends in Travel and Hospitality Industry - The New Digital Travellers - Significance of Social Media in Tourism Business - Social Media Promotions - Impact of Social Media on Tourism.

TEXT BOOKS:

1. Juho Pesonen et al., (2019). Information and Communication Technologies in Tourism 2019. Springer International Publishing.
2. Brigitte Stangl et al., (2018). Information and Communication Technologies in Tourism 2018. Springer.

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2. Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall.
3. Chaffey, D. (2014). Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delhi.
4. HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.
5. Jose Duarte Santos et al., (2019). Digital Marketing Strategies for Tourism, Hospitality and Airline Industries. IGI Global.

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