

CENTRAL UNIVERSITY OF ANDHRA PRADESH

Ananthapuramu – 515002, Andhra Pradesh

Learning Outcome-based Curriculum Framework (LOCF) for Postgraduate Programme



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(Education Gives Humility)

MBA Tourism and Travel Management

“The world is a book and those who do not travel read only one page”

- Saint Augustine

Structure and Syllabus

(With effect from 2022-23 Batch)

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Important Information to Students

- I. The minimum duration for completion of any PG Programme is 4 semesters (2 academic years) and the maximum duration is 8 semesters (4 academic years) or as per the amendments made by the regulatory bodies from time to time. For completion of any programme, the maximum duration is double the duration of the programme concerned.
- II. A student should attend at least 75% of the classes, seminars, practicals in each course of study as may be prescribed and at least 60% in **redo** course.
- III. An on-campus elective course is offered only if a minimum of 10 students or 40% of the registered students in the class, whichever is higher, exercise their option for that course.
- IV. All theory courses in PG programmes carry a Continuous Internal Assessment (CIA) component to a maximum of 40 marks and End-Semester Examination (ESE) for a maximum of 60 marks
- V. The students pursuing postgraduate programme should pass separately in both the CIA and ESE, i.e., the students need to secure 16 (40% of 40) out of 40 marks in the CIA and 24 (40% of 60) out of 60 marks in the semester-end examinations for theory courses.
- VI. Students failing to secure the minimum pass percentage marks in CIA are not allowed to take the end semester exam of that particular subject in that semester. Student has to **Redo** the course by attending the classes for a semester to gain the pass percentage in the internal tests in order to take the end semester examinations.
- VII. Students failing a course due to lack of attendance have to **redo** the course.
- VIII. The semester-end question paper pattern:
 - a. Section - A: should answer 5 out of 8 questions – $5 \times 2 = 10$ Marks
 - b. Section - B: should answer all 5 questions with internal choice covering all units (for example: Q1 – a or b, Q2 - a or b, Q3 – a or b, Q4 – a or b, Q5 – a or b) – $5Q \times 4M = 20$ marks
 - c. Section – C: should answer all 2 questions with internal choice (for example: Q1
– a or b, Q2 - a or b) – $2Q \times 10M = 20$ Marks
 - d. Section - D: Case Study is compulsory – $1Q \times 10M = 10$ Marks
- IX. Re-evaluation is applicable only for theory papers and shall not be entertained for other components such as Practical/ Thesis/ Dissertation etc.



CENTRAL UNIVERSITY OF ANDHRA PRADESH, ANANTHAPURAMU
MBA in Tourism and Travel Management: Semester and Course-wise Credits

Sem	Discipline Core (DSC) (L+T+P)	Discipline Elective (DSE) / Generic Elective (GE)	Ability Enhancement Compulsory Courses (AECC), Languages (L+T+P)	Skill Enhancement Courses (SEC)		Internship	Project Work/ Field visits	Lab	Total Credits
				Skill based (L+T+P)	Value based/ Add-on (L+T+P)				
I	DSC 1 (4) DSC 2 (3) DSC 3 (4) DSC 4 (4) DSC 5 (4)	EL by MOOC-1 (3+)	Foreign Language – I (R, W)	--	Value based/Add-on Course (2)	--	Exploration Visit (1)	Foreign Language – I (1) (L,S)	26+
II	DSC 6 (4) DSC 7 (3) DSC 8 (4) DSC 9 (4) DSC 10 (4)	EL by MOOC-2 (3+)	Foreign Language – II (R, W)	Accounting and Financial Management (4)	Value based/Add-on Course (2)	Internship During Intervening summer between II and III semesters	Field Visit (1)	Foreign Language – II (1) (L,S)	30+
III	DSC 11 (4) DSC 12 (4) DSC 13 (4)	EL by MOOC-3 (3+) DSE – I (4)	--	Tourism Economics and Forex Management (4)	Value based/Add-on Course (2)	Internship Report (2)	--	Quantitative Methods	31+

				Quantitative Methods for Research (2)				Software (2)	
IV	DSC 14 (4) DSC 15 (4)	DSE – II (4)	--	--	--	--	Proposal Seminar (1) Project Work (3)	--	16
Total	58	17+	--	10	6	2	6	4	103 +
Perce ntage	56.3%	16.5 %	--	9.8%	5.8%	1.9%	5.8%	3.9%	100%

Note:

- * Some courses of DSC and DSE shall be taught in blended (offline/online) mode
- * The total number of credits for any MBA programme has to be a minimum of 102 according to the AICTE norms
- * Total number of credits may go beyond 103 depending on the credits of the MOOC courses.

Alignment with CBCS

The MBA Tourism and Travel Management programme is aligned with Choice Based Credit System (CBCS) adopted by the Central University of Andhra Pradesh.

Types of Courses

The following types of courses are offered under CBCS

- 1. Core Courses (CC).** A core course is a compulsory course. A student of MBA Tourism and Travel Management has to take 16 such Tourism and Travel Management courses over four semesters.
- 2. Elective Courses (EC).** An elective course is a course that is to be chosen from a specified set of courses. These courses are of two types.
- 3. Discipline Specific Electives (DSE):** These are elective courses that provide advanced postgraduate training in specialised areas of Tourism and Travel Management. A set of two, semester- specific, courses of this kind are offered one in the third semester and one in the fourth semester of the MBA Tourism and Travel Management programme. In these semesters, a student has to take two such courses from the relevant semester's set of courses.
- 4. Generic Electives (GE):** These courses, in disciplines other than Tourism and Travel Management, are intended to broaden the training of a student in the MBA Tourism and Travel Management programme. A student of MBA Tourism and Travel Management will take one such course, offered by another department, in each of the Semesters I, II & III.
- 5. Ability Enhancement Compulsory Course (AECC).** Two such courses are to be taken, one each in Semester I & II.
- 6. Skill Enhancement Course (SEC).** A student has to take one such course in Semester II and two in Semester III.
- 7. Massive Open Online Courses (MOOC):** Online Courses being a norm now, there are a lot of organizations that offer these MOOC courses. The University Grants Commission (UGC) along with the MHRD (Ministry of Human Resource Development) has launched the MOOC program in India for higher secondary, bachelors and masters degrees. This will cover a wide range of subjects that may or may not be taught in regular campus studies. As per the UGC instructions the MBA Tourism and Travel Management offers MOOC courses in the I, II & III semesters. The online courses/MOOCs can be selected from learning platforms like Swayam NPTEL, Udemy, Coursera, EdX or any other universities offering online courses.



CENTRAL UNIVERSITY OF ANDHRA PRADESH, ANANTHAPURAMU

MBA Tourism and Travel Management

SYLLABUS (w.e.f. Academic Year 2022-23)

MBA Tourism and Travel Management is a postgraduate programme started by CUAP in the academic year 2022-23. The University has decided to introduce the skill education-based PG Programme leading to the award of MBA Degree in Tourism and Travel Management. The academic programme is designed to provide theoretical knowledge as well as hands-on experience to the students in tourism and allied areas and to equip them with skills and competencies which will go a long way in enabling them to lead and manage tourism organizations at different levels and to harness its multi-pronged benefits.

The programme as per the UGC scheme and in coherence with NSQF framework is designed with facilities for multiple exit/entry into the programme and, depending on the skill level attained maybe awarded Certificate/Diploma/Advanced Diploma or an MBA Degree at the end of 4 semester programme as the case may be.

Programme Objectives - MBA TTM

At the end of the programme, the student should be able to:

- have an overview of all the relevant areas of Tourism and Travel Management
- understand the concepts thoroughly on Tourism and Travel Management.
- complete internships/projects in organizations and gain practical knowledge in the Tourism and travel sector.
- develop the skill and knowledge about Tourism and Travel Management.
- be industry ready and enhance employability skills to slide into tourism and travel sector.
- be confident to start a small entrepreneurial activity in tourism and travel Sector.
- gain confidence to be self-reliant and create employment opportunities for others in tourism and travel Sector.

Programme includes

- Internship in organisations during the intervening summer between II and III Semesters of the programme.
- Exploration Visit (which is evaluated through report and presentation) of not more than 3 days. Entire cost of the tour should be borne by the student.
- Field Visit (which is evaluated through report and presentation) of not more than 10 days. Entire cost of the tour should be borne by the student.
- Project Work worth 5 credits is included in semester IV where the student has to work in an organization and submit the report of the same.



CENTRAL UNIVERSITY OF ANDHRA PRADESH, ANANTHAPURAMU
MBA Tourism and Travel Management: Programme Structure

Total Number of Credits for MBA TTM Programme: **103 +**

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
Semester – I							
1	MTT101	Tourism Principles and Practices	4	40	05	15	--
2	MTT102	Tourism Products of India –Blended Mode (Exploration Visit)	4	--	40	20	--
3	MTT103	Accommodation Services Management	4	50	05	05	--
4	MTT104	Tourism Marketing	4	50	05	05	--
5	MTT105	Tourism Policies and Legislation	4	50	05	05	--
6	MTT106	MOOCs	3 or more				--
7	MTT108	Foreign Language – French/German/Spanish*	1				
8	MTT111	Add-on Course	2				
		Management and Organizational Behavior (Bridge course)	--	20	--	--	--
Total			26+				
*Note: Only one Foreign Language is offered based on the availability of the resource person.							
S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
Semester – II							
1	MTT201	Human Resource Management	4	50	05	05	--
2	MTT202	Travel Agency and Tour Operations Management(Itinerary Designing and Field Visit)	4	40	05	15	--
3	MTT203	International Tourism and Travel Management – Blended Mode	4	--	45	15	--
4	MTT204	Customer Relationship Management	4	50	05	05	--
5	MTT205	Destination Planning and Development	4	50	05	05	--
6	MTT206	Accounting and Financial Management	4	50	05	05	--
7	MTT207	MOOCs	3 or more				
8	MTT209	Foreign Language – French/German/Spanish**	1				
9	MTT211	Add-on Course	2				
Total			30+				
** Advancement in the same Foreign Language offered in the first semester Note: Internship between the intervening summer of II and III semesters. Assessment of the same will be carried out in III semester.							

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
Semester – III							
1	MTT301	Sustainable Tourism Management	4	50	05	05	--
2	MTT302	Tourism Economics and Forex Management	4	50	05	05	--
3	MTT303	Aviation Management – Blended Mode	4	--	45	15	--
4	MTT304	Quantitative Methods for Research	4	25	05	--	20
5	MTT305	Basic Airfare and Ticketing	4	35	05	05	15
6	MTT	Elective – I (Group -A)	4	50	05	05	--
7	MTT307	Internship Report and Presentation	2				
8	MTT308	MOOCs	3 or more				--
9	MTT311	Add-on Course	2				
Total			31+				

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
Semester – IV							
1	MTT401	Event Management	4	50	05	05	--
2	MTT402	Tourism Entrepreneurship	4	50	05	05	--
3	MTT	Elective – II (Group – B)	4	50	05	05	--
4		Proposal Seminar (1) and Project Report (3)	4				
Total			16				
Grand Total			103 +				

Note:

- The total number of credits for any MBA programme has to be a minimum of 102 according to the AICTE norms
- Total number of credits may go beyond 106 depending on the credits of the MOOC courses.

GROUP - A: Electives							
S. No	Course Code	Course Title	Credits	L	T	S/P	Lab
1	MTT 316	Tourist Behavior and Cross-Cultural Management	4	50	05	05	--
2	MTT 317	Corporate Strategy and Ethics in Tourism	4	50	05	05	--
3	MTT 318	E-Tourism	4	50	05	05	--
4	MTT 319	Tour Guiding and Leadership Management	4	50	05	05	--

S. No	GROUP - B: Electives						
1	MTT 413	Computer Reservation Systems	4	30	05	--	25
2	MTT 414	Airport operations and Cargo Management	4	50	05	05	--
3	MTT 415	Basics of Logistics & Supply Chain Management	4	50	05	05	--
4	MTT 416	Cruise Operations and Management	4	50	05	05	--

Note:

- Any online/MOOC course taken by the student must be approved by the competent authority
- L = Lectures, T = Tutorials, P = Presentations, S = Seminars

Credit Distribution

Semester	Total Credits	Cumulative Credit at the end of the Semester
Semester I	26+	26
Semester II	30+	56
Semester III	31+	87
Semester IV	16	103+

Course Code: MTT 101

Course Title: Management and Organizational Behavior

Core/ Elective: Core

No. of Credits: 4

OBJECTIVES

- To understand the process of management in an organizational context;
- To familiarize the students with the essence of organizational behavior at workplace; and
- To enable the students to acquire managerial competencies and capabilities.

LEARNING OUTCOMES

- Learners shall acquire comprehensive know-how on Management principles, practices, and processes in an organizational context.
- They will gain insights with respect to the essence of organizational behavior at the workplace.
- Students would be oriented towards developing managerial competencies and skills.

Unit – I

Management Concepts and Functions: Nature and Levels in Management – Managerial Roles and Skills – Tasks of A Professional Manager — Thoughts of Management - Manager and Environment of Tourism Business.

Unit – II

Planning and Organizing: Steps in Planning Process – Scope and Limitations – Short Range and Long-Range Planning — Decision Making, Organizing: Organization Structure & Design - Authority Relationships – Delegation of Authority and Decentralization – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on Organizational Design.

Unit – III

Directing and Controlling: Motivation – Motives – Characteristics – Motivation Theories – Motivation and Productivity – Leadership Styles & Models, Process of Communication - Formal and Informal Communication – Barriers to Communication and Transactional Analysis, Control Process – Methods, Tools and Techniques – Design of Control Techniques
– Choices in Control.

Unit – IV

Organizational Behavior: Individual Behavior and Differences - Personality – Attitudes and

Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis – Johari Window – Management of Stress.

Unit – V

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

Reference Material

- Drucker, P. F. (2006). Practice of Management. New York: Harper & Row.
- Koontz, H., & Weihrich, H. (2010). Essentials of Management: An International Perspective. New Delhi: McGraw Hill.
- Luthans, F. (2012). Organizational Behavior. Singapore: McGraw-Hill.
- Robbins, S.P., & Judge, T.A. (2013). Organizational Behavior. United Kingdom: Pearson Publication.
- Rao, Y. V. (2010). Management Process and Organizational Behavior. New Delhi: Akansha Publications.
- Stoner, J. A.F., & Wankel, C. (1999). Management. New Delhi: Prentice Hall India.
- Virmani, B.R. (2006). The Challenges of Indian Management. New Delhi: ResponseBooks.

Course Code: MTT 102	Core/ Elective: Core
Course Title: Tourism Principles and Practices	No. of Credits: 4

Objectives

- To comprehend the conceptual dimensions of tourism industry;
- To understand the dynamics of tourism businesses and its impacts; and
- To elucidate the application of tourism theories to the pragmatic developmental agenda.

Learning Outcomes

- Students would procure comprehensive inputs on the conceptual dimensions of tourism and allied industries as well as acquaintance with the significant theoretical constructs formulated in Tourism.
- Develop concrete understanding of the dynamics of tourism businesses and its various impacts and prospects.
- Learners will know the aims, objectives and ways of functioning of tourism organizations as well as the latest trends and practices of global tourism.

Unit- I

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: 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: 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 Theory and System: Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy

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

Unit-V

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 Material

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

Course Code: MTT 103	Core/ Elective: Core
Course Title: Tourism Products of India	No. of Credits: 3 + 1

Objectives

- To understand the vast tourism resources of India;
- To know the competitiveness of India as a tourist destination; and
- To identify and manage emerging tourist destinations and circuits.

Learning Outcomes

- Students will form in-depth understanding of the rich and vibrant tourism resources of India.
- Possess all-round knowledge about the competitive positioning and potentials of India as a premier tourism destination.
- Learners tend to become adept in identifying and managing emerging destinations and would develop capabilities in designing circuits.

Unit – I

Cultural Background of India: Types and features of tourism products- Ancient Indian Civilizations - Pre and Post Vedic Periods, Medical Science of Ancient India: Ayurveda, Yoga and Meditation, Major Religious Centers of India – Holy Places Connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other Religious Sects.

Unit – II

Historical Monuments of India – Jain and Buddhist Caves, Pillars - Stupas, Monasteries, Ancient, Hindu Temple Art, Architecture, Islamic Art and Architecture, Colonial Art and Architecture, Major Fairs and Festivals, Classical Dances, Indian Music - Different Schools, Indian Museums, Indian Cuisines, Handicrafts of India.

Unit – III

National Parks, Wildlife Sanctuaries and Biosphere Reserves of India: Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Simlipal, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas.

Unit – IV

Special Interest Tourism: Medical Tourism: Emergence and development in India and Abroad;

Cultural tourism: Cultural destinations, major fairs and festivals of India; Sports Tourism: Emergence, Trends, Impacts and scope; Adventure Tourism: Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh, Commercial Attractions-Islands, Beaches, Lakes, Rivers, Deserts of India; Other Emerging Forms of Tourism: Gastronomy tourism, Dark tourism, Agri-tourism, Shopping Tourism

Unit – V

Major Tourism Circuits of India: Inter-State and Intra-State Circuits, Theme-Based Circuits -World Heritage Sites of India –Tourism by Rail- Emerging Tourism Attractions in India; Schemes offered by Ministry of Tourism for Tourism Development

Exploration Visit - 1 Credit

Reference Material

- Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
- Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
- E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <https://epgp.inflibnet.ac.in/ahl.php?csrno=1827>.
- Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.
- Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
- Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
- Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.

Course Code: MTT 104	Core/ Elective: Core
Course Title: Accommodation Services Management	No. of Credits: 4

Objectives

- To study the flow of activities and functions in today's Hotel operation;
- To familiarize with hotel and resort management; and
- To establish the importance of various departments and its role in the Hospitality Industry.

Learning Outcomes

- Students tend to acquire concrete know-how on the current operational dynamics of hotels.
- They would learn the perspectives of hotel and resort management.
- Students will gain exposure to the various departments of all categories of hotels and also would know the role of hospitality industry in tourism promotion.

Unit- I

Introduction to Hospitality Industry: Distinctive Characteristics: Inflexibility-Intangibility-, Perishability-Fixed Location- Relatively Large Financial Investment etc.; Concepts of "Atithi Devo Bhavah"; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation, Star classification of Hotels; Green certification of Hotels; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India

Unit- II

Front Office: Duties and Responsibilities: Reservation & Registration- Meal Plans- Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans- Wake-up call.

Unit- III

Housekeeping: Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments.

Unit- IV

Food & Beverage: 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: 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; Revised Standard Operating Procedures of Hotels; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.

Reference Material

- Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.
- Negi, J. (1984). Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S. Chand.
- Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.
- Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.
- Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London

Course Code: MTT 105

Core/ Elective: Core

Course Title: Tourism Marketing

No. of Credits: 4

Objectives

- To expose the students to concepts and components of marketing;
- To acquaint them with tourism specific marketing skills; and
- To familiarize them with the contemporary marketing practices.

Learning Outcomes

- Learners tend to be proficient with the concepts, components, and functions of marketing.
- Students will be familiarized with tourism specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.
- They would gather wholesome idea of the impacts of ICT on tourism and related activities.

Unit-I

Evolution of Marketing: Marketing for Tourism-Tourism Product- Features of Tourism Marketing- Marketing Functions-Market Research-Tourism Marketing Mix; Understanding the Market and the Consumer - Marketing Environment-Consumer Behavior- Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

Unit-II

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

Unit-III

Marketing of Services: Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behavior in Service Encounters; Service Design and Development – Technology as An Enabler of Service; Service Delivery: Types and Causes of Service Quality Gaps – Measuring and Improving Service Quality - Strategies to Resolve Service Quality Gaps.

Unit-IV

Marketing of Tourism & Related Activities: 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

Developing Marketing Skills for Tourism: Self-Motivation-Team Building-Personality Development-Creativity & Innovation-Innovative Products in Tourism-International Perspective and Contemporary Trends; case studies on innovative marketing practices.

Reference Material

- Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.
- E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-14.
- Fyall, A., & Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18).Bristol: Channel View Publications.
- Gilmore. (2004). Services Marketing and Management. New Delhi: Response Books.
- Kotler, P. (2006). Marketing Management. Delhi: PHI.
- Lovelock. (2003). Services Marketing – People, Technology & Strategy. Singapore:Pearson Edn.
- Neelamegham, S. (1998). Marketing in India: Cases & Readings. New Delhi: Vikas.
- Ramasamy, V.S., & Namakumar, S. (1990). Marketing Management: Planning &Control. New Delhi: Macmillan.
- Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.

Course Code: MTT 106

Core/ Elective: Core

Course Title: Tourism Policies and Legislation

No. of Credits: 4

Objectives

- To create awareness on legal and regulatory terminology related to tourism and travel industry.
- To be able to relate legal framework in relation to day-to-day activities of tourism and travel industry

Learning Outcome

- Will be able to understand the legal procedures in tourism and travel sector

Unit I

Introduction To Contract Law - Formation of Agreement- Business Contracts - Termination of Contracts - Consumer Protection Act - Unfair Trade Practices.

Unit II

Laws Relating to E-Commerce - Cyber Crimes - Environmental Protection Laws - Ancient Monuments and Archaeological Sites and Remains Act, 1958 - Ancient Monuments Preservation Act, 1904 – UNESCO and WTO Regulations

Unit III

National Tourism Policy, 2002 - Guidelines of Code of Conduct for Safe and Honourable Tourism, 2010 -Guidelines Approval And Registration Of Incredible India Bed And Breakfast Homestay Establishments - Guidelines For Inbound Form Operators - Guidelines For Adventure Tour Operators.

Unit IV

Pass port (Entry into India) Act, 1920 - AP Tourism laws (AP tourism, Culture and Heritage Board Act - Indian Tolls (AP Amendment) Act, 2002 - AP Tourism Authority - Discussion on a few state tourism laws (J& K, Himachal Pradesh, Delhi, Kerala, Rajasthan, Tamil Nadu, etc)

Unit V

Surface, Sea and Air Transport Laws in Relation to Carriage Of Passengers Within The Legal Framework - Connectivity And Economic Development - Ethics In Tourism and travel Industry - Environmental Protection Laws - Service Tax.

Reference Material

- Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.
- Foreign Exchange Management Act,
http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html
- Foreigners Registration Act, http://www.immigrationindia.nic.in/registration_requirements.html
- Legal Aspects of Business: Akhileshwar Pathak (2010), Fourth Edition, TMH, ISBN: 978-0- 07-068197-2
- Legal Aspects of Business: Daniel Albuquerque (2014), Third Edition, Oxford University Press, ISBN: 978-0-19-807710-7.
- The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
- Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.

Course Code: MTT 109

Core/ Elective: Non-Credit

Course Title: Foreign Language

No. of Credits: 1

Objectives

- To familiarize the students with the basic knowledge of contemporary foreign language;
- To impart oral and written communication skills through experiential learning; and
- To enable students in listening, speaking and reading a foreign language.

Course Code: MTT 201	Core/ Elective: Core
Course Title: Human Resources Management	No. of Credits: 4

Objectives

- To understand basic concepts of human resource management;
- To know the human resource management practices in tourism industry; and
- To be aware of the contribution of human resources in tourism business.

Learning Outcomes

- Learners will gain all-round exposure to the basic concepts of human resource management.
- Students would be able to grasp the contemporary practices of HR in tourism industry.
- They would possess the ability to assimilate the multi-faceted contributions of HR in tourism business

Unit – I

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

Unit – II

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

Reference Material

- Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life. NewDelhi: TMH.
- Dessler, G. (2001). A Framework for HR Management. India: Pearson.
- Edwin, B.F. (1995). Personnel Management. New Delhi: Tata McGraw Hill.
- Henry, E. (2001). A Dictionary of HRM. London: Oxford University Press
- Mathis, R.L., & Jackson, J.H. (2005). HRM. Nashville: South Western Publication.
- Mirza, S.S. (2003). HRM. New Delhi: TMH.
- Ratnam, V. R., & Srivatsava, B.K. (2003). Personnel Management and Human Resources. New Delhi: Tata McGraw Hill.
- Verma, P. (2002). Personnel Management in Indian Organisations. New Delhi: Oxford & IBM Publishing Co.Ltd.

Course Code: MTT 202	Core/ Elective: Core
Course Title: Travel Agency and Tour Operations Management	No. of Credits: 3 + 1

Objectives

- To understand the significance of travel agency and tour operation business;
- To know the current trends and practices in the tourism and travel trade sector; and
- To develop adequate knowledge and skills applicable to travel industry.

Learning Outcomes

- Learners would form comprehensive understanding of the significance of travel agency and tour operations business.
- They will gain latest information pertaining to the trends and practices in the tourism and travel trade sector.
- Develop essential skills and knowledge applicable in tourism industry.

Unit - I

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

Unit- II

Travel Agency and Tour Operation Business: Functions of Travel Agency - Setting Up a Full-Fledged Travel Agency - Sources of Income of a Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government.

Unit - III

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

Unit - IV

Tour Packaging & Costing: 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 - Tour Packages of Thomas Cook, SOTC, MakeMyTrip and Cox & Kings.

Unit - V

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

Itinerary Designing and Field Visit – 1 credit

Reference Material

- Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.
- E-Pathshala. (2018). Retrieved from E- Pathshala an MHRD Project
- Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons.
- Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.
- Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.
- Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.
- Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.
- Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-02.

Course Code: MTT 203 Course Title: International Tourism and Travel Management	Core/ Elective: Core No. of Credits: 4
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Objective

- This paper aims at providing an overview of global tourism trends along with major places of tourist importance in different continents.

Learning Outcomes

- Learners would form comprehensive understanding of international tourism business
- They will gain latest information pertaining to the global trends and practices in tourism and travel trade sector.
- Develop skills to manage the inbound and outbound tourism

Unit – I

Global Tourism - Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Country, India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2030, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, India's international relations and its impact on tourism.

Unit – II

Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia.

Unit – III

Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.

Unit – IV

Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.

Unit – V

Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.

Reference Material

- Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi.
- Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.
- Reisinger Y, (2009), International Tourism – Cultures and Behavior, Butterworth-Heinemann, Oxford, UK.
- Swain, S.K. & Mishra, J.M. (2012). Tourism: Principles & Practices, Oxford University Press, New Delhi.
- UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
- Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press,
- William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.

Course Code: MTT 204	Core/ Elective: Core
Course Title: Customer Relationship Management	No. of Credits: 4

Objectives

- To make students aware the importance of customer relationships.
- To learn how to improve the efficiency of the business through CRM.
- To make students learn how to use technology for business effectiveness.

Learning Outcome

- Will be able to understand various ways of managing the customers with different methods
- Understand the customer relationship and retention

Unit - I

Background and study, Marketing – Evolution of CRM Practice and new Paradigms - CRM – Conceptual framework of CRM – Current status of CRM in Indian business

Unit - II

CRM and Services Marketing - Tools for CRM - Campaign Management – Public Relations – Key Account Management - Measuring the effectiveness of CRM -

Unit - III

Significance of Customer Retention, - CRM And Knowledge Management – Life Time Value of The Customer - Customer Loyalty and Involvement - CRM Implementation and Effectiveness – Management of Relationships

Unit - IV

Strategies for Profitable Dialog with Customers, Sales Force Automation, Marketing Automation - Internal Relationships - External Relationships and Supplier Relationships - Electronic Relationships.

Unit - V

Customer Database Management and Data Warehousing - Real-World Applications - Customer Relationship Management Analytics-Data Mining Techniques – Software solutions for CRM

Reference Material

- Green – CRM at the speed of light – Tata McGraw Hill
- Jagdish N. Sheth and others – Customer Relationship Management – McGraw Hill
- Stanley A. Brown – Customer Relationship Management – PricewaterhouseCoopers
- William G. Mark Godson – Relationship Marketing – Oxford University Press, 2009
- Zikmund – Customer Relationship Management – Wiley – 2005

Course Code: MTT 205	Core/ Elective: Core
Course Title: Destination Planning and Development	No. of Credits: 4

Objectives

- To facilitate assessment of the tourism potentials of destinations and prepare tourism development plan as well as marketing techniques;
- To familiarize with the destination branding practices; and
- To introduce advanced analyses and researches in the field of destination development endeavors.

Learning Outcomes

- Students would possess the knowledge to assess the tourism potentials of destinations.
- They will for skill-sets to prepare tourism development plans as well as marketing strategies.
- While getting familiarized with destination branding, learners would be instilled with the abilities for designing destination development projects.

Unit - I

Destination Development: Destination: Types of Destinations- Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism.

Unit - II

Destination Planning Process and Analysis: Destination Planning Guidelines: National and Regional Tourism Planning and Development - Assessment of Tourism Potential- Planning for Sustainable Tourism Development; Contingency Planning for Economic, Social, Cultural and Environmental considerations; Demand and Supply Match; Design and Innovations.

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 AP Tourism 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

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

Reference Material

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

Course Code: MTT 206	Core/ Elective: Core
Course Title: Accounting and Financial Management	No. of Credits: 4

Objectives

- To acquaint oneself with the fundamental principles of accounting;
- To enable oneself to analyze and interpret the financial statements; and
- To be able to apply accounting techniques and finance strategies in the field of tourism activities.

Learning Outcomes

- Learners gain acquaintance with the basic principles of accounting.
- They will develop capabilities of analyzing and interpreting financial statements.
- Students would be competent to apply accounting techniques and financial strategies in the field of tourism.

Unit -I

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: 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: 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: 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: 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.

Reference Material

- Chandra, P. (2006). Financial Management- Theory and Practice, Tata McGraw Hill, NewDelhi.
- Grewal, T.S. & Shukla, M.C. (2010). Advanced Accounts Vol.1. Sultan Chand & Sons,Delhi.
- Gupta, R.L. & Radhaswamy, M. (2006). Advanced Accountancy- Vol. I, Sultan Chand & Sons, Delhi.
- Lal, J. (2009). Accounting for Management. Himalayan Publishing House, Mumbai.
- Maheshwari, S.N. & Maheshwari. S.K. (2006). Fundamentals of Accounting, Vikas Publishing House, New Delhi.
- Narayanaswamy, R. (2017). Financial Accounting: A Managerial Perspective. PHI Private Limited, Delhi.
- Pandey. I.M (2006), Financial Management. Vikas Publishing House Pvt, Ltd., NewDelhi.

Course Code: MTT 209

Core/ Elective: Non-Credit

Course Title: Foreign Language

No. of Credits: 1

Objectives

- To familiarize the students with the basic knowledge of contemporary foreign language;
- To impart oral and written communication skills through experiential learning; and
- To enable students in listening, speaking and reading in a foreign language.

Course Code : MTT 301	Core/ Elective : Core
Course Title : Sustainable Tourism Management	No. of Credits : 4

Objectives

- To comprehend the theories and practices of ecotourism;
- To understand the problems of sustainable development, ecotourism and identify solutions; and
- To be familiar with various approaches and practices for sustainable tourism development.

Learning Outcomes

- Students would procure cognizance of the theories and practices of ecotourism.
- They will possess knowledge of the problems of sustainable development in ecotourism destinations and form capacity to identify appropriate solutions.
- Learners will be familiarized with various approaches and practices for sustainable tourism development.

Unit - I

Fundamentals of Ecology: Ecotourism-Evolution, Principles, Trends and Functions of Ecotourism- Environmentalism, sustainable development-Pollution-Ecological Foot Prints.

Unit - II

Tourism & Ecology: Mass Tourism Vs Ecotourism-Typology of Eco-tourists-Ecotourism Activities & Impacts-Quebec Declaration 2002 - Kyoto Protocol 1997- Ecotourism and globalization.

Unit - III

Ecotourism Policies, Planning: Carrying Capacity - Alternative Tourism-Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project - Nandadevi Biosphere Reserve - Gulf of Mannar - Kruger National Park, South Africa.

Unit – IV

Sustainable Development- Evolution - Principles, Major Dimensions of Sustainability- 10 R's- Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992 - World Conference on Sustainable Tourism 1995 - WSSD 2002, The Cape Town Declarations

Unit - V

Global Warming & Climate Change: Eco-friendly Practices - Role of International Ecotourism

Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE- Equations.

Reference Material

- Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd.
- Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CABI Publishing.
- Fennell, D.A. (2008). Ecotourism Third Edition. New York: Routledge Publication.
- Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
- Honey. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press.
- Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.
- Tiwari, S.K., & Upadhyay, R.K. (2017). Conservation of Degraded Wetland System of Keoladeo National Park, Bharatpur, India. Ecological Complexity, pp74-89.
- Weaver, D. (2001). The Encyclopedia of Ecotourism. London: CABI Publication.

Course Code : MTT 302	Core/ Elective : Core
Course Title : Tourism Economics and Forex Management	No. of Credits : 4

Objectives

- It aims to develop students understanding of the tourism economics in both micro and macroeconomic perspectives
- To enhance their skills in taking decisions on tourism business and in analyzing tourism business environment.
- To impart students with knowledge of foreign exchange market;

Learning Outcomes

- Learners would possess in-depth knowledge of foreign exchange market.
- They will be equipped with detailed information pertaining to the economic fundamentals.
- Develop an overall idea of the intricacies and implications of forex trading.

Unit – I

Introduction: Micro and Macro economics of Tourism Business – Balance of Trade and Balance of Payment – Economic Growth vs Economic Development – Inflation - National Income – GDP, GNP, NNP, Nominal GDP vs Real GDP - Monetary Policy – Fiscal Policy – TSA – Tourism Multiplier.

Unit – II

Demand and Supply: Demand Function – Individual and Market Demand Curve – Factors Shifting Demand Curve – Factors Influencing and Constraining Tourism Demand – Tourism Demand forecasting – Price Elasticity of Demand: Meaning, Measurement (Percentage, Total Outlay) and Determinants – Supply Function – Individual and Market Supply Curve – Factors Shifting Supply curve – Costs and Supply in Tourism – Controls on Supply – Price Elasticity of Supply.

Unit – III

Tourism Market and Finance: Market Structures - Price and Output determination under Perfect Competition, and Monopoly - Price Discrimination - Role of Private and Public Organizations in the Development of Travel and Tourism - Investment in Travel and Tourism - Sources of Finance in Tourism - Factors Influencing Travel and Tourism's Yield and Future.

Unit – IV

Concept of Foreign Exchange: Exchange Rates System - International Monetary System - Fixed Exchange Rates - Flexible Exchange Rates -Rate Fluctuations - Foreign Exchange Market: Cash and Spot Exchange Markets - Role of Commercial Banks-Authorized Dealers & Money Changers-

Mechanics of Making Foreign Payment –Costs Associated with International Payments - Foreign Exchange Markets and Its Importance in Tourism Industry - Factors Affecting Exchange Rates.

Unit – V

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

Reference Material

- Bhardwaj, H.P. (1994). Foreign Exchange Handbook. New Delhi: Wheeler Publishing.
- Bhole, L. M. (2004). Financial Institutions and Markets- Structure, Growth and Innovation.(4 Ed.). New Delhi: Tata Mc-Graw Hill.
- Bull, A. (1995). The Economics of Travel and Tourism. Harlow: Longman.
- Clark, E. (2004). International Finance, (2 Ed.). London: Thomson Publications.
- Gandolfo, G. (2006). International Finance and Open Economy Macro Economics. London:Springer International Edition.
- Macroeconomics Theory and Policy, D. N. Dwivedi, Recent ed.
- Mankiw, N. Gregory, (1997). Microeconomics, (latest ed.), New York: Worth Publishers.
- Pilbeam, K. (2008). International Finance. Switzerland: Springer Nature.
- Shah, P. (2015). Forex Management. New Delhi: Wiley Publications.
- Tribe, J.(2011) The Economics of Recreation, Leisure and Tourism, (4th ed.), Elsevier Ltd.

Course Code : MTT 303	Core/ Elective : Core
Course Title : Aviation Management	No. of Credits : 4

Objectives

- To understand the structure and dynamics of aviation industry;
- To gain a thorough insight into various operations and management of airlines; and
- To enable the students to understand the cargo operations.

Learning Outcomes

- Learners would form understanding of the structure and dynamics of aviation industry.
- They will gain insights of various operations and management of airlines.

Unit - I

Evolution and Introduction: Aviation History-Open Sky Policy- Freedoms of Air - Functions and Roles of ICAO, IATA, DGCA and Airport Authority of India - International Conventions: The Chicago Convention-The Warsaw Convention-The Montreal Convention; Licensing of Air Carriers- Limitations of Weights and Capacities.

Unit – II

Airport Management: Travel Documentations–Types of Airports -Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices.

Unit - III

Airline Management: Types of Airlines - Types of Aircrafts - Manufacturing Companies: Boeing, Air Bus, etc. – Aircraft Body parts - Airline Marketing – Airline Operations and Scheduling - Online Booking System - Case studies of Selected Airlines-American Airlines Group, Delta Air Lines, Lufthansa, Air France-KLM, Indio, Air India

Unit - IV

Documentation and Formalities: Ticketing - Machine Readable Travel Documents - Frequent Flyers – Electronic Miscellaneous Documents (EMD) - Billing and Settlement Plan - Travel Information Manual (VISA, Passport, Currency, Customs, and Health) – Immigration formalities at the airport for inbound and outbound tourists.

Unit - V

Cargo Management: Aircraft and Cargo terminal facilities – Cargo handling and booking procedures – Air cargo rates and charges – ULDs - Cargo capacity of Airlines - Cargo with special attention – Case Studies on Cargo Airlines.

Reference Material

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

Course Code : MTT 304	Core/ Elective : Core
Course Title : Quantitative Methods for Research	No. of Credits : 4

Objectives

- To understand the theories and practices of research;
- To be acquainted with available software of research; and
- To acquire research knowledge, skills and competencies for undertaking independent research activities.

Learning Outcomes

- Students would get exposed to the theoretical and practical aspects of research in Management disciplines.
- They will be acquainted with the scientific methods of research.
- By way of acquiring research knowledge and skills, students would have competency to carry out independent research activities.

Unit – I

Introduction to Research – Meaning and types of research – Research Design – Identification and formulation of Research problem – Hypothesis – Role and Formulation of Hypothesis – Principles underlying the construction of Questionnaire – Testing of Validity

Unit – II

Introduction to Data – Types of variables – methods of data – primary data and secondary data – merits and demerits – qualitative and quantitative data – Measures of central tendency – measures of skewness – measures of dispersion – sampling methods – determining sample size

Unit – III

Data Analysis – Data cleaning – Types of distribution of data – Point estimates – correlation – regression analysis – sample size and standard error – T-test – F-test – Chi-square – ANOVA – MANOVA – Significance of P-value – Exploratory and confirmatory Factor Analysis – Non-Parametric tests: Mann Whitney U test – Test for randomness – Kruskal Wallis test – Friedman test – Qualitative data analysis – Content analysis

Unit – IV

Introduction to Software: IBM SPSS AMOS – R programming – SMART PLS – Path analysis – Data Analysis using Excel – Word cloud – Structural Equation Modelling

Unit – V

Interpretation - Interpreting the results of Quantitative and Qualitative data – Report writing – Referencing and Bibliography – Styles of Referencing - Softwares used for Referencing

Reference Material

- Agarwal.B.L. (1996). *Basic statistics* , 3/e, New Age International (P) Ltd.,.
- Black, K. (2019). *Business statistics: for contemporary decision making*. John Wiley & Sons.
- Cochran, W. G. (1977). *Sampling techniques*. John Wiley & Sons.
- Dwyer, L., Gill, A., & Seetaram, N. (Eds.). (2012). *Handbook of research methods in tourism: Quantitative and qualitative approaches*. Edward Elgar Publishing.
- Gupta, S. C., & Kapoor, V. K. (2019). *Fundamentals of applied statistics*. Sulthan Chand & Sons.
- Hogg, R. V., & Craig, A. T. (1995). *Introduction to mathematical statistics*. (5th edition). Englewood Hills, New Jersey.
- Hothorn, T., & Everitt, B. S. (2006). *A handbook of statistical analyses using R*. Chapman and Hall/CRC.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- Landau, S., & Everitt, B. S. (2003). *A handbook of statistical analyses using SPSS*. Chapman and Hall/CRC.
- Levine, D. M. (2016). *Business statistics: A first course*. Pearson Education India.

Course Code : MTT 305	Core/ Elective : Core
Course Title : Basic Airfare and Ticketing	No. of Credits : 4

Objectives

- To get the students acquainted with Aviation Industry
- To make the students familiarize with the basic aviation fare structure.

Learning Outcomes

- Will be able to understand the nuances of airline routing, airfare construction, documentation and handling ticketing

Unit - I

Introduction to Airline Industry: Important international conventions (Warsaw Convention, Bermuda Convention and Chicago Convention) and their impacts on Air Ticketing – IATA Traffic conference area and subareas – Role of IATA and ICAO – Latest trends in air ticketing – Problems and prospects of Indian Aviation Industry.

Unit – II

Familiarization with OAG: 3 Letter codes and airport codes, airline designated codes, Minimum Connecting Time (MCT), Global Indicators.

Familiarization with PAT: Introduction to general terms and abbreviations, PAT extracts, general rules, fares and fare rules.

Unit - III

Familiarization with Air Tariff: Currency rules – NUC conversation factors – Understanding IROE and ICER tables –Journey types and pricing units – Fare selection methods.

Planning itinerary by air: Itinerary terms – Fares and fare selection – County and currency codes – fares and fees – International mileage and routing systems – Extra mileage allowance (EMA) – Extra mileage surcharge (EMS).

Unit – IV

Fare construction - I: One way through fare construction with MPM, TPM, EMA, EMS and HIP check – Round and Circle trip fare construction with selection of break point and CTM check – Surcharges – Taxes, Fees and Commissions.

Unit – V

Fare construction - II: Child and Infant Fares – Special Fares - Understanding the E Ticket and

EMDs– Consolidator and net fares - General ethics to be followed by the airline staff and ticketing agents.

Reference Material

- Air Traffic Manuals.
- Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall. Gupta, S.K. (2007). International Airfare and Ticketing – Methods and Techniques, New Delhi: UDH Publishers and Distributers (P) Ltd.
- Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.

Course Code : MTT 316	Core/ Elective : Elective
Course Title : Tourist Behavior and Cross-cultural Management	No. of Credits : 4

Objectives

- To familiarize the importance of culture and cross-cultural linkages in tourism.
- To get to understand the motivators and deterrents of tourist behavior.
- To identify the trends in tourism market on tourist behavior.

Learning Outcome

- Will be able to understand the behavior of tourists of different cultures around the globe

Unit – I

Introduction to Tourist Behavior and Culture: Determinants of Tourist Behavior - Globalization -tourism and culture - cultural diversity - tourist behavior: importance, models of Tourism behavior(Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.) - Indian outbound travel market - Factors affecting tourist behavior;

Unit – II

Theoretical Framework: Cultural Theories and Practices – Culture - Intercultural Theories - Motivators & Models of Purchase Decision-Making Process (Mathieson and Wall; Stimulus Response Model (Middleton); Etc.)

Unit – III

Typologies of Tourist Behavior: Typologies and their Critique - Marketing Applications - Tourism-Specific Market Segmentation Tourism Demand and Markets: Global Pattern of Tourism Demand; Nature of Demand in Tourism Market; Consumer Behavior And Markets In Different Sectors Of Tourism.

Unit – IV

Consumer Behavior and Marketing in Tourism: The Emergence of New Markets and Changes in Tourist Demand - Quality and Tourist Satisfaction – Trends - Host-Guest Interactions and their Impacts: Physical, Social, Cultural, Environmental – Tourist - Guide Interaction and its impact.

Unit – V

Culture: Cultural Practices and Tourism Impacts on Culture - Cultural Differences - Cultural Variability-Sources of Differences - Cross Cultural Comparisons: Concepts and Challenges - Cultural Shock - Differences among International Societies Like Asia, Australia, India Etc.

Reference Material

- Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behavior: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
- Hooker, John (2003). *Working Across Cultures*. Stanford: Stanford University Press.
- Horner, Susan, and Swarbrooke, John (2007). *Consumer Behavior in Tourism, 2/e*. Burlington: Butterworth-Heinemann. (L)
- Reisinger, Yvette (2009). *International Tourism: Cultures and Behaviors*. Burlington: Butterworth-Heinemann

Course Code : MTT 317	Core/ Elective : Elective
Course Title : Corporate Strategy and Ethics in Tourism	No. of Credits : 4

Objectives

- To understand the process of management in an organizational context;
- To familiarize the students with the essence of organizational behavior at workplace; and
- To enable the students to acquire managerial competencies and capabilities.

Learning Outcomes

- Learners shall acquire comprehensive know-how on Management principles, practices and processes in an organizational context.
- They will gain insights with respect to the essence of organizational behavior at the workplace.
- Students would be oriented towards developing managerial competencies and skills.

Unit – I

Strategy: Introduction, Different definition of Strategy, Basic Concepts, Mission, Strategy Objectives; Levels of strategy: Introduction, Corporate level strategy, Nature & characteristics of corporate level strategy, Functional & operational strategy.

Unit – II

Strategic decision making: Introduction, Mintzberg analysis of strategic decision making, strategic decision making in Tourism; **Strategic Planning:** Introduction; Evolution of strategic planning, Difference between strategic planning & long-range planning, Strategic planning in Tourism.

Unit - III

Strategic Management: Introduction, Process & models of strategic Management, Benefits of strategic management, Strategic Management Process, Strategic implementation; **Strategy Formulation:** Major strategic options – Retrenchment, Combination & Merger/Acquisitions Stability and growth strategy, Need and Importance of Strategic Management in Tourism, SWOT Analysis; GAP Analysis.

Unit- IV

Business Ethics: Meaning, Moral Conduct, Ethical and Unethical Behavior, Nature and Characteristics, Objectives, Importance; Levels of Ethics, Models of Business Ethics; Factors Influencing Ethics; Core Elements of Ethical Character. Theories of Ethics: Utilitarian, Deontological, Virtue, Categorical Imperative Theory.

Unit – V

CSR – Introduction, Meaning and Importance; Stakeholders Involved in CSR; Relationship between CSR and Ethics; Approaches to Ethical Decision making, Rushworth Kidder's 9 check points; Difficulties in Decision Making; Resolving Ethical dilemma; Case studies on Ethics in Tourism.

Reference Material

- Bhatia, A. (2006). Business Ethics and Managerial Values. New Delhi: S Chand.
- Budhiraja S.B., Athreya B.B. (2007). Cases in Strategic Management. Tata McGraw Hill Publication
- Carroll, A. B. (2011). Business and Society – Ethics and stakeholder management.
- David Fred R. (2007). Strategic Management- concepts and cases. Pearson Education.
- Ferrell, O. C. Paulfraedrich, John. Ferrell, Linda. (2006). Business ethics – Ethical decision making & cases. New Delhi: Dream Tech Press.
- Hax A.C., Majluf M. (1984). Strategic Management. Prentice Hall.
- Lawrence, Anne T. Weber, James. (2008). Business and Society - Stakeholders, Ethics and Public policy, New Delhi: Tata McGraw- Hill
- Lomash S. Mishra P.K. (2009) Business Policy and Strategic Management. Vikas Publications.

Course Code : MTT 318	Core/ Elective : Elective
Course Title : E-Tourism	No. of Credits : 4

Objectives

- To familiarize with digital tourism business concept;
- To acquaint with E-commerce; and
- To give insights into E-business and its strategies.

Learning Outcomes

- Students will get familiarized with the concepts of digital tourism business.
- They will acquire proficiency in E-Commerce.
- Students would have cognizance of E-business and its strategies.

UNIT-I

Digital Tourism Enterprise: Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business.

UNIT-II

Digital Tourist: Online Consumer Behavior: Consumer decision journey and Marketing funnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making

UNIT-III

Digital Marketing: Characteristics: Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising

UNIT-IV

Social Media Marketing: Social Media Campaign Process - Social Media Marketing – Development of Social Media Content and Communities - Deliver Social Media Promotions - Measure Social Media Performance - Manage Social Media Activities.

UNIT-V

Digital Marketing Analytics: Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration.

Reference Material

- Bones, C., & Hammersley, J. (2015). *Leading Digital Strategy: Driving Business Growth through Effective E-commerce*. Kogan Page Limited.
- Buhalis, D. (2003). *E-tourism: Information Technology for Strategic Tourism Management*. London: Pearson (Financial Times/Prentice Hall).
- Chaffey, D. (2013). *E-Business and E-Commerce Management: Strategy, Implementation and Practice*. England: Prentice Hall.
- Chaffey, D. (2014). *Digital Business and E-Commerce Management*. New Delhi Pearson Education Limited, New Delhi.
- HBR. (2014). *Leading Digital: Turning Technology into Business Transformation*. London: Harvard Business Review Press.
- Morabito, V. (2016). *Trends and Challenges in Digital Business Innovation*. London: Springer Publications.
- Rogers, D.L. (2016). *The Digital Transformation Playbook – Rethink Your Business for the Digital Age*. Columbia: Columbia Business School Publishing.

Course Code : MTT 319	Core/ Elective : Elective
Course Title : Tour guiding and leadership Management	No. of Credits : 4

Objectives

- To orient the students about the scope of tour escorting/guiding as a career option.
- To help the students to appreciate better what the profession of tour escorting/guiding is all about by giving them a practical experience of how to practice it in real life situations.
- To familiarize them to the nitty-gritties of this profession and to deliver key skills.

Learning Outcome

- Will be able to take up career in tour guiding and escorting profession

Unit – I

Tour Leadership: Introduction to tour leadership; Characteristics of tour escorting profession - difference between tour escorting and tour guiding; Advantages and disadvantages of choosing tour escorting as a profession; Skills and competencies required to be a tour manager; Presenting yourself; Challenges faced by a tour manager

Unit – II

Roles and Duties: Pre-trip Duties / Preparation - Understanding tour client profile; Tour Escort File - checklist at the point of departure; Responsibilities at the Airport - Meet and Greet, Airport Check-In Procedures, Customs and Immigration, Group Clearance, Luggage; Responsibilities at the hotel - Check In, Check out, Rooming List, Meal requests; Responsibilities during sight- seeing tours - On-Tour Operation / Conduct; Organizing Commentary - Commentary / Storytelling, Making Commentary Effective; Familiarization of coach - Working with the local driver – Gratuities - Working with the Local Guide; Responsibilities on a Train/Cruise: Embarkation - Initial Briefing, Duties Aboard Ship, Train, Disembarkation.

Unit – III

Group management and situation handling: Group control and Setting Limits - Handling difficult tourists - Typical Day-to-Day Problems - Conflict Resolution - Tips to keep group happy - Ethical and Professional Considerations - Handling emergency situations; Situation Handling: Handling Difficult Tourists - Handling Questions - Handling Emergencies; Other Responsibilities: Professional Daily briefing, Logistics handling – Dine Around, Shopping/Commissions- Ethics-safety of guests - Arrival preparations - Briefing instructions and Reconfirming Flights - Tour Conclusion and feedback

Unit – IV

Tour Guiding: Introduction to Tour Guiding -Role of a Tour Guide - Tour Guiding in India - Characteristics of a Tour Guide -Steps to Becoming a Tour Guide; Presenting Yourself; Making Sense of Cultural Differences; Guiding Techniques: Understanding the Dynamics of Tour Guiding - Practical Tips – Mechanics of Tour Guiding -Tour Guiding in India and Abroad- Tools of the Trade

Unit – V

Practical Guiding: Guiding at a Monument -Guiding at A Religious Site - Guiding at a Museum - Guiding on an Archaeological Site - Guiding on a Nature Walk - Guiding on a Walking Tours, Guiding on a Coach; Designing and Conducting Heritage Walks; Responsible Guiding; Managing Guiding Business: How to Plan an Itinerary -Partners in Business - Setting up a Tour Guiding Business - Code of Conduct for Tour Guides in India (MoT).

Reference Material

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

INTERNSHIP REPORT

Industry Internship (2 Credits): The students of MBA (TTM) shall undergo summer training or undertake summer internship at reputed tourism and travel organizations for a period of 6 weeks or 45 days during the summer vacation (May & June) under the guidance of a faculty advisor. The students shall strive to get acquainted with complete functional exposures during the internship period and learn the nitty-gritty of the travel, aviation or hospitality sector/NGO/DMO/DoT. At the end of the training period, the students shall make presentations based on the training reports which shall be submitted after the approval of the faculty advisor within three weeks from the date of completion of training.

The Summer Training Report and Viva-Voce Examination will be evaluated by external examiner and internal examiner (respective faculty guide). The external examiner shall be approved by the Dean-in-charge. Summer Project Report will be valued for a weightage of 50 marks followed by Viva-Voce Examination for 50 marks (Total 100 marks). The summer project marks obtained by the students will be recorded in the marks statement issued to them in the third semester (along with the third semester marks).

Course Code : MTT 401	Core/ Elective : Core
Course Title : Event Management	No. of Credits : 4

Objectives

- To enrich the level of knowledge about management of different types of events;
- To help the students understand different aspects and functions of events; and
- To provide sufficient opportunities to use knowledge and skill in event business.

Learning Outcomes

- Students will acquire know-how about management of different types of events.
- They would grasp the functional aspects of various events and tap the practical opportunities to use the acquired skills and knowledge in event business.
- Gain comprehensive insights on MICE, event planning, procedures, and marketing.

Unit – I

Event Business: Types of Events - Size of Events - Five Cs of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems.

Unit – II

Selection of Event Site: Layouts and Designs - Site Map or Plan-Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations - Permissions Required for Holding an Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification.

Unit – III

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

Unit – IV

Bidding for Events: Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements.

Unit – V

Logistics: Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating with Vendors and Service Contractors.

Reference Material

- Editorial Data Group USA (2018). Exhibition & Conference Organizers United States:Market Sales in the United States Kindle Edition.
- Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson.
- Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business). MCJ Publishing. Kindle Edition.
- Mittal, S. (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. Alex Genadinik Publication. Kindle Edition.
- Robincon, P., Wale, D., & Dickson, G. (2010). Events Management 'Ed'. London: CABI.

Course Code : MTT 402	Core/ Elective : Core
Course Title : Tourism Entrepreneurship	No. of Credits : 4

Objectives

- To highlight the importance of entrepreneurship in economic development;
- To expose students to the success stories in travel & tourism; and
- To help them become job creators rather than job seekers.

Learning Outcomes

- Learners would possess an overview of the role and importance of entrepreneurship in economic development.
- They would gain exposure to the inspiring success stories in the sphere of travel and tourism.
- Students shall have the know-how and confidence to be job-creators in tourism and allied areas.

Unit - I

Entrepreneurship: Theories & Approaches; Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.

Unit - II

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

Unit - III

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

Unit – IV

Funding Options: Sources of Finance for Tourism Enterprises, Subsidies & Incentives-Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms of Organization- Management.

Unit - V

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

Reference Material

- Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessonslearned.

Journal of Enterprising Culture, 19(01), 1-40.

- Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House.
- Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row.
- Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood.
- Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship. New York: HarcourtCollege Publishers.

Course Code : MTT 413	Core/ Elective : Elective
Course Title : Computer Reservation Systems	No. of Credits : 4

Objectives

- To familiarize the learner about booking of tickets through CRS and constructing airfares.
- To extend hands on training to standard CRS packages like Amadeus, Galileo etc.

Learning Outcome

- Will be able to book flight tickets through softwares

Unit – I

Introduction - Flight availability - Selling Air Segments - Passenger Name records

Unit – II

Supplementary Data - Modifying a PNR - Fare Displays

Unit – III

Itinerary Pricing - Issuing Tickets - Advance Seat Assignments

Unit – IV

Queues - Customer Profiles - Reference Information

Unit – V

Hotel Reservation - Car Rentals - Miscellaneous Entries

*NOTE: Based on the industrial preference and training material availability the CRS can be opted from the available CRSs.

Reference Material

- Amadeus training software.
- Galileo training software.

Course Code : MTT 414	Core/ Elective : Core
Course Title : Airport operations and Cargo Management	No. of Credits : 4

Objectives

- To understand the operations of airport;
- To gain a thorough insight into functions and management of airports
- To enable the students to understand the cargo handling and management

Learning Outcome

- Students will gain insights of various operations and management of cargo and airports

Unit – I

Overview of the airline industry: link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business, the threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passenger's security, Cargo security, Security quality control

Unit - II

Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E- Invoicing Standards

Unit – III

Facilitation and security and contingency planning: Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fueling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease

Unit – IV

Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk-loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags, Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load—Notification to Captain

Unit – V

Cargo trends and forecasts: Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability— Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation , Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, Load Control , Terms and Definitions,

Reference Material

- Diana M. Stancu, AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International, October 2010, Vol. 16, Issue 5 (pp. 11-13)
- K. Jack Riley (2011), Air Travel Security Since 9/11, Rand Corporate Publication.
- Rigas Doganis, (2010) Flying Off Course Routledge (4th Ed. Trompenaars & Woolliams,(2006) Business Across Cultures, Capstone Publishing
- Robert W. Poole (2008), Risk Based Aviation Security, Joint Transport Research Center.
- Spekman & Isabella (2000), Alliance Competence, Wiley Holden (2002), Cross Cultural Management, Pearson
- Stephan Holloway (2003), Straight and Level: Practical Airline Economics, Ashgate (2nd Ed.)

Course Code : MTT 415	Core/ Elective : Elective
Course Title : Basics of Logistics & Supply Chain Management	No. of Credits : 4

Objectives

- To provide basic understanding about the logistics and supply chain management.
- To give a clear view on the flow of activities in the real time applications.

Learning Outcome

- Will be able to understand basic logistics, supply chain management procedures in Tourism and Travel Industry

Unit – I

Logistics And Supply Chain Management: Logistics- Role, Scope, Functions And Importance – Integrated Logistics Management – Concept – Importance - Types of Supply Chains and Examples - Process Views Of Supply Chain - Supply Chain Drivers and Metrics - Strategic, Tactical, and Operational Decisions in Supply Chain - Supply Chain Management:- Functions, Significance - Differences Between Logistics and Supply Chain Management - Importance of SCM in Tourism Industry - Logistics and SC Network Design - Network Design in a Supply Chain - Network Design in an Uncertain Environment.

Unit – II

Planning Demand and Supply: Demand Forecasting - Managing Uncertainty in Supply Chain Inventory Management – MRP- DRP - Transportation Management- Distribution Networks- Warehousing Management - Sourcing Decisions in Supply Chain- Third and Fourth Party Logistics Providers - Purchasing and Supplier Management Sourcing - Vendor Identification, Selection, Evaluation, Development - Supplier Relationship Management

Unit – III

Pricing And Revenue Management: Role of Pricing and Revenue Management in a Supply Chain - Pricing and Revenue Management for Multiple Customer Segments - Coordination in a Supply Chain: Bull Whip Effect, Lack of Coordination in a Supply Chain, CPFR; Supply Chain Performance Measures

Unit – IV

Global Logistics and SCM: International Logistics and Supply Chain Management – Importance of Logistics and SCM to International Business - Designing Global Supply Chain Networks - Globalisation and Supply Chain Challenges

Unit – V

IT and SCM: The Applications Enabling Technologies for Supporting Logistics and Supply

ChainDecision Role Of It In Logistics And SCM – ERP - Impact Of Internet And E-Commerce
- InternetEnabled Supply Chains: E-Operations, E-Marketplaces, E-Procurement, E-Logistics,
E- Fulfillment, Web Services - Supply Chain Automation and Supply Chain Integration -
Supply Chain Performance Measurement System

Case Studies: Green Supply Chain, Score Model, Fisher Framework, Hau Lee Framework,
Ford, Toyota, Dell Supply Chain

Reference Material

- Chopra, S., Meindl, P., Kalra, D.V. (2010), Supply Chain Management: Strategy, Planning and Operations. Pearson.
- Coyle, Bardi and Langley (2003), Thomson the Management of Business Logistics., 7th edition, Thomson Southwestern
- David Simchi-Levi, Philip Kaminsky (2003), Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, 2nd edition, Graw Hill.
- Irwin (2001), Strategic Logistics Management, 4 Ed. McGraw. HillRaghuram and Rangaraj, (2003) Logistics and SCM., Macmillan.
- Spear Steven & Bowen H.Kent, Decoding the DNA of the Toyota Production System, Havard Business Review, Sept-Oct 1999.
- Vinod V Sople, Logistics Management Pearson Education

Course Code : MTT 416	Core/ Elective : Elective
Course Title : Cruise Operations and Management	No. of Credits : 4

Objectives

- To critically reflect on the image of cruising and consider different types of cruises
- To understand the scale and scope of the cruise market
- To understand the roles and responsibilities on a cruise ship, the personnel structures, contracts, and organizations relevant to cruise vessels

Learning Outcome

- Will be able to understand the itinerary planning, products along with other issues related to cruise management

Unit – I

Cruise Operations and Cruise Products: History and Image of cruising – Cruise brands and market – Acquisitions and Mergers – Marketing actions and Alliances – The Cruise product – Brand value and vessel classification.

Unit – II

Cruise Geography and Itinerary planning: Primary cruising regions: The Caribbean – Europe and the Mediterranean – North America – Oceania and the South Pacific – other Cruise Destinations – Itinerary planning – Tourist Motivation – Shore Excursions – Case studies.

Unit – III

On Board Services: Roles and responsibilities on a cruise ship – Management of hotel services – Customer Service – Management of F&B services – Food production and service delivery system
– Customer demands and operation capabilities – Planning wine list.

Unit – IV

Management of facilities on Cruise: Revenue and Yield management – Administering accommodation – Aesthetics and Ergonomics – Accommodation systems – Environmental Issues
– Training staff – Skill Development – Learning and development – Learning of Cultures.

Unit – V

Maritime Issues, Legislation and Safety: Shipping Industry – Marine Security – Marine Pollution – Sanitation and Cleanliness – Maritime Organizations – Vessel Sanitation Program – Safety and risk assessing – Providing services to customers with special needs – The Norovirus.

Reference Material

- Ahuja S, Cruise Operations Management. Elsevier Science (Reprint Technical Science & Engineering).
- Cletus Fernandes, Food & Beverage service for students of Hospitality: For Hotel and Cruise line operations. Notion Press; 1st edition (29 October 2020).
- Philip Gibson and Richard Parkman, Cruise Operations Management: Hospitality Perspectives. Routledge; 3rd edition (4 October 2018)
- Philip Gibson, Cruise Operations Management. Routledge; Second edition (1 February 2012); Taylor & Francis Books India Pvt. Ltd.
- Philip Gibson, Cruise Operations Management: Hospitality Perspectives (The Management of Hospitality and Tourism Enterprises). A Butterworth-Heinemann Title; 1st edition (23 June 2006).

PROJECT REPORT

Project Work (4 Credits): Students are required to undertake a major individual piece of research work - the Project Report or Dissertation in the fourth semester. In contrast to the other elements of the programme, where students are guided fairly & closely, the aim of the final project is to provide them the opportunities to learn independently and develop confidence in identifying, defining, reflecting, and analyzing problems and issues pertaining to tourism destinations, products, and activities and integrate knowledge in the business context. It is an important part of the programme that tests students' abilities to understand and apply the theory, concepts and tools of analysis to a specific gap/problem/situation in tourism management. The project work consists of 4 Credits, out of which 3 credits are for the project report and 1 credit for proposal Seminar. Students would present the proposed topic of the project before commencement of the project work. The intricacies and implications of the research will be presented during the viva-voce conducted at the end of the semester. The project is ideally intended to be a critical exposition, which enables the use of reasoning power and knowledge of the relevant literature in the fields of tourism and allied areas. The emphasis is on applied research and the investigation of some practical problem and issue related to the situation in which an organization destination, site or system operates.

The Project provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long, comprehensive, and in-depth study. Thus, the entire research process itself is of utmost significance. Students maintain regular contact with their supervisors and also provide drafts of their work for continuous verification and guidance. Immediately after the completion of the third semester, students shall commence the study and are required to define area of investigation, carve out research design, assemble relevant data, analyze the data, draw conclusions and make recommendations. They are expected to demonstrate organizational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The Project Report and Viva-Voce Examination will be evaluated by an external examiner and an internal examiner (respective faculty guide). The external examiner shall be approved by the Dean-in-charge. Project Report will be valued for a weightage of 50 marks followed by Viva-Voce Examination for 50 marks (Total 100 marks).