VISION
To be an Iconic Management Institute in the development of competent and socially conscious management professionals.

MISSION
• To focus on developing holistic and specialized management graduates.
• To collaborate with all stakeholders in management education for mutually beneficial outcomes.
• To be a management Institute with a societal perspective.
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# Master of Business Administration – Tourism Management

## Regulations – 2023

### Choice Based Credit System

#### Curriculum and Syllabi

#### Semester – I

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**NOTE:** *Students need to choose one elective from the Employability Skills Elective list*
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** Students should choose two PE Courses from each of the vertical’s list of functional electives in consultation with the Head of the Institution.

Summer internship – minimum of 4 weeks of internship. Internship report and chronological diary has to be submitted.

### SEMESTER – IV

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Total credits = 30 + 31 + 29 + 12 = 102 credits
There will be three verticals and students have to choose 2 subjects from the three verticals.

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**Vertical 1: Hospitality (4 subjects)**

| 1.     | TM3008       | Tour Operations                                  | PEC      | 3    | 0    | 0               | 3         | 3       |
| 2.     | TM3009       | Destination Planning and Management              | PEC      | 3    | 0    | 0               | 3         | 3       |
| 3.     | TM3010       | Tourism Geography                                | PEC      | 3    | 0    | 0               | 3         | 3       |
| 4.     | TM3011       | Ticketing and Reservation System                 | PEC      | 3    | 0    | 0               | 3         | 3       |

**Vertical 2: Travel (4 subjects)**

| 1.     | TM3012       | Adventure and Sports Tourism                     | PEC      | 3    | 0    | 0               | 3         | 3       |
| 2.     | TM3013       | International Tourism                            | PEC      | 3    | 0    | 0               | 3         | 3       |
| 3.     | TM3014       | Leisure and Recreational Tourism                 | PEC      | 3    | 0    | 0               | 3         | 3       |
| 4.     | TM3015       | Meetings, Incentives, Conferences and Exhibitions| PEC      | 3    | 0    | 0               | 3         | 3       |
| 5.     | TM3016       | Eco tourism and Sustainable Development          | PEC      | 3    | 0    | 0               | 3         | 3       |

**Vertical 3: Special Interest Tourism (5 subjects)**

| 1.     | TM3017       |                                                    | PEC      | 3    | 0    | 0               | 3         | 3       |
| 2.     | TM3018       |                                                    | PEC      | 3    | 0    | 0               | 3         | 3       |
| 3.     | TM3019       |                                                    | PEC      | 3    | 0    | 0               | 3         | 3       |
| 4.     | TM3020       |                                                    | PEC      | 3    | 0    | 0               | 3         | 3       |
| 5.     | TM3021       |                                                    | PEC      | 3    | 0    | 0               | 3         | 3       |

**Summary Credit Distribution for Various Category of Course by Semester Wise**

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OBJECTIVES:
Students should obtain thorough information on the conceptual aspects of tourism and related sectors.

UNIT I INTRODUCTION 12

UNIT II FORMS OF TOURISM 12

UNIT III TOURISM INDUSTRY 12
Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities and Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure and Superstructure.

UNIT IV TOURISM THEORY 12
Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson and Wall’s Travel Buying Behaviour 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 POLICIES 12

TOTAL HOURS: 60

COURSE OUTCOMES:
On completion of course, students should be able to:
CO1: Learn the nature and concept of tourism.
CO2: Understand the various forms of tourism and its demand.
CO3: Understand the primary structures, functions and operations of tourism industry.
CO4: Explore the various theories of tourism.
CO5: Gain insights of the Tourism policies in the national and international context.

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REFERENCES

TM3102 MANAGEMENT FUNCTIONS AND BEHAVIOUR

COURSE OBJECTIVES
To develop capabilities and skills for the successful management of organizations.

UNIT – I MANAGEMENT CONCEPTS AND FUNCTIONS

UNIT – II PLANNING AND ORGANIZING:

UNIT – III DIRECTING AND CONTROLLING:

UNIT – IV ORGANIZATIONAL BEHAVIOUR:

UNIT – V GROUP DYNAMICS:

TOTAL HOURS: 60

COURSE OUTCOMES:
On completion of course, students should be able to:
CO1 Understand various management concepts, skills required and ethics in tourism business.
CO2 Understand and develop an In-depth knowledge of the planning and organizing functions of management in a real time management context.
CO3 Develop insights on directing and controlling functions of management in a real time management context.
CO4 Understand the complexities associated with management of individual behaviour in the organizations.
CO5 Develop the skillsets to manage group behaviour in Organizations.
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REFERENCES:

TM3103 ACCOUNTING AND FINANCIAL MANAGEMENT

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COURSE OBJECTIVE:
To understand and apply the principles of accounting and financial management and take major financial decisions.

UNIT I FINANCIAL ACCOUNTING
Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles– Double Entry System – Accounting Cycle - Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet - Reading the financial statements.

UNIT II FINANCIAL ANALYSIS AND WORKING CAPITAL

UNIT III COST ACCOUNTING
Cost Accounting - Standard costing, Marginal Costing, and Profit Planning – Cost, Volume, Profit Analysis – Break Even Analysis – Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget

UNIT IV FOUNDATIONS OF FINANCE

UNIT V FINANCING AND INVESTMENT DECISION

TOTAL HOURS: 60
COURSE OUTCOMES:
On completion of course, students should be able to:
CO1: Understand, analyze and interpret financial statements
CO2: Recall the tools and techniques of financial analysis and analyze the financial performance
CO3: Understand and analyze the cost accounting information and estimate the performance using various tools
CO4: Recall the basic concepts of financial management and estimate the risk and return of securities
CO5: Understand and apply the concept of capital structure and cost of capital and evaluate investment projects

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REFERENCES:
UNIT IV MACRO ECONOMIC VARIABLES

UNIT V COMMODITY AND MONEY MARKET

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1 Learn the basic concepts of managerial economics that helps the firm in decision making process.
CO2 Understand about the Basic concepts of Demand, Supply and Equilibrium and their determinants
CO3 Discover production function and market structure
CO4 Illustrate macroeconomics concepts like National income, Savings and Investment, Indian Economic Policy and planning
CO5 Possess better knowledge about Money market, Monetary and Fiscal policy, inflation and deflation, FDI and globalization and Cashless economy and digitalized cash transfers.

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REFERENCES:

TM3104 LEGAL ASPECTS OF TOURISM L T P C 4 0 0 4
COURSE OBJECTIVE:
To provide students insights to the basic principles of various Laws, Codes, rules and regulations relating to tourism planning and operations.

UNIT I INTRODUCTION
UNIT II LAWS ON CONTRACT AND CONSUMER PROTECTION 12

UNIT III LAWS ON ACCOMMODATION AND TRANSPORT 12
Legal aspect in Tourism: Laws relating to accommodation – travel agencies - land tour operation sector. Law and regulations related to airlines and airways - laws related to surface transport - recreational flying in India.

UNIT IV LAWS ON CUSTOMS AND ADVENTURE TOURISM 12
Citizenship – Passport - Visa - Travel Insurance - FEMA – Foreigners Registration Act – Customs – Authorities and permits -Special permits to restricted areas for foreign tourist in India - permits related to various monasteries - Law designed for Adventure Tour operation - special permits for rafting – paragliding - heli-skiing and angling - IMF rules for mountain expeditions.

UNIT V ENVIRONMENT ACT 12

TOTAL HOURS: 60

COURSE OUTCOMES
On completion of this course, students should be able to:
CO1. Outline the Branches of Law and its basic principles
CO2. Discuss the laws related to contract and consumer protection
CO3. Elaborate on the laws related to accommodation and transport
CO4. Recall and relate the fundamentals of customs and laws relating to adventure tourism
CO5. Show the need for Environment Act and tourism legislation

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REFERENCES:
5. Mukesh Ranga, Legal Perspectives In Indian Tourism, 2004, Abhijeet Publications
6. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
7. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation, GOI.
COURSE OBJECTIVE
To build a comprehensive tourism marketing plan incorporating marketing mix and extended marketing mix elements, target audience analysis and positioning strategies.

UNIT I  INTRODUCTION TO TOURISM MARKETING  9

UNIT II  TOURISM MARKETS and TOURIST BEHAVIOR  9

UNIT III  TOURISM MARKETING MIX-I  9

UNIT IV  TOURISM MARKETING MIX–II  9

UNIT V  TOURISM MARKETING STRATEGIES  9

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1. Identify and relate the key concepts and terminology in tourism marketing
CO2. Illustrate the fundamental principles and theories underlying tourism marketing strategies
CO3. Apply tourism marketing techniques to design effective promotional campaigns for various tourism products and destinations
CO4. Discover the effectiveness of different marketing channels and tools in the tourism industry and propose improvements based on data-driven insights
CO5. Interpret the impact of tourism marketing campaigns on consumer behavior and assess their contribution to the overall success of tourism businesses

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REFERENCES:

**TM3106**  
**HOSPITALITY MANAGEMENT**  
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**COURSE OBJECTIVE**
To gain exposure to the various departments of all hotel categories and learn about the hospitality sector’s contribution to the promotion of travel.

**UNIT I**  
**INTRODUCTION TO HOSPITALITY AND TOURISM**  
9

**UNIT II**  
**HOTEL INDUSTRY**  
9

**UNIT III**  
**FOOD SERVICE AND LODGING**  
9

**UNIT IV**  
**HOUSEKEEPING and FRONT OFFICE MANAGEMENT**  
9

**UNIT V**  
**HOSPITALITY AND RELATED SECTORS**  
9

**TOTAL HOURS: 45**

**COURSE OUTCOMES:**
On completion of this course, students should be able to:
CO1: Understand why service has become such an important facet of the hospitality industry.
CO2: Understand hotel ownership and developments via hotel franchising and management contracts.
CO3: Students will learn the different characteristics of chain and independent restaurants.
CO4: Explore the areas of housekeeping department.
CO5: Understand the relationship of recreation and leisure to wellness.

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BA3161  SOFT SKILLS I – EXECUTIVE COMMUNICATION  

COURSE OBJECTIVE:
To help the students develop the ability to communicate concisely and clearly to achieve business objectives

UNIT I   INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION  

UNIT II  BUSINESS COMMUNICATION WRITING MODELS AND TOOLS

UNIT III  EFFECTIVE PRESENTATIONS
Principles of Effective Presentations, Principles governing the use of audio-visual media.

UNIT IV  INTERVIEW SKILLS
Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting.

UNIT V  REPORT WRITING

Note: The emphasis of the entire subject should be on practical aspects.

Practical: Module 1
This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Practical - Module 2
This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their
presentation skills through impromptu speeches. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations.

Practical - Module 3
This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements and persuasive skills to convince the audience to accept a new policy/ suggestion/ product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

TOTAL HOURS: 60

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Develop good managerial communication skills
CO2: Ability to excel in different forms of written communication required in a business context
CO3: Develop good presentation skills
CO4: Understand interview skills
CO5: Prepare Business reports

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REFERENCES:
5. C. S. Rayadu, Communication by, HPH, 2015

Supplementary Reading Material
COURE OBJECTIVES:
To acquire knowledge about the destination by visiting the destinations, collect first-hand information about the places of tourist importance, people, climate, culture, accessibility, accommodation, transport network, safety and security measures.

COURSE OUTCOMES:
On completion of this course, students should be able to:

CO1: Recall and evaluate the destinations as potential tourism spots

CO2: Apply concepts in tourism and develop these destinations as tourist spots

CO3: Understand the challenges in different destinations for tourism development

CO4: Develop itineraries for promoting these destinations

CO5: Acquire first-hand information about the places of tourist importance, people, climate, culture, accessibility, accommodation, transport network, safety and security measures

NOTE: NO End Semester Examination is required

Pattern of Evaluation:
- Two presentations during a semester from the above list of destinations
- Individual/group geo-tagged photographs/videos, photograph/videos with tourists, community members, service providers, tourism offices, etc at tourism destinations.
- The students shall submit detailed report of their visits covering Five As (Attractions, Accessibility, Accommodation, Amenities and Activities) along with issues obstructing the destinations towards sustainable competitive advantage.
- The DFVs- I is a two-credit paper with 100 marks
- 60 marks for the submission of soft copy as well as hard copy of the report and
- 40 marks for the presentation of the report.
- The presentation of the same will be conducted as per the following methods.: 

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<td>CHARMING LOCALES</td>
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<td>ECOTOURISM SPOTS</td>
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<td>RESPONSIBLE TOURISM SPOTS</td>
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<td>OTHERS (UNEXPLORED / NEW LOCATIONS)</td>
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TOTAL HOURS: 60
1) Participation in Planning, Designing and Executing
2) Collection of information about Destinations
3) Report writing
4) Presentation

### CO-PO MAPPING

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### SEMESTER II

**TM3201 E-TOURISM**  
**L T P C** 4 0 0 4

**COURSE OBJECTIVES:**
Evaluate environmental/social impacts of e-tourism, understand sustainable practices, and analyze the role of smart technologies in destination management for sustainable tourism development.

**UNIT I INTRODUCTION TO E-TOURISM**
Overview of E-Tourism - Definition and scope of e-tourism, Evolution and importance of e-tourism in the travel industry, Impact of technology on the tourism sector; E-Tourism Models and Platforms - Types of e-tourism models (B2C, B2B, C2C, etc.), E-tourism platforms and their features (websites, mobile apps, social media, etc.), Comparison of different e-tourism platforms.

**UNIT II E-MARKETING STRATEGIES FOR TOURISM**
Digital Marketing in Tourism - Introduction to digital marketing and its relevance in the tourism industry, Online advertising, search engine optimization (SEO), and search engine marketing (SEM), Social media marketing, influencer marketing, and content marketing for tourism; Customer Relationship Management (CRM) - Importance of CRM in e-tourism, Customer segmentation and targeting, Personalization and customer loyalty programs in e-tourism.

**UNIT III E-TOURISM DISTRIBUTION CHANNELS**
Online Travel Agencies (OTAs) - Role and significance of OTAs in e-tourism, Partnership models between hotels, airlines, and OTAs, Challenges and opportunities in working with OTAs; Direct Online Sales Channels - Benefits of direct online sales for tourism businesses, Developing and managing a user-friendly booking engine, Best practices for optimizing direct online sales channels.

**UNIT IV E-TOURISM EXPERIENCE MANAGEMENT**
User Experience (UX) Design for Tourism Websites and Apps - Principles of UX design for e-tourism platforms, Creating engaging and user-friendly interfaces, Mobile responsiveness and usability considerations; Virtual Reality (VR) and Augmented Reality (AR) in Tourism- Applications of VR and AR in enhancing tourist experiences, Virtual tours, 360-degree videos, and immersive storytelling, Challenges and future trends in VR and AR for tourism.

**UNIT V E-TOURISM AND SUSTAINABILITY**
Sustainable Tourism Practices in the Digital Age- Environmental and social impacts of e-tourism, Green initiatives and eco-friendly practices in e-tourism, Responsible tourism promotion through digital platforms;
Smart Tourism and Destination Management - Role of smart technologies in destination management, Smart transportation, smart attractions, and smart accommodations, Data-driven decision-making for sustainable destination development

TOTAL HOURS: 60

COURSE OUTCOMES
On completion of this course, students should be able to:

CO1: Understand e-tourism's definition, scope, evolution, importance, and technology's impact on the tourism sector.

CO2: Explain various e-tourism models and platforms (B2C, B2B, C2C, websites, mobile apps, social media) and compare their features.

CO3: Apply e-marketing strategies (digital marketing, SEO, SEM, social media, influencer marketing, content marketing) to the tourism context.

CO4: Analyze the role of online travel agencies (OTAs), partnership models, and challenges/opportunities in working with OTAs.

CO5: Develop user-friendly tourism websites/apps using UX design, create engaging interfaces, and explore VR/AR applications for enhanced tourist experiences.

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REFERENCE BOOKS:


TM3206 EVENT MANAGEMENT

COURSE 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

History and Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry- Source and use of information technology on the event industry – Event Management as a profession – Perspectives on event : Government, Corporate and Community – Code of Ethics.

UNIT II EVENT PLANNING and LEGAL ISSUES

Develop event concepts- needs and opportunities for events, creative approaches to event concepts- event-Conceptualizing the event – Host, sponsor, Media, Guest, Participants , Spectators – Crew –
UNIT III EVENT MARKETING


UNIT IV EVENT OPERATION


UNIT V SAFETY and EVENT EVALUATION


TOTAL: 60 PERIODS

COURSE OUTCOMES:
The students will be able to,

CO1: Relate and explain the foundations of event management and MICE events

CO2: Design and develop event concept and discuss the legal regulations

CO3: Discuss and elaborate on event marketing, planning and strategies

CO4: Develop and evaluate skills related to event operations

CO5: Analyze and evaluate the safety measure of event management

CO6: Outline the essentials of event management business

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REFERENCES:
TM3202  HUMAN RESOURCE MANAGEMENT IN TOURISM  L T P C  4 0 0 4

COURSE OBJECTIVES:
To gain knowledge and competency in the field of human resources management in tourism industry

UNIT I  PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT  12

UNIT II  HUMAN RESOURCE PLANNING AND RECRUITMENT  12

UNIT III  TRAINING AND DEVELOPMENT  12

UNIT IV  EMPLOYEE ENGAGEMENT  12

UNIT V  PERFORMANCE EVALUATION AND CONTROL  12

TOTAL: 60 HOURS

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Apply the knowledge of the various aspects of HRM
CO2: Understand and apply the concepts and tools used in different HR functions
CO3: Develop the skills needed for a successful HR manager
CO4: Evaluate business problems and suggest solutions using HR concepts
CO5: Understand and evaluate the impact the emerging concepts in the field of HRM

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TM3203 TOURISM RESEARCH AND ANALYTICS

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COURSE OBJECTIVE:
To make the students of tourism to understand the principles of scientific methodology in business enquiry and undertake a systematic outlook towards business and social problems for the purpose of objective decision making.

UNIT I INTRODUCTION TO RESEARCH AND ETHICS IN RESEARCH

UNIT II RESEARCH DESIGN AND MEASUREMENT

UNIT III DATA COLLECTION & DATA PREPARATION

UNIT IV DATA ANALYSIS – I

UNIT V DATA ANALYSIS II & REPORT WRITING

TOTAL HOURS: 60

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Students understand and appreciate scientific inquiry, to write research proposals and develop
a knowledge of ethics involved in research.

**CO2:** The students would be able to design a research and devise measurement tools.

**CO3:** Students understand how to collect data and prepare data for analysis.

**CO4:** Students would understand and analyze data and find solutions to the problems.

**CO5:** Students would use appropriate techniques to analyze data and write research reports.

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**TM3204 TOURISM SERVICES OPERATIONS AND QUALITY MANAGEMENT**  

**COURSE OBJECTIVES**
To learn the philosophies and tools of services operations and quality in tourism.

**UNIT I UNDERSTANDING SERVICES**
Services – Importance, Role and Nature of services – Service Strategy – competitive environment, generic strategies, winning customers- competitive role of information in services.

**UNIT II DESIGNING THE SERVICE FIRM**

**UNIT III MANAGING SERVICE OPERATIONS**
Managing capacity and demand – Managing Waiting Lines – Queuing systems – Essential features, psychology of waiting – Managing for growth- expansion strategies, franchising, globalization;

**UNIT IV INTRODUCTION TO QUALITY MANAGEMENT**

**UNIT V CONCEPTS OF SERVICES QUALITY**

TOTAL HOURS: 60

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Relate and infer the nature of service operations
CO2: Design and develop services firms
CO3: Develop and Manage service operations
CO4: Recall and relate the concepts of quality management
CO5: Combine and Inculcate quality in service design and delivery

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REFERENCES:

TM3205 TRAVEL MANAGEMENT

COURSE OBJECTIVE
To get awareness of general travel and tourism industry trends

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

UNIT II TRAVEL AGENCY
Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator In bound, Outbound , Domestic, Ground and Specialized.

UNIT III COMPONENTS OF TRAVEL MANAGEMENT

24
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 and Sea Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transshipment, Handling at Destination, Regulations.

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

TOTAL HOURS: 60

COURSE OUTCOMES:
On completion of this course, students should be able to:

CO1: Describe the management components within the organizations of transportation
CO2: Understand the foundations for marketing assessments of the tourist, travel segments and vendor products and services.
CO3: Appreciate the role of cargo management in the domain of travel management
CO4: Define tourism along with appropriate industry models.
CO5: Understand the modernization and trends in travel industry

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REFERENCES:
1. Akhil Bali, Tourism and Travel Management: A Management Prospective, Notion Press, 2021
2. Dr. Apsara Saleth Mary, The Principles of Travel Agency and Tour Operation Management, White Falcon Publishing, 2021
3. M. R. Dileep, Tourism, Transport and Travel Management, Routledge, 2019

TM3211 SOFT SKILLS III: DATA ANALYTICS FOR TOURISM

COURSE OBJECTIVE:
To have hands-on experience in data analysis

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<th>SL.</th>
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COURSE OUTCOMES:

On completion of this course, students should be able to:

CO1: Apply knowledge of spreadsheets for business decision making
CO2: Apply knowledge about descriptive statistics
CO3: Understand and apply knowledge of tools and techniques
CO4: Understand and apply industry relevant techniques like revenue management
CO5: Knowledge of Launching a web page

CO-PO MAPPING

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</tbody>
</table>

REFERENCES:

3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using MicrosoftExcel" PHI,
OBJECTIVES:
- To develop an appreciation of culture, life-style and wisdom among students, and to apply classroom knowledge of courses to field realities and thereby improve learning

COURSE CONTENT:
1. Dynamics of society: Social, economic, political and cultural; Identifying groups in the community like women, children, elderly and disabled
2. Community goal setting: Inner Engineering
3. Participatory learning and social mapping: Approaches and methods, community mapping, project proposal and project management, concept and steps, Thematic maps
4. National development programs: History, status and way forward
5. Resource Mapping: Natural and Human resource mapping and management
6. Institutions: Engagement with school/ street/ Health center/ Panchayat/ SHGs
7. Community Awareness: Health & Hygiene/ Rights/ Policies and Programmes
8. Disaster Management: Disaster Preparedness - Risk reduction, Rehabilitation- Physical and psychological aspects
9. Professional Intervention: Partnership with Public, Private and Non-governmental organizations

TOTAL: 60 PERIODS

COURSE OUTCOMES:
CO1: Familiarise the students with the concept of community and social realities
CO2: In depth knowledge on institutions operating in the community
CO3: Ability to devise plans for disaster response and management
CO4: In depth knowledge of health and hygiene, rights and policies and programs in community
CO5: Identify the opportunities for contributing to community’s socio-economic improvements

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REFERENCES:
TM3301 TOURISM PRODUCTS OF INDIA

COURSE OBJECTIVE:
To develop innovative and culturally immersive tourism products for specific regions in India.

UNIT I INTRODUCTION

UNIT II NATURAL RESOURCES
Wildlife sanctuaries - National parks - Biosphere reserves—Backwater Tourism-Mountain and Hill Tourist Destinations—Islands, Beaches, Caves and 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, Sports Tourism, Medical Tourism and Pilgrimage Tourism- Camping Tourism.

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Identify the key features and characteristics of tourism products in India.
CO2: Illustrate the significance and value of tourism products in India.
CO3: Build knowledge of tourism products to develop itineraries and tour packages.
CO4: Discover the impact of tourism products on our economy in India.
CO5: Measure the sustainability practices and responsible tourism initiatives associated with tourism products in India.

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REFERENCES :
5. The Gazette of India: History and Culture, Vol.2
6. Incredible India website and Tourism websites of individual states like Tamil Nadu, Kerala, etc.

**TM3302 CULTURE AND HERITAGE: TOURISM PERSPECTIVE**

<table>
<thead>
<tr>
<th><strong>COURSE OBJECTIVES:</strong></th>
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<tr>
<td>To be able to apply knowledge of culture and heritage for developing business from a tourism perspective</td>
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**UNIT I INTRODUCTION TO INDIAN CULTURE AND HERITAGE**

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**

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**

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**

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**

UNESCO – criteria, fairs and festivals, funding, committee and convention, reporting and monitoring, approved heritage sites-challenges, Impact of IT, Recent Trends.

**TOTAL HOURS: 45**

**COURSE OUTCOMES:**

On completion of this course, students should be able to:

**CO1.** Describe Indian culture and heritage.

**CO2.** Identify the influence of different national cultures

**CO3.** Appreciate the relevance of cultural mix elements

**CO4.** Appreciate the significance of cross-cultural management

**CO5.** Understand global approaches in culture and heritage.

**CO PO MAPPING**

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29
REFERENCES:

2. F.R. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi, 2011.

TM3312 SOFT SKILLS IV: DESTINATION VISIT 2

COURSE OBJECTIVES:
To enhance the practical knowledge of the students through destination familiarisation and to become acquainted with these destinations for future professional progress and creating new ventures through leadership and group work.

LIST OF DESTINATIONS

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<tr>
<th>Serial Number</th>
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<td>Enchanting Gardens</td>
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<td>Advanced Manufacturing Hubs</td>
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<td>10</td>
<td>Rejuvenating Sites</td>
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<td>11</td>
<td>Sustainable Tourism Locations</td>
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<td>12</td>
<td>Others (UNEXPLORED /NEW LOCATIONS)</td>
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TOTAL: 60 PERIODS

COURSE OUTCOMES:
On completion of this course, students should be able to:

CO1 Recall and evaluate the cultural heritage of different destinations and promote it

CO2 Apply concepts in tourism and develop tourism products and services through group work

CO3 Understand the challenges in different heritage products and services
CO4  Develop sustainable tourism plans  
CO5  Acquire first-hand information about the places of tourist importance, people, climate, culture, accessibility, accommodation, transport network, safety and security measures through collaborative work  

NOTE: NO End Semester Examination is required  

Pattern of Evaluation:

- Two group presentations during a semester from the above list of destinations  
- Individual/group geo-tagged photographs/videos, photograph/videos with tourists, community members, service providers, tourism offices, etc at tourism destinations.  
- The students shall submit detailed report of their visits covering Five As (Attractions, Accessibility, Accommodation, Amenities and Activities) along with issues obstructing the destinations towards sustainable competitive advantage.  
- The DFVs-II is a two-credit paper with 100 marks  
- 60 marks for the submission of soft copy as well as hard copy of the report and  
- 40 marks for the presentation of the report.  
- The presentation of the same will be conducted as per the following methods.:  
  1) Participation in Planning, Designing and Executing  
  2) Collection of information about destinations  
  3) Report writing  
  4) Group presentation  

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EMPLOYABILITY SKILLS ELECTIVES

TN3001 MICRO, SMALL AND MEDIUM ENTERPRISES  

COURSE OBJECTIVES:
To apply concepts specific to small and medium business to develop and grow enterprises

UNIT I INTRODUCTION TO SMALL BUSINESS  

UNIT II SCREENING THE BUSINESS OPPORTUNITY AND FORMULATING THE BUSINESS PLAN  
Concepts of opportunity recognition; Key factors leading to new venture failure; New venture screening process; Applying new venture screening process to the early stage small firm Role planning in small business – importance of strategy formulation – management skills for small business creation and development.

UNIT III BUILDING THE RIGHT TEAM AND MARKETING STRATEGY  

31
Management and Leadership – employee assessments – Tuckman’s stages of group development - The entrepreneurial process model - Delegation and team building - Comparison of HR management in small and large firms - Importance of coaching and how to apply a coaching model.
Marketing within the small business - success strategies for small business marketing - customer delight and business generating systems, - market research, - assessing market performance-sales management and strategy - the marketing mix and marketing strategy.

UNIT IV FINANCING SMALL BUSINESS
Main sources of entrepreneurial capital; Nature of ‘bootstrap’ financing - Difference between cash and profit - Nature of bank financing and equity financing - Funding-equity gap for small firms.
Importance of working capital cycle - Calculation of break-even point - Power of gross profit margin-
Pricing for profit - Credit policy issues and relating these to cash flow management and profitability.

UNIT V VALUING SMALL BUSINESS AND CRISIS MANAGEMENT
Causes of small business failure - Danger signals of impending trouble - Characteristics of poorly performing firms - Turnaround strategies
Concept of business valuation - Different valuation measurements - Nature of goodwill and how to measure it - Advantages and disadvantages of buying an established small firm - Process of preparing a business for sale.

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Understand and critique different types of small and medium business operations
CO2: In depth knowledge on small business opportunities and challenges
CO3: Ability to devise plans for small business by building the right skills and marketing strategies
CO4: Identify the funding source for small start ups
CO5: Business evaluation for buying and selling of small firms

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REFERENCES:
3) Raju, The Story of Indian MSMEs, 2019, Konark Publishers.

TM3002 MEDIA MANAGEMENT

COURSE OBJECTIVES:
To understand and apply the basics of travel writing, film making and social media management

UNIT I  MEDIA MANAGEMENT
Definitions of Media and Mass Media; Traditional Forms of Media; Print media- Types, Importance; Radio- Radio Broadcasting, Radio Technology, AM and FM transmission, audience and reach; Television- origin and development, functions of television; New Media- Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e - Publishing.

UNIT II  WRITING FOR MEDIA

UNIT III  PHOTOGRAPHY and FILM MAKING
History of camera, Different camera formats, working of an SLR and DSLR Cameras. Features and functions of SLR and DSLR Cameras- Image sensors. Different storage formats. Scripting, Research, Feasibility Check, Preproduction planning, budgeting, Previsualization, Script Breakdown, Scheduling, Casting, Production Designer, Location Scouting, Costume Designer, Makeup Artist, Production and Postproduction.

UNIT IV  SOCIAL MEDIA MANAGEMENT
Social media and mobile media: role of social media in travel and tourism, social media approaches, mobile technology influence on travelers, virtual reality to augmented reality, engaging content on social media, managing e- word of mouth, social media metrics- sentiment analysis

UNIT V  PLACES AND PERSONS OF HISTORICAL IMPORTANCE
Identifying of Historically important persons and places – doing background research on the subject – planning for a photo shoot to get an idea for film making – relating the subject with cultural or historical importance- indirectly serve as a tourism promotion

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Recall and relate the fundamentals of media management in Tourism Industry.
CO2: Develop media articles and content generation for travel media
CO3: Improve and evaluate the Photographic and film making skills for travel media management
CO4: Discuss the role of social media and mobile media in tourism management
CO5: Analyze and conduct background Research on places and people of historical importance for tourism promotion

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REFERENCES:
TM3003 ENTREPRENEURSHIP MANAGEMENT  L T P C  3 0 0 3

OBJECTIVES:
To acquire entrepreneurial competencies for managing business efficiently and effectively

UNIT I ENTREPRENEURIAL COMPETENCE
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT

UNIT III BUSINESS PLAN PREPARATION

UNIT IV LAUNCHING OF SMALL BUSINESS

UNIT V MANAGEMENT OF SMALL BUSINESS

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1. Gain entrepreneurial competence to run the business efficiently.
CO2. Apply knowledge and undertake businesses in the entrepreneurial environment
CO3. Prepare a business plan and undertake feasible projects.
CO4. Develop their business ventures successfully
CO5. Monitor the business effectively towards growth and development.

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REFERENCES:
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Sons, New Delhi, 2023
4. CB Gupta Entrepreneurship – Text and Cases, Sultan Chand and Sons, 2023

BA3071 SUSTAINABLE MANAGEMENT

COURSE OBJECTIVES:
To provide students with fundamental knowledge of the notion of corporate sustainability and to determine how organizations impacts on the environment and socio-technical systems, the relationship between social and environmental performance and competitiveness, the approaches and methods.

UNIT I MANAGEMENT OF SUSTAINABILITY
Management of sustainability - rationale and political trends: An introduction to sustainability management, International and European policies on sustainable development, theoretical pillars in sustainability management studies.

UNIT II CORPORATE SUSTAINABILITY AND RESPONSIBILITY
Corporate sustainability perimeter, corporate sustainability institutional framework, integration of sustainability into strategic planning and regular business practices, fundamentals of stakeholder engagement.

UNIT III SUSTAINABILITY MANAGEMENT: STRATEGIES AND APPROACHES
Corporate sustainability management and competitiveness: Sustainability-oriented corporate strategies, markets and competitiveness, Green Management between theory and practice, Sustainable Consumption and Green Marketing strategies, Environmental regulation and strategic postures; Green Management approaches and tools; Green engineering: clean technologies and innovation processes; Sustainable Supply Chain Management and Procurement.

UNIT IV SUSTAINABILITY AND INNOVATION
Socio-technical transitions and sustainability, Sustainable entrepreneurship, Sustainable pioneers in green market niches, Smart communities and smart specializations.

UNIT V SUSTAINABLE MANAGEMENT OF RESOURCES, COMMODITIES AND COMMONS
Energy management, Water management, Waste management, Recent trends in sustainable management

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:

CO1: An understanding of sustainability management as an approach to aid in evaluating and minimizing environmental impacts while achieving the expected social impact.

CO2: An understanding of corporate sustainability and responsible Business Practices

CO3: Knowledge and skills to understand, to measure and interpret sustainability performances.

CO4: Knowledge of innovative practices in sustainable business and community management

CO5: Deep understanding of sustainable management of resources and commodities

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FUNCTIONAL ELECTIVES
TOURISM ELECTIVES
VERTICAL 1 - HOSPITALITY

TM3004 ACCOMMODATION AND HOUSE KEEPING MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVE:
To acquire knowledge and skills required for managing the house keeping department

UNIT I INTRODUCTION
Hotel Industry – Classification of hotels – Other types of lodging – Types of rooms -Tariff Plans – Duties & Responsibilities of front office personnel – Inter-department coordination.

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 MANAGEMENT & OTHER SOURCES
Elements of Interior Decoration & Design – Colours – Furniture – Floor – Lighting – Floral art – Textiles – Carpets – Catering Services – Wellness & Fitness Services – Leisure & Travel Services – Business Services – Concierge services - Innovative ideas

TOTAL HOURS: 45

COURSE OUTCOME:
On completion of this course, students should be able to:

REFERENCES:
4. Margaret Robertson, Sustainability Principles and Practice, 2014
5. Peter Rogers, An Introduction to Sustainable Development, 2008

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CO1: Possess knowledge on the basics of Hotel Industry, classifications, duties and responsibilities.
CO2: Learn operations of front office management
CO3: Know Importance and structures of Housekeeping management
CO4: Ability to analyse the various functions of housekeeping department
CO5: Understand Infrastructure management in accommodation

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REFERENCES:

TM3005 FOOD AND BEVERAGE MANAGEMENT

COURSE OBJECTIVE
To acquire knowledge and competency to plan and design an establishment and manage it effectively

UNIT I RESTAURANT OPERATIONS
Introduction to Food and Beverage Industry: Different types of Food and Beverage establishments – Hotels, restaurants, fast food, industrial catering and cloud kitchens; Different types of service; Basic units of Food and Beverage service; Kitchen planning; Basic principles of Food Production

UNIT II FACILITIES PLANNING
Planning an F&B outlet: Food service outlet design – Layout and size of outlet; Personnel in Food and Beverage Service; Organization structure of different F&B establishments; Personnel in Food Production; Control and performance management

UNIT III MENU
Types of menu; Beverage menu – Wine tasting; Wine and food pairing; Design of menu; Availability of materials; Menu merchandising; Costing of menu; Marketing and Pricing: Target customers, Reaching customers, Branding

UNIT IV PRE-PRODUCTION
Ancillary services to F&B – Pantry, Stewarding, Suppliers; Inventory management – food, beverage, cutlery – Stock taking – Methods of storage; Equipment used in kitchen; Purchase procedure: Vendor selection, Price and quality control – Purchase specification

UNIT V  CATERING MANAGEMENT
Food production methods; Beverage production methods; Costing and control

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: To understand and apply the basics of planning, and designing a food and beverage establishment
CO2: To design an establishment taking into consideration space, cost, and customer expectations
CO3: To understand factors driving pricing and devise a marketing and pricing plan for the services offered by the establishment
CO4: To understand, evaluate and manage the supply chain of the food and beverage service
CO5: To establish and manage an efficient pool of personnel to run the establishment

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REFERENCES

TM3006  MEDICAL AND WELLNESS TOURISM

COURSE OBJECTIVES:
To be able to evaluate the performance, quality, accreditation bodies, government support, and assess the overall impact on the growth and sustainability of medical and wellness tourism.

UNIT I: INTRODUCTION TO MEDICAL AND WELLNESS TOURISM
Historical Review of Health Care Services - Health Care Services: Levels and Types - Disease Burden - Public Services in India - Private Health Care Sector Growth - Pharmaceutical and Biotechnology - Health Insurance - Financing and Delivery of Health Services: Issues and Challenges
UNIT II: MEDICAL AND WELLNESS TOURISM: CONCEPTS AND TRENDS
Concept and Typology of Medical and Wellness Tourism - Genesis and Growth of Medical Tourism - Benefits of Medical and Wellness Tourism - Factors Responsible for the Growth of Health and Medical Tourism - Global Scenario of Medical and Wellness Tourism - Stakeholders in Medical and Wellness Tourism - Countries Promoting Medical and Wellness Tourism - Health and Medical Tourism Markets at the Global Level

UNIT III: MEDICAL AND WELLNESS TOURISM PRODUCT DEVELOPMENT
Factors and Steps for Designing Medical and Wellness Tourism Products and Packages - Development, Issues, and Considerations in Medical and Wellness Tourism Packages - Approvals and Formalities in Medical and Wellness Tourism - Pre-tour Arrangements for Medical and Wellness Tourism - Tour Operations and Post-tour Management in Medical and Wellness Tourism - Health Insurance for Medical and Wellness Tourism - Claiming Health Insurance for Medical and Wellness Tourism

UNIT IV: LEGAL AND ETHICAL ASPECTS OF MEDICAL AND WELLNESS TOURISM
Certification and Accreditation in Health and Medical Tourism - Ethical, Legal, Economic, and Environmental Issues in Health and Medical Tourism - Introduction to National Accreditation Board for Hospitals and Healthcare (NABH) and Joint Commission International (JCI)

UNIT V: DESTINATION DEVELOPMENT AND GOVERNMENT SUPPORT
Medical and Wellness Tourism Centers/Destinations in India and Worldwide - Current and Futuristic Trends in Medical and Wellness Tourism - Potentials of Medical and Wellness Tourism - Issues and Challenges in Medical and Wellness Tourism - Strategies for Overcoming Challenges in Medical and Wellness Tourism - Government Support for Medical and Wellness Tourism

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:

CO1: Acquire knowledge and understanding of historical events, concepts, types, stakeholders, markets, and global scenarios related to medical and wellness tourism.

CO2: Interpret and explain the levels and types of health care services, disease burden, growth

CO3: Apply knowledge to analyse challenges, design products and packages, handle approvals and formalities, manage tour operations, and navigate health insurance and claim procedures in medical and wellness tourism.

CO4: Analyse the impact of certification, accreditation, regulatory frameworks, and evaluate ethical, legal, economic, and environmental implications in health and medical tourism.

CO5: Synthesize knowledge to develop destination development plans, identify futuristic trends, propose strategies for government support, and devise innovative approaches for legal and ethical aspects in medical and wellness tourism.

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4. "Health and Wellness Tourism: Emergence of a New Market Segment" by Melanie Smith and Laszlo Puczko (2013, Routledge)
5. "Medical Tourism: Perspectives and Challenges" edited by V. S. Laddha and Divya Upadhyay (2016, PHI Learning)

TM3007  FRONT OFFICE MANAGEMENT  L T P C
3 0 0 3

COURSE OBJECTIVES
To impart knowledge and understanding of Front Office Management

UNIT I  FUNDAMENTALS OF FRONT OFFICE OPERATIONS  9
Structure of Front Office Department-Functional Organisation of Front Office - Front Desk Layout and Equipment - Accommodation Concept - Reservation Activities Communicate with Customers and Colleagues - Personal Care & Safety

UNIT II  MANAGING RECEPTION  9

UNIT III  MANAGING FRONT OFFICE  9
Planning & Operations-Establishing Room Rates-Forecasting Room Availability-Budgeting for Operations-Evaluating Front Office Operations

UNIT IV  FRONT OFFICE MANAGERS SKILLS  9

UNIT V  FRONT OFFICE YIELD MANAGEMENT  9
Yield Management-Capacity Management-Discount Allocation-Measuring Yield Multiple Occupancy Percentage-Rate Spread, Potential Average Rate, Room Rate Achievement Factor, Yield Statistic, Equivalent Occupancy - Required Non-Room Revenue Per Guest, Elements of Yield Management

TOTAL HOURS: 45

COURSE OUTCOMES
On completion of this course, students should be able to:
CO1: Understand the fundamentals of front office management
CO2: Learn the roles and functions of Reception
CO3: Analyse the planning and operations of Front office
CO4: Evaluate the skills required for Front office
CO5: Design Strategies for Yield Management

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7. Ram Gupta, Managing Hotels, Notion Press, 2019

**VERTICAL 2 - TRAVEL**

**TM3008 TOUR OPERATIONS**

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**COURSE OBJECTIVES:**
To gain knowledge and competency to become an efficient and effective professional in tour operations domain

**UNIT I TOUR INDUSTRY**
Tour operations business – definition, evolution; Types of tours – inbound, outbound, escorted, guided, types of package tours and operators; factors affecting tour design and selection; Tourism intermediaries - mass-market package holidays, specialist tour operators, domestic and international, collaborative tourism.

**UNIT II ITINERARY PREPARATION**
Itinerary Preparation - meaning, types, Resources and steps of preparation, Do's and don'ts of itinerary preparation; Tour Formulation and Designing Process - Starting of tour operations business, departments of tour operations, tour departure procedure, activities.

**UNIT III TOUR OPERATIONS BUSINESS**
Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays; Recognition - IATA Accreditation - Recognition from Government; Travel trade organizations – Objectives, activities and functions.

**UNIT IV MARKETING AND PROMOTION OF TOUR**
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; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria; Tour Pricing - Calculation of Tour Price - Pricing Strategies.

**UNIT V GUIDING AND ESCORTING**
Guiding and escorting – meaning, concepts, 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, checklist, safety and security, insurance, first aid, emergency handling, leading a group, code of conduct.

**COURSE OUTCOMES:**
On completion of this course, students should be able to:

- CO1: Understand the tour industry
- CO2: Design and evaluate a tour itinerary for different destinations
- CO3: Understand and apply rules and regulations in booking tours
- CO4: Develop a marketing strategy to promote tours
- CO5: Appreciate the importance of guides and tour escorts

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TM3009 DESTINATION PLANNING AND MANAGEMENT

COURSE OBJECTIVE:
To give insight to Destination Planning and Management for Tourism

UNIT I INTRODUCTION
Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination - Uniqueness of destination management - Sustainable Tourism Development - Meaning, Principles and Practices

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 - Stages in destination planning - Benefits of strategic plans - Outcome of destination planning - Strategic Plans - Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis

UNIT III TOURISM DESTINATION MANAGEMENT
Stakeholders in destination management - Destination governance - Destination management organization (DMO) - Partnership and Team-building - Leadership and Coordination - Community Relations & Roles - Tourists Destination - Destination Information and Communication Technologies - Future of Destination

UNIT IV DESTINATION PRODUCT DEVELOPMENT & PROMOTION

UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT
Public Private Partnership (PPP) - National Planning Policies for Destination Development - WTO Guidelines for Planners - Role of urban civic bodies: Town planning - Characteristics of rural tourism
planning Rural, Eco, Farm, etc—Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination - Destination Mapping—


TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: An understanding of fundamentals of managing the destination
CO2: Learn the planning of tourism destination
CO3: Analyse the destination promotion and development
CO4: Evaluate a tourism destination marketing
CO5: Posses knowledge to manage a tourism destination

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TM3010 TOU RISM GEOGRAPHY

COURSE OBJECTIVE
To be able to create tourism products that are sustainable for the environment and the community

UNIT I BASIC GEOGRAPHY
Definition, scope and importance of Tourism geography, Impact of weather and climate on Tourist destinations. Study of maps, longitude and 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)Sustainable tourism and impact of tourism on different geographies

UNIT II INDIA

43
Physical Factors – Relief, Climate, Vegetation, wildlife, water Bodies. Socio-cultural and economic factors influencing tourism in India - Political boundaries and major tourist attractions. Modes of travel to the places of tourism in India

UNIT III ASIA, CANADA AND EUROPE
An overview of the physical features, political boundaries, tourism destinations and best time to visit the following countries in Asia and Europe, the states in Canada, and available modes of travel to these destination countries/states from India. Asia: China, Mongolia, Japan, Korea, Thailand, Philippines, Singapore, Malaysia, Bangladesh, Maldives, Nepal, Pakistan, Sri Lanka. Canada: Ontario, Ottawa, Montreal, British Columbia. Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

UNIT IV UNITED STATES OF AMERICA, CENTRAL AND SOUTH AMERICA
An overview of the physical features, political boundaries, tourism destinations, best time to visit the following states in USA, Central and South America and available modes of travel to these destinations from India. United States of America: California, New York, Texas, Pennsylvania, Florida, Virginia, Massachusetts, Ohio, Washington, Florida, Nevada, Georgia, Hawaii, North and South Carolina and Rhode Island. Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Brazil.

UNIT V AFRICA, UAE AND AUSTRALIA
An overview of the physical features, political boundaries, tourism destinations, best time to visit the following countries in Africa, UAE and Australia and the available modes of travel to these destinations from India.

TOTAL : 45 HOURS

COURSE OUTCOMES:
On completion of this course, students should be able to:

CO1: Recall general knowledge of worldwide tourism flows
CO2: Plan a trip to a tourism destination
CO3: Recall the physical and political features of global locations and understand its impact on tourism
CO4: Recall the climatic conditions and best time to travel, and design itinerary based on the knowledge.
CO5: Understand global position systems and the time zones, and apply this knowledge to manage tourism supply chain.

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REFERENCES
2. Nelson,V., An Introduction to the Geography of Tourism, Rowman and LittleField, 2017

**TM3011**  
**TICKETING AND RESERVATION SYSTEM**

**COURSE OBJECTIVES:**
To acquire the competencies needed in the domain of ticketing and reservation systems for the work setting / establishing business

**UNIT I**  
**INTRODUCTION TO TICKETING**

**UNIT II**  
**FARE CONSTRUCTION IN TICKETING**
Introduction to fare construction -Tickets and ticketing - Definition -Purpose - Uses, Introduction to spacing rule for fare calculation area; Introduction to IATA neutral Standard Traffic Documents (STDs) for BSP (Bank and Settlement Plan), Baggage and Baggage Rules, Credit Cards, Tax Fees and Charges, Charging and collecting procedures, Discounts; Child/ Infant/ Tour Conductor. Background and Aims of Billing and Settlement Plan (BSP) -Advantages- Operations and Link- Validation Equipment - Commissions and Service Fee

**UNIT III**  
**TICKETING AND TARIFF PROCEDURES**

**UNIT IV**  
**RESERVATION SYSTEM - I**
Computerised Reservation Systems (CRS) -Airline Reservations Systems - Airline Consolidators- Flight Interruption Manifest- Higher intermediates point (HIP), Circle trip minimum (CTM), Backhaul Minimum Check (BMC). -Add-ons, around the world Fares, Mixed-class Journeys- Travel Information- Identification- Sources- Reference, Itinerary designing; Meaning Definition of ticketed points in an itinerary: Origin, Destination, Turnaround, Transfer, Stopover, Assembly point; Minimum Connecting Time- Information, Applications;

**UNIT V**  
**RESERVATION SYSTEM - II**
International Time Calculation: Need- Calculation of time difference using GMT, Calculation of local time using GMT. Fare calculation: higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check (BHC), add-ons, general limitations on indirect travel, special fares. Documentation: Travel information manual, passport, visa, currency regulations, custom regulations, health regulations, immigration formalities at airport for inbound and outbound tourist.

**COURSE OUTCOMES:**
On completion of this course, students should be able to:

**CO1:** Understand the overall basic of ticketing and reservation systems
**CO2:** Understand the construction of fares in the ticketing systems
**CO3:** Understand the ticketing and tariff procedures
**CO4:** Acquaint with the Reservation systems in practice
**CO5:** Apply the competencies learnt in handling reservation systems

**TOTAL HOURS: 45**
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REFERENCES
5) Knowles T, The globalization of Tourism and Hospitality, Thompson publishers, 2004
6) IATA (2002). Ticketing handbook, Montreal Canada
7) Website: https://www.world tourism.org/WTO

VERTICAL 3 – SPECIAL INTEREST TOURISM

TM3012 ADVENTURE AND SPORTS TOURISM L T P C 3 0 0 3

COURSE OBJECTIVE:
To develop a holistic understanding of adventure and sports tourism, and develop strategies to promote adventure and sports tourism

UNIT I BASIC CONCEPTS OF ADVENTURE AND ADVENTURE TOURISM
Historical background and evolution of adventure tourism - Types of adventure tourism activities - Economic, social, and environmental impacts of adventure tourism - Its element and classifications - Land based, air based and water based - Adventure tourism organizations and training institutes in India.

UNIT II ADVENTURE TOURISM DESTINATIONS
Selection and evaluation of adventure tourism destinations - Factors that affect the development of adventure tourism destinations - Examples of popular adventure tourism destinations and activities - Sustainable tourism practices in adventure tourism destinations.

UNIT III ADVENTURE TOURISM MANAGEMENT
Risk management in adventure tourism - Quality assurance and customer service in adventure tourism - Legal and ethical issues in adventure tourism - Future trends and challenges in adventure tourism management - Scope and Future prospect of Adventure tourism in India.

UNIT IV BASIC CONCEPTS OF SPORTS TOURISM
Sports tourism and sports management - purpose and scope of sports management - Types of sports tourism activities - Economic, social, and environmental impacts of sports tourism

UNIT V MANAGEMENT OF SPORT TOURISM
Types of sports tourism events - mega-events, niche events, amateur events - Sports marketing and sponsorship - Event planning and management for sports tourism events - Upcoming sports destination in India.

TOTAL HOURS: 45
COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Relate, organize and interpret the key concepts and definitions related to adventure and sports tourism.
CO2: Demonstrate, select and prioritize the adventure tourism destinations.
CO3: Show, apply and deduct the adventure tourism management strategies.
CO4: Infer, organize and interpret the basics of sports tourism.
CO5: Label, apply and decide the execution of sports events and sports tourism management strategies.

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REFERENCES:
1. Indian Adventure Tourism Guidelines, published by Adventure Tour Operators Association of India (ATOAI), 2018.

TM3013 INTERNATIONAL TOURISM L T P C 3 0 0 3

COURSE OBJECTIVES:
To give a general overview of global tourism trends and the most popular tourist destinations throughout the various continents.

UNIT I  THE GLOBAL ENVIRONMENT 9
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 9

UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM 9
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 9
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 and 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 HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Comprehend the importance of international tourism and impact of culture
CO2: Knowledge of factors influencing the growth of International Tourism
CO3: Understand The regional distribution of International Tourism
CO4: Understand the current international trends in tourism
CO5: Knowledge of important regulatory bodies in international tourism

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REFERENCES:
3. Jagdish Goswami, International Tourism, ABD Publishers, 2018

TM3014 LEISURE AND RECREATIONAL TOURISM L T P C 3 0 0 3

COURSE OBJECTIVES:
To introduce the student to the broad base of study needed for understanding the fundamentals of and issues in leisure and recreation management.

UNIT I INTRODUCTION TO LEISURE
Introduction, the historical analysis of leisure, Leisure – the social context, Demand for leisure, leisure participation and leisure behavior, Supply for leisure, leisure places, spaces and environment, Planning, managing and marketing leisure.

UNIT II SECTORS IN LEISURE
The public, private and voluntary sectors in leisure provision, Leisure and the experience economy: the cultural industries and entertainment, Urban leisure, Coastal leisure, Rural leisure, Future of leisure.

UNIT III INTRODUCTION TO RECREATION

UNIT IV RECREATION MANAGEMENT

UNIT V RECENT TRENDS
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

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:
CO1: Design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations
CO2: Understand, combine and employ the knowledge about various segments of leisure
CO3: Understand recreation, illustrate the types of recreational activities and evaluate its impact on health
CO4: Understand the factors influencing recreation, Interpret the theories of recreation and manage recreation
CO5: Recognize the recent trends in recreation industry, examine the different recreations and evaluate the various impacts of recreation

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REFERENCES:

TM3015 MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS

COURSE OBJECTIVES:
Students will be familiar with the fundamentals of how meetings, incentives, conventions, and exhibitions differ.
UNIT I  INTRODUCTION
Objectives, Business Travel, MICE Industry Background and Activities, Components, Sectors involved in MICE Industry, Direct Contribution, Current MICE Industry, Economic and Social Significance of MICE, Factors Influencing Future MICE Industry at Destination, Key Stakeholders, Ethical Behavioural Practices in Mice Industry

UNIT II  MEETINGS
Objectives, Definition, History and Evolution of Meetings, Meeting Planners – Types and Responsibility, Purpose of Corporate Meetings, Corporate Meeting Categories, ICT Application in Meetings, Industry Trends, Value Chain, Corporate Meeting Industry Stakeholders

UNIT III  INCENTIVE TRAVELS
Objectives, Definition and Concept Clarifications, Incentive Travel Purposes, Key Success Factors, Goal of Incentive Travel Programs, Phases of Incentive Travels, Incentive Industry Value, Travel Trends, Incentive Travel Organizers, Value Chain, Key Stakeholders

UNIT IV  CONFERENCES

UNIT V  EXHIBITIONS
Definition, Purpose and Objectives, Evolvement of Significance of Exhibitions, Modern Day Exhibitions, Exhibitions – Types, Statistics, Technology and Virtual Trade Shows, Sustainable Exhibition, New Initiatives, Roles and Responsibilities of PEOs in Holding Exhibitions

TOTAL HOURS: 45

COURSE OUTCOMES:
On completion of this course, students should be able to:

CO1: To gain knowledge about MICE industry and their roles
CO2: Understand the various types of meetings
CO3: Understand different aspects of incentive travel and apply it to improve sales
CO4: Understand the various types of conferences and their marketing strategies
CO5: Understand and identify different kinds of exhibitions and its management

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REFERENCES:
2. Rob Davidson, Business Events, Routledge, 2nd Edition, 2018
5. Ruth Dowson, Bernadette Albert, Dan Lomax, Event Planning and Management: Principles, Planning and Practice, 3rd Edition, 2022

TM3016  ECO TOURISM AND SUSTAINABLE DEVELOPMENT

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COURSE OBJECTIVE
To understand the significance of eco-tourism and manage eco-tourism resources for sustainable tourism development

UNIT I  FUNDAMENTALS OF ECOLOGY  9

UNIT II  TOURISM & ECOLOGY  9

UNIT III  ECOTOURISM POLICIES, PLANNING  9

UNIT IV  SUSTAINABLE DEVELOPMENT  9

UNIT V  QUALITY STANDARDS FOR SUSTAINABLE TOURISM  9

COURSE OUTCOMES
On completion of this course, students should be able to:
CO1: Understand and apply the theories and practices of ecotourism.
CO2: Understand the need and importance of relationship between ecology and tourism.
CO3: understand and evaluate the model ecotourism projects.
CO4: Identify and evaluate various approaches and practices for sustainable tourism development.
CO5: Understand the commitment towards the preservation of environment through ecotourism.

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