Program Educational Objectives (PEOs) :

Masters degree in Business Administration (Tourism Management) is designed to facilitate the prospective managers to effectively manage the hospitality and tourism operations.

1. To have an overview about the hospitality and tourism industry globally and gain insights about the tourism practices in India.
2. To learn the qualitative and quantitative tools and techniques for effective managerial decision making.
3. To have real time industry orientation and practice.

Program Outcomes (POs) :

a. Knowledge about the hospitality and tourism industry practices.
b. Ability to understand the process and apply specific practices to improve effectiveness and productivity in tourism operations.
c. Ability to develop a framework for research in the tourism domain.
d. The capability to hypothesize and test specific tourism related concepts using statistical tools.
e. Ability to update to current practices followed globally in hospitality and tourism and to customize the same to the Indian context.
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### EMPLOYABILITY ENHANCEMENT COURSES (EEC)

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OBJECTIVES :
Acquire a reasonable knowledge in accounts Analysis and evaluate financial statements

UNIT I  FINANCIAL ACCOUNTING  12

UNIT II  ANALYSIS OF FINANCIAL STATEMENTS  12
Analysis of financial statements – Financial ratio analysis, Interpretation of ratio for financial decisions – Comparative statements – Cash flow (as per Accounting Standard 3) and Funds flow statement analysis – Trend Analysis.

UNIT III  COMPANY ACCOUNTS  12
Meaning of Company – Issue of Shares – Issue and Redemption of debentures – Profit or loss Prior to incorporation – Final Accounts of Company.

UNIT IV  COST ACCOUNTING  12

UNIT V  MARGINAL COSTING  12
Management Accounting – Marginal Costing – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems – Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing)

OUTCOME
Possess a managerial outlook at accounts.

TEXT BOOKS

REFERENCES
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2014
OBJECTIVE:
- To create the knowledge of Legal perspective and its practices to improvise the business.

UNIT I COMMERCIAL LAW

THE INDIAN CONTRACT ACT 1872

THE SALE OF GOODS ACT 1930

UNIT II COMPANY LAW
Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT III INDUSTRIAL LAW

UNIT IV INCOME TAX ACT AND SALES TAX ACT

UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS

OUTCOME:
- Legal insight will be established in the business practices according to the situation of changing environment.

TEXT BOOKS

REFERENCES
2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
OBJECTIVE:
- To provide an overview of theories and practices in organizational behaviour in individual, group and organizational level.

UNIT I   FOCUS AND PURPOSE 5
Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT II  INDIVIDUAL BEHAVIOUR 12

UNIT III  GROUP BEHAVIOUR 10
Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

UNIT IV  LEADERSHIP AND POWER 8

UNIT V  DYNAMICS OF ORGANIZATIONAL BEHAVIOUR 10

TOTAL: 45 PERIODS

OUTCOMES:
- Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

TEXT BOOKS

REFERENCES
OBJECTIVE:

- To learn the applications of statistics in business decision making.

UNIT I  INTRODUCTION
Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem, and random variables. Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT II  SAMPLING DISTRIBUTION AND ESTIMATION
Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III  TESTING OF HYPOTHESIS - PARAMETRIC TESTS
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV  NON-PARAMETRIC TESTS

UNIT V  CORRELATION AND REGRESSION

OUTCOME:

- To facilitate objective solutions in business decision making under subjective conditions.

TEXT BOOKS:

REFERENCES:
UNIT I INTRODUCTION

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

UNIT III PRODUCT AND FACTOR MARKET

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

OUTCOMES:
- Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

TEXT BOOKS
TM7102 MANAGEMENT CONCEPTS L T P C 3 0 0 3

OBJECTIVE:
- To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today’s business firms.

UNIT I INTRODUCTION TO MANAGEMENT 9

UNIT II PLANNING 9

UNIT III ORGANISING 9
Nature and purpose of organizing- Organization structure- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Career development- Career stages- Training- Performance appraisal

UNIT IV DIRECTING 9
Managing people- Communication- Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.

UNIT V CONTROLLING 9
Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations.

OUTCOMES:
- The students should be able to describe and discuss the elements of effective management,
  ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.

TEXT BOOKS:

REFERENCES:
OBJECTIVE:
- To provide an overview of the various elements of Tourism Management and to realize the potential of tourism industry in India.

UNIT I  RESPONSIBLE TOURISM

UNIT II  TOURISM INDUSTRY

UNIT III  TOURISM DIMENSIONS

UNIT IV  SOCIO, ECONOMIC & ENVIRONMENTAL ASPECTS OF TOURISM
Socio Economic Aspects of Tourism : Employment generation, earnings of Foreign exchange, National Integration, Regional Development, Patronage to local handicrafts, Cultural Exchange, Development of Human relations, International understanding and World Peace - Political & Environmental impacts of Tourism- EIA, Carrying Capacity- different types.

UNIT V  TOURISM POLICIES

OUTCOMES:
- Students will learn the practices and ways to promote the tourism industry.

TEXT BOOKS

REFERENCES
OBJECTIVES:
- To familiarize learners with the mechanics of writing
- To enable learners to write in English precisely and effectively.
- To enable learners to speak fluently and flawlessly in all kinds of communicative contexts with all nationalities.

UNIT I  PERSONAL COMMUNICATION  12
Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific - Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information, oral reports, extempore.

UNIT II  EMPLOYABILITY SKILLS  12
Interview skills – HR and technical – Types of interview, preparation for interview, mock interview, Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques. Time management and effective planning – identifying barriers to effective time management, time management techniques, relationship between time management and stress management.

UNIT III  WORK PLACE COMMUNICATION  12
e-mails, minutes, reports of different kinds – annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

UNIT IV  RESEARCH WRITING  12
Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

UNIT V  WRITING FOR MEDIA AND CREATIVE WRITING  12
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

TOTAL: 60 PERIODS

Note: It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course.

OUTCOMES:
Learners should be able to
- Get into the habit of writing regularly.
- Express themselves in different genres of writing from creative to critical to factual writing.
- Take part in print and online media communication
- Read quite widely to acquire a style of writing and
- Identify their area of strengths and weaknesses in writing.
- Speak confidently with any speakers of English, including native speakers.
- Speak effortlessly in different contexts – informal and formal.

REFERENCES:
Management books
  Robin Sharma - The greatness guide
  Steven Covey - 7 Habits of Effective people
  Arindham Chaudhuri - Count your chickens before they hatch
  Ramadurai - TCS Story

Blogs : Seth Godwin, Guy Kawasaki, Kiruba Shankar
Review : Harvard Business review
Reports : Deloitte Netsis
Magazines : Bloomberg Businessweek, Economist


TM7201 FINANCIAL MANAGEMENT IN TOURISM L T P C

OBJECTIVES:
Facilitate student to
  • Understand the operational nuances of a Finance Manager
  • Comprehend the technique of making decisions related to finance function

UNIT I FOUNDATIONS OF FINANCE  9

UNIT II INVESTMENT DECISIONS  9
Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Concept and measurement of cost of capital - Specific cost and overall cost of capital.

UNIT III FINANCING AND DIVIDEND DECISION  9

UNIT IV WORKING CAPITAL MANAGEMENT  9

UNIT V LONG TERM SOURCES OF FINANCE  9

TOTAL: 45 PERIODS

OUTCOMES:
  • Possess the techniques of managing finance in an organization

TEXT BOOKS
REFERENCES

TM7202 HOSPITALITY MANAGEMENT
L T P C
3 0 0 3

OBJECTIVE:
• To enlighten the students about the major functions in the hospitality industry.

UNIT I INTRODUCTION TO HOSPITALITY & TOURISM

UNIT II HOTEL INDUSTRY

UNIT III FOOD SERVICE & LODGING

UNIT IV HOUSEKEEPING & FRONT OFFICE MANAGEMENT

UNIT V HOSPITALITY AND RELATED SECTORS

TOTAL: 45 PERIODS

OUTCOME:
• The students would be aware about the ingredients of hospitality industry.

TEXT BOOKS:
OBJECTIVE:
- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 5

UNIT II THE CONCEPT OF BEST FIT EMPLOYEE 8

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT 10
Types of training methods purpose benefits resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT IV SUSTAINING EMPLOYEE INTEREST 12

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS 10

TOTAL:45 PERIODS

OUTCOME:
- Students will learn the skills needed to be a best fit employee and be proficient as a human resources professional in the hospitality and tourism industry.

TEXTBOOKS

REFERENCES
OBJECTIVE:

- To make the students of tourism understand the principles of scientific methodology in business enquiry, develop analytical skills of business research and to prepare scientific business reports.

UNIT I INTRODUCTION


UNIT II RESEARCH DESIGN AND MEASUREMENT


UNIT III DATA COLLECTION


UNIT IV DATA PREPARATION AND ANALYSIS

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH


OUTCOME:

- The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making.

TEXT BOOKS

OBJECTIVE:
- To learn the philosophies and tools of services operations and quality.

UNIT I UNDERSTANDING SERVICES 12
Services – Importance, role in economy – Nature of services – Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; Stages in service firm competitiveness.

UNIT II DESIGNING THE SERVICE FIRM 12

UNIT III MANAGING SERVICE OPERATIONS 12

UNIT IV INTRODUCTION TO QUALITY MANAGEMENT 12

UNIT V CONCEPTS OF SERVICES QUALITY 12

OUTCOME:
- To apply services operations and quality tools and techniques in tourism sector.

TEXTBOOKS

REFERENCES
2. Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.
OBJECTIVE:

- To expose students to Tourism marketing and Tourist behaviour. It throws focus on the right marketing mix for Tourism Industry and enlightens on the trends in Tourism Marketing.

UNIT I  INTRODUCTION TO TOURISM MARKETING  9

UNIT II  TOURISM MARKETS & TOURIST BEHAVIOR  8

UNIT III  TOURISM MARKETING MIX - I  12

UNIT IV  TOURISM MARKETING MIX – II  8

UNIT V  TOURISM MARKETING STRATEGIES  8

TOTAL: 45 PERIODS

OUTCOME:

- By the end of the course, students should be able to understand marketing principles and acquire tourism specific marketing skills.

TEXT BOOKS

2. Philip Kotler, John T Bowen, James C Makens (2012), Marketing for Hospitality and Tourism, Pearson, New Delhi

REFERENCES:

OBJECTIVE:
- To prepare the learners with knowledge and skills on the travel industry, its types.

UNIT I INTRODUCTION
Travel Industry – modes of Travel – Air, Rail, Road, Sea, Authorities; Classification of travels- Inland & Outbound- Pilgrimage Tours

UNIT II TRAVEL AGENCY
Travel Agency – Travelogues - Organisation, scope and functions, types - proprietorship, partnership, private limited; Setting up Travel Agency- procedure and formalities, Agency Recognition ; Agency Management -sources of funding; marketing, Commission Structure ;Govt rules and approval, accreditation procedures .

UNIT III COMPONENTS OF TRAVEL MANAGEMENT
Market Survey and Research , A Guide to Marketing of Leisure Activities, Marketing Techniques of a Travel management - Marketing of Conferences, Congress, Conventions, Incentive Travel, Workshops, Seminars, MICE, Fare constructions and Scheduling - railway and airlines, consumer mix, Rules and regulations for registration - International Travel Formalities- Foreign Exchange Regulations, passport, visas, Clearances and other Procedures.

UNIT IV CARGO MANAGEMENT
Air & Sea ,Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transhipment, Handling at Destination, Regulations.

UNIT V MODERNISATION AND TRENDS IN TRAVEL INDUSTRY
Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Take Overs, Consolidations, and Acquisitions in Travel Industry.

TOTAL : 45 PERIODS

OUTCOME:
- The learners will have a complete idea about the different concepts, trends and strategies used in this industry.

TEXT BOOKS

REFERENCE
OBJECTIVE:
- To have hands-on experience on the functional softwares of the tourism industry

1. Creating Charts, bars using SpreadSheet
2. Pivot table - Application of pivot table in tourism and hotel industry.
3. Web page design - Design of Static page
4. Searching, building, retrieval display and cancel of PNR-Fare display - Itinerary pricing - Issue of tickets: Galileo
5. Searching, building, retrieval display and cancel of PNR-Fare display - Itinerary pricing - Issue of tickets: Amadeus
6. Searching, building, retrieval display and cancel of PNR-Fare display - Itinerary pricing - Issue of tickets: Abacus
7. Searching, booking, retrieval display and cancellation - Fare display - Itinerary pricing: Integrated CRS/Fidelio
8. Build a Social Networking Page, Connect with people, Engage with audience
9. Design on mobile applications.
10. Use booking data and test on ANOVA

TOTAL: 60 PERIODS

OUTCOMES
Knowledge of spreadsheets and tourism software
- Spreadsheet Software and
- Tourism software

TEXT BOOKS
5. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012
6. Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dreamtech, 2011

BA7251 STRATEGIC MANAGEMENT

OBJECTIVE:
- To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.
UNIT I STRATEGY AND PROCESS

UNIT II COMPETITIVE ADVANTAGE

UNIT III STRATEGIES

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION
The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES
Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study

TOTAL: 45 PERIODS

OUTCOME :
- This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

TEXT BOOKS

REFERENCES
OBJECTIVES:
- To provide the background of Indian culture and heritage
- To give students a solid foundation for understanding and managing cultural diversity in the workplace.

UNIT I INTRODUCTION TO INDIAN CULTURE AND HERITAGE 9
Salient features of Indian culture – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition, Indian cultural heritage.

UNIT II CULTURAL DIMENSIONS AND REFLECTIONS 10
Key elements of Indian cultural dimensions – Tangible and intangible culture – Dimensions of national cultures - Distinctiveness of Indian culture in personal life, social life and work life – languages and literature - Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism

UNIT III CULTURAL MIX 9
Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

UNIT IV CROSS CULTURAL MANAGEMENT 9
Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues-Cultural differences in ethics and decision making

UNIT V GLOBAL APPROACH 8
UNESCO – criteria, fairs and festivals, funding, committee and convention, reporting and monitoring, approved heritage sites-challenges, Impact of IT, Trends.

OUTCOMES:
The students should be able to
- Describe Indian culture and heritage,
- Explain how different national cultures can influence the individuals and groups in social and business settings

TEXT BOOKS:
1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi.

REFERENCES:
3. Rajiv Desai , Indian business culture - An Insider’s guide, Butterworth and Heinemann, 199
OBJECTIVE:
- The course aims to provide the past, present and future perspectives of international tourism. The factors and challenges influencing the growth of international tourism will be studied. The students will study the role of international regulatory bodies.

UNIT I THE GLOBAL ENVIRONMENT
Globalization- scope of international tourism- types, Cultural diversity- Intercultural theories-cultural practices-impact on tourism. Cultural influences on intercultural communication- social interactions.

UNIT II INTERNATIONAL TOURISM GROWTH

UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM
International Tourism (inbound and outbound tourism) trends in : Europe -France, Spain, Italy, and United Kingdom, USA, Mexico, Caribbean, Islands and Brazil, China, Thailand, Singapore, Australia, and New Zealand, South Africa, Kenya and Egypt.

UNIT IV INTERNATIONAL TRENDS

UNIT V ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ORGANISATIONS
Tourism Bodies :Need for Tourism organizations, Functions, Administrative set up: National Tourism Organization (NTO).

Tourism Organizations : Role of United Nations World Tourism Organization (UNWTO); World Travel & Tourism Council (WTTC); Pacific Asia Travel Association (PATA) : International Air Transports Association (IATA): International Union of Official Travel Organisation (IUOTO); UFTAA, WATA, International Civil Aviational Organisation(ICAO), Travel industry fairs – advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

TOTAL: 45 PERIODS

OUTCOME:
- The students will be able to comprehend the importance of international tourism, trends, formalities. They will know the importance of regulatory bodies in international tourism.

TEXT BOOKS:

REFERENCES

TM7303 TOURISM GEOGRAPHY L T P C 3 0 0 3

OBJECTIVE:
• To introduce students to the various geographical locations of tourist places, weather climate and distances, the different routes between them and the different characteristics of places which are important for tourism.

UNIT I FUNDAMENTALS
Definition, scope and importance of Tourism geography, Climatic variations, Natural and climatic regions of world, Impact of weather and climate on Tourist destinations. Study of maps, longitude & latitude, international date line, time variations, time difference, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time).

UNIT II FACTORS OF TOURISM DEVELOPMENT

UNIT III POLITICAL AND PHYSICAL FEATURES OF INDIAN GEOGRAPHY
Indian Geography, physical and political features of Indian subcontinent. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

UNIT IV POLITICAL AND PHYSICAL FEATURES OF AMERICAS AND EUROPE
Destinations in North America - United States of America: New York, Washington DC, Florida, Los Angeles, Las Vegas, San Francisco, Orlando, Dallas. Canada: Ontario, Ottawa, Montreal, British Columbia. Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Chile, Brazil. Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

UNIT V POLITICAL AND PHYSICAL FEATURES OF AFRICA, ASIA AND THE PACIFIC

TOTAL: 45 PERIODS

OUTCOMES:
• General knowledge of worldwide tourism flows
• Ability to Plan a trip to a tourism destination

TEXT BOOKS:
REFERENCES:

TM7304 TOURISM PRODUCTS IN INDIA

OBJECTIVE:
• To enable the students to understand the tourist resources in India, prepare a theme based tour itinerary and manage the tourist destinations travel.

UNIT I INTRODUCTION

UNIT II NATURAL RESOURCES
Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves – Back water Tourism - Mountain and Hill Tourist Destinations – Islands, Beaches, Caves & Deserts of India.

UNIT III TOURISM CIRCUITS

UNIT IV MANMADE DESTINATIONS AND THEME PARKS

UNIT V CONTEMPORARY DESTINATIONS IN INDIA
Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Camping Tourism, Medical Tourism and Pilgrimage Tourism.

TOTAL: 45 PERIODS

OUTCOME:
• The students would be able to understand the needs of the tourists and manage their destination requirements.

TEXTBOOKS:

REFERENCES:
1. Stephen Ball (2007), Encyclopedea of Tourism Resources in India,B/H.
OBJECTIVE:
- To study the flow of activities and functions in today’s lodging operation. To make the learner understand about the operation and the management of front office and Housekeeping departments in hotels.

UNIT I  INTRODUCTION

UNIT II  FRONT OFFICE MANAGEMENT

UNIT III  HOUSE KEEPING MANAGEMENT
Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive house keeper, floor supervisor, room attendant – House Keeping Control desk.

UNIT IV  HOUSE KEEPING FUNCTION

UNIT V  INFRASTRUCTURE MANAGEMNET & OTHER SOURCES

OUTCOME:
- The student shall be competent for handling Front Office and Housekeeping management operations. The student will be equipped with knowledge on a wide range of front office and housekeeping tasks and situations in a commercial environment.

TEXT BOOKS:

REFERENCES:
OBJECTIVE:

- To prepare the learners with knowledge and skills essential to understanding and manage the needs of destination

UNIT I  INTRODUCTION

Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination - Uniqueness of destination management- stakeholders in destination management- destination governance- destination management organization (DMO)-

UNIT II  TOURISM DESTINATION PLANNING

Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process- Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis, Regional analysis. Stages in destination planning- Benefits of strategic plans- Outcome of destination planning - formulation of master plan, implementation of plan; resort development – Economic impact of Tourism.

UNIT III  TOURISM DESTINATION MANAGEMENT


UNIT IV  SUSTAINABLE TOURISM DESTINATION DEVELOPMENT


UNIT V  EMERGING TRENDS IN DESTINATION MANAGEMENT


TOTAL : 45 PERIODS

OUTCOME:

- The learners shall be competent for analyzing how the destinations are segmented to handle and design a product of their own.

TEXTBOOKS:


REFERENCES:

2. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann
OBJECTIVE:
- To develop and strengthen entrepreneurial quality and motivation among students.
- To impart the basic entrepreneurial skills and understanding of opportunities to become an entrepreneur in tourism industry.

UNIT I ENTREPRENEURIAL COMPETENCE

UNIT II ENTREPRENEURIAL ENVIRONMENT

UNIT III BUSINESS PLAN PREPERATION

UNIT IV LAUNCHING OF SMALL BUSINESS IN TOURISM

UNIT V MANAGEMENT OF TOURISM BUSINESS

OUTCOME:
- The students will gain knowledge and skills essential for effectively and efficiently managing business in tourism industry.

TEXT BOOKS:

REFERENCES:
OBJECTIVE:
- This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.

UNIT I  EVENT CONTEXT

UNIT II  EVENT PLANNING & LEGAL ISSUES

UNIT III  EVENT MARKETING

UNIT IV  EVENT OPERATION

UNIT V  SAFETY & EVENT EVALUATION

TOTAL: 45 PERIODS

OUTCOME:
- At the end of the course students can plan, develop, manage and implement an event successfully. Student can enhance their professional skills in the field of Event Management, to prepare them for successful careers in this field.

TEXT BOOKS:
2. Lynn Van Der Wagen, & Brenda R. Carlos , Successful Event Management.

REFERENCES
OBJECTIVES:

- Acquire knowledge in Karmayoga and Applications of Management.

UNIT I UNDERSTANDING OF KARMAYOGA


UNIT II MOTIVATION THROUGH INTEGRAL KARMAYOGA


UNIT III HOLISITIC INTEGRAL DEVELOPMENT

Consciousness framework - Integral Yoga of Sri Aurobindo - Understanding evolution of the inner being - Transformative actions in the outer world - Development of concentration, will, faith, aspiration, rejection, surrender, inner sensing and soul forces- Development of wisdom, power, harmony and perfection.

UNIT IV APPLICATION OF SELECTED TEACHINGS FROM ANCIENT INDIAN LITERATURE

Core values and ethics -Types of personalities, self-identity, emotional and social competenceManaging conflict - Leadership - Behavioural Dynamics-Mentoring, Coaching and Guidance perspectives.

UNIT V SPIRITUAL BENEFITS THROUGH HOLISITIC INTEGRAL KARMA YOGA AND MANAGEMENT

Cases of Personalities and events and their spiritual relevance in the me in the modern world-Spiritual Benefits to Individuals - Spiritual Benefits to Teams - Spiritual Benefits to Organisation - Benefits to the Society - Benefits to the stakeholders - Emerging Trends

OUTCOME:

- Possess Managerial Competence of Karmayoga and Management.

REFERENCES

4. Sri Aurobindo (1920), The Renaissance in India, Sri Aurobindo Ashram Publication Department, Pondicherry;
5. Sri Aurobindo (1957), The Mother, Sri Aurobindo Ashram Publication Department, Pondicherry; Sri Aurobindo and The Mother (1987), How to Cultivate Concentration, Sri Aurobindo Society, Puducherry.
OBJECTIVES:
- To introduce the student to the broad base of study needed for understanding of the fundamentals of and issues in leisure and recreation management.

UNIT I  INTRODUCTION TO RECREATION  9

UNIT II  RECREATIONAL BUSINESSES  9
Recreational Resources - the Demand and Supply for Recreation and Tourism – Recreation Vehicles, parks, adventure travel, winter sports, historic sites, camping, resorts, motor coach operators, enthusiast groups, recreation product manufacturers - Recreation and leisure services.

UNIT III  RECREATION MANAGEMENT  9

UNIT IV  RECREATION MARKETING  9

UNIT V  RECENT TRENDS  9
Trends in the recreation industry - Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience - Tourism recreation and climate change - Environmental perspectives on coastal recreation and tourism. Technology impacts on Recreation & Leisure.

OUTCOMES:
- Ability to design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES
OBJECTIVE:
- To give an overview of global health care practices and strategies for marketing and communications in India with focus on international tourists.

UNIT I INTRODUCTION TO HEALTH CARE IN INDIA
9

UNIT II GLOBAL HEALTH
9
Global health – Health Inequalities-Socioeconomic factor s& health-Globalization and emerging Infectious diseases- Health effects and Environment- Global health payers and players.

UNIT III MACRO PERSPECTIVE
9
Effects of medical tourism in nation’s economy – development of supporting services for medical tourism – role of government – Private sector – voluntary agencies in promotion of medical tourism, Medical tourism – significance- Medical tourism as an industry- Medical tourism destinations – Types and flow of medical tourists- Factors influencing choice of medical tourism destinations

UNIT IV MARKETING STRATEGY AND COMMUNICATION
9
Strategy formulation to attract and retain national and global medical tourists – Positioning of Indian medical services –Traditional and non traditional – “Wellness, Ayurvedic, Spa - Pricing of Medical Services. Integrated communication for medical tourists – Online and offline communications – Relationship management with medical tourists.

UNIT V EMERGING TRENDS
9

TOTAL : 45 PERIODS

OUTCOME:
- The students will have an overview of contemporary tourism practices and global perspectives.

REFERENCES:
2. Raj Pruthi , Medical Tourism in India , Arise publishers & Distributors, 2006

OBJECTIVE:
- To make the students knowledgeable in tour operations and its related documentation. The students will study the tour preparation and marketing of the tour products. They will also study the role of guides and escorts.
UNIT I  TOUR INDUSTRY  9

UNIT II  ITINERARY PREPARATION  9
Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary-meaning, types preparation, starting of tour operation business, departments of tour operation, tour departure procedure, activities.

UNIT III  TOUR OPERATION BUSINESS  9
Role and relevance of tour operation business. Tour operational techniques – Booking a tour-reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, food and beverages, transportation delays - Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson.

UNIT IV  MARKETING AND PROMOTION OF TOUR  9
Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages – Indian and World Tourism Day.

UNIT V  GUIDING AND ESCORTING  9
Guiding and Escorting : Meaning, concepts in guiding, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre post and during tour responsibilities, check list, safety and security, insurance, first aid, handling emergencies, leading a group, code of conduct.

TOTAL: 45 PERIODS

OUTCOME:
• The students will have good learning on tour operations business. They can prepare and market tour itinerary. They will know the importance of tour operators, guides and escorts.

TEXT BOOKS:

REFERENCES
OBJECTIVES:
- To facilitate in the understanding of travel media and its role in tourism promotion through public relations.
- To impart and equip the students with practical know-how on travel writing and dynamics of making of travelogues.

UNIT I  FOUNDATIONS OF TRAVEL WRITING  9

UNIT II  ELECTRONIC MEDIA IN TOURISM  9

UNIT III  INNOVATIONS IN TOURISM AND TRAVEL MEDIA  9
Idea Generation for Travel Articles – Journey Pieces – Activity Pieces – Special Interest Pieces – Side Trips – Reviews – Own Travel experiences – Ideas from other Sources- Recent Trends .

UNIT IV  PUBLIC RELATIONS  9

UNIT V  MANAGEMENT OF INNOVATIONS IN TRAVEL JOURNALISM  9

TOTAL: 45 PERIODS

OUTCOME:
- The students will gain knowledge and skills essential for effectively and efficiently handling and solving travel media and public relations issues in tourism industry.

TEXT BOOKS :

REFERENCES :