

JNU - IITM

MBA

(TOURISM AND TRAVEL MANAGEMENT)

SYLLABUS

2024-26

MBA (TOURISM & TRAVEL MANAGEMENT)

COURSE STRUCTURE

CODE	First Semester	Marks	Credits	CODE	Second Semester	Marks	Credits
MBAT-101	Tourism Concepts and Linkages	100	4	MBAT-201	Human Resource Management and Organisation Behaviour	100	4
MBAT-102	Principles and Practice of Management	100	4	MBAT-202	Bio-physical Endowments of India	100	4
MBAT-103	Basics of Accounting and Finance	100	4	MBAT-203	Travel Agency and Tour Operation Business	100	4
MBAT-104	Business Communication	100	4	MBAT-204	Contemporary Issues and Niche Tourism	100	4
MBAT-105	Indian History, Society and Culture	100	4	MBAT-205	International Tourism	100	4
MBAT-106	Global Tourism Geography	100	4	MBAT-206	Managerial Economics for Tourism	100	4
MBAT-107	Tourism Marketing	100	4	MBAT-207	Artificial Intelligence Tools in Tourism	100	4
MBAT-108	Sustainable Tourism Development	100	4	MBAT-208	Statistics for Tourism Research	100	4
MBAT-109	Comprehensive Viva-Voce	100	2	MBAT-209	Comprehensive Viva – Voce	100	2
Total			34	Total			34
CODE	Third Semester	Marks	Credits	CODE	Fourth Semester	Marks	Credits
MBAT-301	Culture and Heritage Tourism Resources of India	100	4	MBAT-401	Entrepreneurship and Business Plan Development	100	4
MBAT-302	Strategic Management in Tourism	100	4	MBAT-402	Destination Planning and Development	100	4
MBAT-303	Itinerary Preparation, Tour Packaging and Transportation	100	4	MBAT-403	DSE – IV	100	3
MBAT-304	Research Methodology	100	4	MBAT-404	DSE – V	100	3
MBAT-305	Comprehensive Viva-voce	100	2	MBAT-405	DSE – VI	100	3
MBAT-306	Study Tour Report	100	3	MBAT-406	Dissertation	100	4
MBAT-307	Summer Training Report	100	4	Total			21
MBAT-308	DSE – I	100	3	Total Minimum Credits (all four semesters) = 123 Credits			
MBAT-309	DSE – II	100	3				
MBAT-310	DSE – III	100	3				
Total			34				

DSE: Discipline Specific Electives

Note: There shall a minimum of Two DSE subjects on offer each one at third and fourth semesters along with other core courses. However, based on availability of faculty resources, a greater number of DSE subjects may be offered in the third and fourth semester.

DISCIPLINE SPECIFIC ELECTIVES (DSE)

Group- A: Tour Operation Management	Group: D- Special Interest Tourism
Tour Guiding & Interpretation	Basics of Adventure & Sports Tourism
Tourist Behaviour & Cross-Cultural Management	Medical & Wellness Tourism
Tour Leadership and Management	Management of Adventure Tour Operation
Group- B: Air fares & Ticketing	Group- E: Event Management
Basic Air Fare & Ticketing	Meeting, Incentives, Conventions and Exhibitions
Computerized Reservation System	Event Planning & Management
Airport Operations & Management	Event Logistics
Group- C: Cargo Management	Group- F: Logistics Management
Cargo Management	Basics of Logistics & Supply Chain Management
Dangerous Goods & Live Animal Regulations	Shipping & Multi-modal Transport Management
Export Import Documentation	Forex Management
Group-G: Other Specific Electives	
Digital Media Planning for Tourism Business	Tourism Law & Ethics
Heritage Conservation & Management	Foreign Language – French/German/Spanish
Yoga & Yogic Practices	

FIRST SEMESTER

MBAT-101

TOURISM CONCEPTS & LINKAGES

Credit - 4

Learning Outcomes:

- Gain a comprehensive understanding of tourism and its core components.
- Identify and describe the key elements of the tourism industry.
- Recognize the interplay between tourism and its related activities.

UNIT I

Introduction to Tourism: Meaning and Definitions, Characteristics of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, benefits and costs of tourism. Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

UNIT II

Development of Tourism Through Ages: Travel in early and Medieval Period. Development of modes of transports and accommodation through history. Renaissance and its effects on Tourism, Post industrialization travel scenario, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business. Tourism Business during Liberalization & Globalisation

UNIT III

Tourism and Its Theories: Different Tourism Systems- Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of destination Preferences

UNIT IV

Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Tourist Decision-making Process
Impacts of Tourism: Economic. Environmental, Socio- cultural impacts.

UNIT V

Tourism Organizations: Roles and Functions of UNWTO, PATA, WTTC, IATA, ICAO, ITDC, ICPB, IATO, IRCTC, FHRAI, State Tourism Development Corporations, Airport Authority of India, DGCA, Archeological Survey of India, Ministry of Tourism, Govt. of India.

SUGGESTED TEXTBOOKS*

1. Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2017). Tourism: Principles and Practice. United Kingdom: Pearson Education Limited.
2. Goeldner, C. R., Ritchie, J. R. B. (2011). Tourism: Principles, Practices, Philosophies. United Kingdom: Wiley.

SUGGESTED REFERENCE BOOKS*

1. Cooper, C. (2005). Tourism: Principles and Practice. United Kingdom: Pearson Education.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT-102

PRINCIPLES AND PRACTICE OF MANAGEMENT

Credit - 4

Learning Outcomes:

- To develop a solid grasp of fundamental management concepts, theories, and practices.
- To acquire the knowledge necessary to make informed managerial decisions based on theoretical foundations.
- To apply management principles to real-world scenarios for effective decision-making.

UNIT I

Functions of Management: Meaning, Nature and Levels in Management – Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling.

UNIT II

Planning: Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, Management by Objectives (MBO) – Decision-Making Ability.

UNIT III

Organising & Directing: Meaning, Organisation Structure & Design – Delegation and Decentralisation of Authority, Relationship and Interactions between Authority-Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture – Mechanistic. vs. Adaptive Structures.

UNIT IV

Controlling: Importance and Types of Control - Control Process – Methods, Tools – traditional and modern Techniques of control – Design of Control Techniques – Choices in Control.

UNIT V

Evolution of Management Thoughts and Theories: Classical Theory – Taylor’s Scientific Management Theory – Henry Fayol’s Classical Organisation Theory – Human Relations Theory – Behavioural Science Theory – Systems Theory – Thoughts of Peter F Drucker – McKinsey’s 7-S Approach for Management Analysis.

SUGGESTED TEXT BOOKS*

1. Koontz, H. and Weihrich, H. *Essentials of Management*. McGraw Hill Publishing House, Singapore.
2. Prasad, L.M. *Principles of Management*, Sultan Chand & Sons, New Delhi.
3. Neeru Vasishth & Vibhuti Vasishth. *Principles of Management of Management*. Taxmann Publications, New Delhi.

SUGGESTED REFERENCE BOOKS*

1. Richard.M H. *Management*, Academic Press, New Jersey.
2. Hampton, D. R. *Management*, TATA McGraw Hill, International Edition, Tokyo.
3. Stoner, J. A. F. & Wankel, I.C. *Management*, Prentice Hall India, New Delhi.
4. Peter F. D. *Practice of Management*, Pan Books, London.
5. Peter F. D. *Innovation and Entrepreneurship*, Butterworth & Heinemann, New York.
6. Virmani B. R. *The Challenges of Indian Management*, Response Books, New Delhi.
7. Important Business Magazines like: Business India, Business World and Fortune International.

***Note:** Please make sure to reference the most up-to-date editions of the books.

MBAT - 103

BASICS OF ACCOUNTING AND FINANCE

Credit - 4

Learning Outcomes:

- To understand the fundamental principles of accounting.
- To develop proficiency in the analysis and interpretation of financial statements.
- To acquire techniques for devising and implementing effective financial strategies and fund management in the tourism business.

UNIT I

Financial Accounting: Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance, Cash Books, Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet.

UNIT II

Accounting Information: Accounts of Non-profit Organisations: Income and Expenditure Account – Receipts and Payments: Travel Agency Accounting

UNIT III

Financial Statement Analysis and Interpretation: Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis, Working Capital, Ratio Analysis, Cash flow and Fund flow.

UNIT IV

Cost Accounting: Concept – Distinction between Costing and Cost Accounting – Elements of Cost and Cost classification – Preparation of Cost Sheet.

UNIT V

Financial Management: Scope – Objectives – Functions – Major Financial Decisions.

Sources of Finance: Long-Term and Short-Term – Advantages and Disadvantages of Different Sources of Finance.

SUGGESTED TEXTBOOKS*

1. Lal, J. (2017). *Accounting for Management*, Himalayan Publishing House, Mumbai.
2. Prasanna, C. (2022). *Financial Management- Theory and Practice*, Tata McGraw-Hill, New Delhi. (11th edition)

SUGGESTED REFERENCE BOOKS*

1. Grewal T.S. & Shukla M.C. (2019). *Advanced Accounts* Vol. I. Sultan Chand & Sons, Delhi. (19th edition)
2. R. L. Gupta & Radhaswamy M. (2018). *Advanced Accountancy- Vol. I*. Sultan Chand & Sons, Delhi.
3. Maheshwari S.N. Maheshwari S. K. & Maheshwari. S.K. (2018). *Financial Accounting*. Vikas Publishing House, New Delhi.
4. Sharma R.K & Gupta S. (2017). *Management Accounting: Principles and Parctice* .Kalyani Publisher.
5. Pandey. I.M (2010). *Financial Management*. Vikas Publishing House Pvt. Ltd., New Delhi.
6. Reddy G. Sudharshan (2013): *Financial Management*. Himalaya Publication, Mumbai

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 104

BUSINESS COMMUNICATION

Credit - 4

Learning Outcomes:

- To enhance both oral and written communication skills through experiential training.
- To develop a comprehensive understanding of effective communication techniques.
- To strengthen the ability to communicate clearly and persuasively in professional settings.

UNIT I

Communication Skills: Nature, Process of Communication, Verbal and Non-Verbal Communication.

UNIT II

Report Writing: Characteristics, Importance, Types, Daily Reports.

UNIT III

Public Relations: Meaning and Content of Public Relations – Social Context of Public Relations – Communication and Public Opinion – Principles of Persuasion, Adjustment and Adaptation – PR in Tourism, Travel and Hospitality Sector

UNIT IV

Business Communication: Definition, Types, Characteristics of Communication. Memorandum, Notice, Agenda, Minutes.

UNIT V

Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper - Team Building – Interpersonal Effectiveness.

SUGGESTED TEXTBOOKS*

1. Kaul, A. *Effective Business Communication*, PHI, New Delhi.
2. Munter M. *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.

SUGGESTED REFERENCE BOOKS*

1. Mandal S.K. *Effective Communication and Public Speaking*, Jaico, Mumbai.
2. Bovee, T & Schatzman. *Business Communication Today*, Pearson, New Delhi.
3. Meenakshi Raman. *Business Communication 2nd Edition*, Oxford University Press, New Delhi.
4. Pd Chaturvedi & Mahesh Chaturvedi. *Business Communication: Concepts, Cases, and Applications 2nd Edition*, Pearson Education Singapore Ltd, Pearson, New Delhi.
5. Thomas Jane, Murphy Herta, Hildebrandt Herbert. *Specifications of Effective Business Communication 7th Edition*, Tata McGraw - Hill Education, New Delhi

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 105

INDIAN HISTORY, SOCIETY AND CULTURE

Credit - 4

Learning Outcomes:

- To gain insights into the historical evolution of India.
- To understand the diverse practices in Indian society.
- To explore and appreciate the rich cultural heritage of India.
- To develop a strong foundation in product knowledge by examining the political, social, and cultural history of India.

UNIT I

Ancient History: Indus Valley Civilization, Early & Later Vedic Period, Sixteen Janapadas, Birth of Buddhism & Jainism, Rise and Fall of Mauryan Dynasty.

UNIT II

Mauryan Rule to Gupta Rule: Rule of Kusana Dynasty & Gupta Dynasty, Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms.

Unit III

Medieval History (11th-17th): Rule of Slave Dynasty, Khilji Dynasty, Tughlaq Dynasty, Saiyyid Dynasty, Lodhi & Mughal Dynasty.

Unit IV

Modern History (1757-1947): Rise of Colonial Power - British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian Society and Culture.

Unit V

Indian Society & Culture: Family, Village, Marriage, Caste System, Value System, Custom & Tradition, Indian Cinema & Its Impact on People, Society & Culture.

SUGGESTED TEXTBOOKS*

1. Basham, A.L. The Wonder That Was India. Rupa & Co. New Delhi
2. Thapar, R. A History of India: Volume 1. Penguin Books, New Delhi

SUGGESTED REFERENCE BOOKS*

1. Basham, A.L. *A Cultural History of India*. Oxford University Press, USA
2. Singh, U. *A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century*, Pearson Education India, New Delhi.
3. Chandra, B. *History of Modern India*. Orient Blackswan, New Delhi
4. Brown, P. *Indian Architecture (Buddhist and Hindu Period)*, Tobey Press, New York
5. Brown, P. *Indian Architecture (the Islamic Period)*, Palmer Press, New York

***Note:** Please make sure to reference the most up-to-date editions of the books.

MBAT - 106

GLOBAL TOURISM GEOGRAPHY

Credit - 4

Learning Outcomes:

- To develop a comprehensive understanding of global geography as it relates to the tourism industry.
- To familiarize oneself with key geographical features, destinations, and regions worldwide.
- To equip budding tourism professionals with the knowledge and skills to navigate the global tourism landscape effectively.

UNIT I

Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude

UNIT II

IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time

UNIT III

North & South America: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent

UNIT IV

Europe & Africa: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent

UNIT V

Asia & Australasia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia

SUGGESTED TEXTBOOKS*

1. Burton, R. *Travel Geography*. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.

SUGGESTED REFERENCE BOOKS*

1. Hall, M. *Geography of Travel and Tourism*, Routledge, London.
2. C. Michael Hall & Stephen J. Page. *The Geography of Tourism and Recreation- Environment, Place and Space*. Third Edition, Routledge, London.
3. Robinson H.A. *Geography of Tourism*. Mac Donald & Evans Ltd,
4. Travel Information Manual, IATA, Netherlands.
5. World Atlas.

***Note:** Please make sure to reference the most up-to-date editions of the books.

MBAT - 107

TOURISM MARKETING

Credit - 4

Learning Outcomes:

- To gain a deep understanding of marketing theory and its practical applications, with a specific focus on the tourism industry.
- To develop the knowledge and skills necessary to create effective marketing strategies tailored to the unique challenges and opportunities of tourism businesses.

UNIT I

Origin of Marketing: Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products – Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand.

UNIT II

The relationship between market and Consumer: Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision-making Process – Market Research - Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management.

UNIT III

P's of Tourism Marketing: 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling

UNIT IV

Marketing of Tourism Products: Trends in Tourism Marketing – Marketing of Known and Lesser Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans

UNIT V

Marketing Skills for Tourism Business: Self Motivation – Team Building –Personality Development - Creativity & Innovation– Innovative Products in Tourism, Five –Gap Model of Service Quality, Marketing Control

SUGGESTED TEXTBOOKS*

1. Chaudhary, Manjula. *Tourism Marketing*, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm. *Introduction to Travel and Tourism Marketing*, Juta Education, Lansdown.

SUGGESTED REFERENCE BOOKS*

1. Kotler P. *Marketing Management*, Pearson Education, New Delhi.
2. Stanton W. J. *Fundamentals of Marketing*, McGraw Hill, New York.
3. Neelamegham S. *Marketing in India: Cases & Readings*, Vikas, New Delhi.
4. Ramasamy V.S. & Namakumar S. *Marketing Management: Planning & Control*, Macmillan, New Delhi.
5. Stone, Marilyn A., Desmond, John. *Fundamentals of Marketing*, Routledge, New York.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 108

SUSTAINABLE TOURISM DEVELOPMENT

Credit - 4

Learning Outcomes:

- To develop a comprehensive understanding of the evolving tourism industry and its changing environmental context.
- To acquire the knowledge and skills to make informed decisions that balance the interests of the environment, society, and economic prosperity in the tourism sector.
- To implement sustainable practices within the industry, contributing to its long-term survival while addressing issues such as development disparities and climate change.

UNIT I

Introduction to Sustainability: Concept of Development & Sustainable Development- Origin and rationale. Theories of Development. Major Historical Milestones and publications in Sustainable development. Sustainable Development Goals. Latest trends in the field of Sustainable Development.

UNIT-II

Sustainable Tourism: Relationship between Tourism, its Impact & Sustainable Development. Emergence of Sustainable Tourism and its historical background. Issues in sustainable tourism. Alternative Tourism & Conventional Mass Tourism. Latest trends in Sustainable Tourism development.

UNIT-III

Sustainable Tourism in Action: Core concepts of Sustainable tourism development - the commons Carrying capacity, the precautionary principle, Regulation versus voluntary initiatives (codes of ethics), Certification and ecolabels, Environmental management. Sustainability Tools: From principles to indicators, Ecological footprint, Life cycle assessment, Auditing, Corporate social responsibility and reporting. Social-Ecological Systems Research: Technology, resiliency and transformation. Economic Social Governance Framework.

UNIT-IV

Key Agencies and Influencers of Sustainable Tourism: Types of Key Agencies and influencers working for sustainable tourism development: Intergovernmental Bodies, Non- governmental organizations, pressure groups, Business and membership organisations. Public Sector Influencers – Policy & Integrated tourism governance. Private Sector Influence on sustainable tourism. The Sustainable citizen, Education and communication influencers. Cross-Cutting Issues Impacting on Sustainable Tourism.

UNIT-V

Sustainable Tourism Case Studies: Leading Case Studies of Sustainable Tourism Government Policies and Industry Practices from India and abroad in terms of destination development, green investments, marketing & communication and human resource development.

SUGGESTED TEXTBOOKS/REFERENCE BOOKS*

1. Edgell Sr, D. L. (2019). Managing sustainable tourism: A legacy for the future. Routledge.
2. Fennell, D. A., & Cooper, C. (2020). Sustainable tourism: Principles, contexts and practices (Vol. 6). Channel View Publications.
3. Gössling, S., Hall, C. M., & Weaver, D. B. (2009). Sustainable tourism futures: Perspectives on systems, restructuring and innovations. In Sustainable tourism futures (pp. 1-16). Routledge.
4. Liburd, J. J., & Edwards, D. (Eds.). (2010). Understanding the sustainable development of tourism. Goodfellow Publishers Ltd.
5. Swarbrooke, J. (1999). Sustainable tourism management. CABI
6. Weaver, D. (2007). Sustainable tourism. Routledge.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 109
COMPREHENSIVE VIVA-VOCE

Credit - 2

The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

SECOND SEMESTER

MBAT - 201

HUMAN RESOURCE MANAGEMENT & ORGANIZATION BEHAVIOUR

Credit - 4

Learning Outcomes:

- To develop a comprehensive understanding of fundamental concepts related to human resource management.
- To acquire knowledge and skills in managing organizational behavior effectively.
- To apply management principles to optimize human resources for organizational success.

UNIT I

Concepts of Human Resource Management: Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager, Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices.

UNIT II

Functions of HRM: Manpower Planning – Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T & D Programmes Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism.

UNIT III

Compensation Management: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL). Legislative Aspects of HRM: Trade Unions Act-1926 – Industrial Disputes Act 1947 - Disciplinary Procedure – Payment of Wages Act-1936 – Employees Provident Fund Act-1952 – Payment of Bonus Act-1965 - Payment of Gratuity Act-1972.

UNIT IV

Organisational Behaviour: Individual Behaviour and Differences - Personality –Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY Window – Management of Stress

UNIT V

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

SUGGESTED TEXTBOOKS*

1. Verma, P. *Personnel Management in Indian Organisations*, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam, C.S. & Srivatsava, B.K. *Personnel Management and Human Resources*, Tata McGraw Hill, New Delhi.

SUGGESTED REFERENCE BOOKS*

1. Mirza, S. *Human Resource Management*. TATA McGraw -Hill, New Delhi.
2. Heery, E. *A Dictionary of Human Resource Management*. Oxford University Press.
3. Ivancevich, John. *Organisational Behaviour & Management*. Tata McGraw-Hill Publishing Company. New Delhi.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 202

BIO-PHYSICAL ENDOWMENTS OF INDIA

Credit - 4

Learning Outcomes:

- To understand and appreciate the significance of India's bio-physical attributes in shaping its tourism potential.
- To recognize how India's bio-physical features contribute to the country's unique tourism offerings and attractions.

UNIT I

Geographical Features of India: Topography, Climate, Rainfall, Landforms, Rivers, Seas, Lakes, Wetlands, Western Ghats, The Himalayan Mountain Ranges, Vidhya, Satpura, Mekal, Arawali.

UNIT II

National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Similipal National Park, Bhitarkanika National Park, Kaziranga National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Sunderban National Park, Nilgiri Biosphere Reserve, Kanha National Park, Srishilam Wildlife Sanctuaries.

Unit III

Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Shrinagar, Kullu & Manali, Shimla, Mussorie, Nainital, Mahabaleswar, Chikmangulaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong, Tawang.

Unit IV

Beach Resorts: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands

Unit V

Adventure Tourism Sites: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Land, Water and Air Based Adventure Sports and Tourism.

SUGGESTED TEXTBOOKS*

- Robinet Jacob. *Indian Tourism Products*. Abhijeet Publications, New Delhi.
- Manoj Dixit. *Tourism products*. New Royal Book Co., Lucknow.

SUGGESTED REFERENCE BOOKS

- Stephen Ball. *Encyclopedia of Tourism Resources in India*. Butterworth – Heinemann, London
- Norman Douglas. *Special Interest Tourism*. John Wiley & Sons, Australia.
- Negi, Sharad Singh. *Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India*. Indus Publishing Co. New Delhi.

***Note:** Please make sure to reference the most up-to-date editions of the books.

MBAT - 203

TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Credit - 4

Learning Outcomes:

- To gain a comprehensive understanding of the principles and practices in the travel agency and tour operation business.
- To develop the knowledge and skills required to pursue a successful career in the modern travel trade.
- To acquire practical insights into the contemporary travel industry to make informed career choices and contribute effectively to the field.

UNIT I

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- Inbound, Outbound, Domestic, Ground and Specialized.

UNIT II

Travel Agency Business Network: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business between Wholesale and Retail Agents, Future of Travel Wholesaling & Retailing

UNIT III

Functions of Travel Agency & Tour Operation and Roles of Travel Trade Organizations: Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, Characteristics of a Professional Travel Agent, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, ASTA, TAAI, IATO, ATAIOI, ADTOI, IAAI, FIYTO, TAFI

UNIT IV

Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business- Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions

UNIT V

Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition, Travel Agency Organization Structure, Sources of Revenue, Threats in Travel Agency in Business, Use of Information Technology in Travel Agency Business

SUGGESTED BOOKS*

1. Dileep, M. R. *Tourism: Concepts, Theory and Practice*. IK International Pvt Ltd.
2. Lubbe, B. *Tourism distribution: managing the travel intermediary*. Juta and Company Ltd.
3. Morrison, A. M. *Hospitality and travel marketing*. Taylor & Francis.

SUGGESTED REFERENCE BOOKS*

1. Holloway, J.C. *The Business of Tourism*, Prentice Hall, London,
2. Roday S, Biwal A & Joshi. V. *Tourism Operations and Management*, Oxford University Press, New Delhi.
3. Goeldner, R & Ritchie. B. *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 204

CONTEMPORARY ISSUES AND NICHE TOURISM

Credit - 4

Learning Outcomes:

- To gain an in-depth understanding of the current challenges and trends in the global and Indian tourism industry.
- To explore niche tourism segments and their role in sustainable tourism development.
- To develop the knowledge and skills required to analyze and address critical issues within the tourism sector effectively.

Unit I

Introduction to Contemporary Issues in Tourism: Overview of the global and Indian Tourism Industry; Key stakeholders and their roles; current trends and challenges in the tourism sector.

Unit II

Niche Tourism Segments: Introduction to niche tourism- ecotourism, cultural tourism, rural tourism, adventure tourism, sustainable tourism etc.; Market demand and growth in niche tourism; case studies of successful niche tourism destinations.

Unit III

Tourism Marketing and Promotion: Marketing strategies for niche tourism segments; digital marketing and social media in tourism; role of branding and storytelling in promoting niche destinations.

Unit IV

Technology and Innovation in Tourism: Role of technology in shaping the tourism industry; Artificial Intelligence, Virtual Reality and Augmented reality in tourism; Startups and innovations in niche tourism.

Unit V

Future Trends in Niche Tourism: Emerging trends in niche tourism; Opportunities and challenges in the post-pandemic tourism landscape; Future prospects and career opportunities in niche tourism.

SUGGESTED TEXTBOOKS*

1. Cooper Chrit et. al. Contemporary Tourism: An International approach.
2. Weader David and Lawton Laura Sustainable Tourism: Theory and Practice.
3. Kolb Bonita Tourism Marketing for cities and towns: using branding and events to attract tourists.

SUGGESTED REFERENCE BOOKS*

1. Novelli Marina Niche Tourism: Contemporary Issues, Trends and Cases
2. Yeoman Ian and McMahon-Beattie Una The future of Tourism

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 205

INTERNATIONAL TOURISM

Credit - 4

Learning Outcomes:

- To gain a comprehensive overview of current global tourism trends and their impact on the industry.
- To explore and understand major tourist destinations across different continents.
- To develop a global perspective on the tourism sector and its diverse attractions.

UNIT I

Global Tourism - Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Country, India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

SUGGESTED TEXTBOOKS*

1. Swain, S.K. & Mishra, J.M. *Tourism: Principles & Practices*, Oxford University Press, New Delhi.
2. Bhatia A.K. *International Tourism Management*, Sterling Publishers, New Delhi.

SUGGESTED REFERENCE BOOKS*

1. Reisinger Y. *International Tourism – Cultures and Behaviour*, Butterworth-Heinemann, Oxford, UK.
2. William F. Theobald, W.F. *Global Tourism*, Elsevier Science, London.
3. Cochrane, J. *Asian Tourism Growth and Change*, Elsevier, London.
4. UN World Tourism Organization. *Performance Indicators for Tourism Destinations in Asia and the Pacific Region*, Business & Economics.
5. Vellas François. *International Tourism: An Economic Perspectives*. St. Martin's Press,

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 206

MANAGERIAL ECONOMICS FOR TOURISM

Credit - 4

Learning Outcomes:

- Gain a solid understanding of fundamental economics principles and their relevance to the tourism industry.
- Acquire practical knowledge to apply economic concepts in making informed decisions within the tourism business.
- Develop the ability to navigate and comprehend economic terminology, enabling more effective decision-making.

UNIT I

Circular Flow of Economy: Concept and Models, Economic system and its types, Impact of economic system on Tourism Development; Concept, Nature of Managerial economics, Scope of Managerial economics in Tourism.

UNIT II

Demand & Supply: Demand -Types of Demand, Elasticity and Types of Elasticity of Demand, Determinants of Tourism Demand, Law of Tourism Demand, Elasticity of Tourism Demand, Methods of Demand Forecasting; Supply - Determinants of Supply, Law of Supply.

UNIT III

Production & Cost: Input-Output Relationship, Law of Variable Proportions, Costs- Types of Cost; Break-even Analysis; Market Structure – Concept and its types.

UNIT IV

Macro-Economic Impacts: Inflation – Concept and its types; Multiplier Effects & Its Types, Displacement Effect, Costs and Benefits analysis in Tourism.

UNIT V

Economic Transition: Globalisation and Liberalisation, Public-Private Participation in tourism; Role of Banking Institutions in tourism development; Case Study on Economic Impacts of Tourism in India, China, Maldives, Thailand, France, USA

SUGGESTED TEXTBOOKS*

1. Mukhopadhyay, S. *Tourism Economics*. Ane Books Pvt. Ltd., New Delhi.
2. Sinclair, M.T. & Stabler, M. *Economics of Tourism & Development*, Routledge, New York.

SUGGESTED REFERENCE BOOKS*

1. Baye, Michael R. and Prince, Jeffrey, *Managerial Economics and Business Strategy*, McGraw-Hill Irwin.
2. Varshney, R.L. & Maheswari K.L. *Managerial Economics*. Sultan Chand, New Delhi.
3. Dwivedi, D.N. *Managerial Economics*. Vikas, New Delhi.
4. Tribe, J. *Economics of Leisure and Tourism*. Oxford Butterworth Heinemann, London.
5. *Managerial Economics* Geethika, Ghosh & Choudhury McGraw Hill.
6. *Managerial Economics* Dominick Salvatore, Oxford Publishers.
7. Dholakia, R.H. & Oza, A.L. *Micro Economics form Management*, OUP, New Delhi.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT – 207

ARTIFICIAL INTELLIGENCE TOOLS IN TOURISM

Credit - 4

Learning Outcomes:

- To gain an introduction to the application of Artificial Intelligence (AI) tools and techniques in the tourism and travel sector.
- To explore how AI can significantly improve decision-making, enhance customer experiences, and optimize operational efficiency within the tourism industry.
- To develop a foundational understanding of AI's potential applications in the context of tourism and travel.

Unit 1

Introduction to AI in Tourism: Definition of Artificial Intelligence, Historical context and evolution of AI, AI's relevance in the tourism industry, Ethical considerations in AI tourism applications.

Unit 2

Understanding AI Basics: Types of AI (Narrow AI, General AI, Superintelligent AI), Machine Learning vs. AI, Key AI concepts (data, algorithms, learning)

Unit 3

Generative AI in Tourism: Introduction to Generative AI, How Generative AI works, Prompting: Techniques and strategies for effective use, Applications of Generative AI in tourism (content generation, recommendations, etc.), Practical exercises and hands-on experience with Generative AI tools, including effective prompting, AI tourism-specific plugins and their role in improving efficiency.

Unit 4

AI in Tourism Marketing and Customer Experience: AI-driven marketing strategies, Customer segmentation and targeting using AI, Sentiment analysis for social media and reviews, Enhancing customer experience with AI, Integration of AI tourism-specific plugins.

Unit 5

AI Applications and Future Directions: Case studies showcasing successful AI implementations in tourism, Real-world examples of AI-driven solutions in the travel industry, Reflection on how Generative AI and AI tourism-specific plugins can improve day-to-day efficiency in tourism tasks.

SUGGESTED TEXTBOOKS*

1. Stuart Russell & Peter Norvig (2016). *Artificial Intelligence: A Modern Approach*. Pearson.
2. Michael Negnevitsky (2020). *Artificial Intelligence: A Guide to Intelligent Systems*. Addison-Wesley.
3. Vinod Kumar Shukla, Amit Verma, Jean Paolo G. Lacap (2023). *Artificial Intelligence for Smart Technology in the Hospitality and Tourism Industry*. Apple Academic Press. ISBN: 9781774914908

SUGGESTED REFERENCE BOOKS*

1. David L. Poole & Alan K. Mackworth (2017). *Artificial Intelligence: Foundations of Computational Agents*. Cambridge University Press.
2. Richard S. Sutton & Andrew G. Barto (2018). *Reinforcement Learning: An Introduction*. The MIT Press.
3. Ian Goodfellow & Yoshua Bengio (2016). *Deep Learning*. The MIT Press.
4. Pierre Benckendorff, Daniel R. Fesenmaier, & Lawrence R. Wallingford (2010). *Tourism Information Technology*. CABI.

***Note:** Please make sure to reference the most up-to-date editions of the books.

MBAT – 208

STATISTICS FOR TOURISM RESEARCH

Credit - 4

Learning Outcomes:

- To gain an understanding of fundamental statistical concepts and techniques applicable to tourism research.
- To develop the skills needed to collect, analyze, and interpret data for research projects in the field of tourism.
- To acquire the ability to effectively apply statistical methods to address research questions and challenges specific to the tourism industry.

Unit 1:

Introduction to Statistics in Tourism: Overview of statistics in tourism research, Types of data in tourism (e.g., visitor counts, survey responses), Data collection methods in tourism studies, Importance of statistics in tourism academics and industry.

Unit 2:

Data Analysis and Visualization: Data cleaning and preparation for tourism data, Frequency distributions and histograms for tourism variables, Box plots and scatterplots for tourism data analysis, Data visualization techniques for tourism research.

Unit 3:

Descriptive Statistics for Tourism: Measures of central tendency (mean, median, mode) in tourism contexts, Measures of variability (range, variance, standard deviation) for tourism data, Percentiles and quartiles in tourism research, Interpreting descriptive statistics in tourism studies.

Unit 4:

Inferential Statistics and Hypothesis Testing: Hypothesis testing in tourism research, Parametric vs. non-parametric tests for tourism data, T-tests and ANOVA for analyzing tourism data, Chi-squared tests for categorical data in tourism research.

Unit 5:

Correlation, Regression, and Tourism Applications: Pearson correlation coefficient and its use in tourism research, Simple linear regression and its application in tourism contexts, Multiple regression analysis in tourism studies, Interpretation of regression results for tourism projects.

SUGGESTED TEXTBOOK*

1. Paul Newbold, William L. Carlson, and Betty Thorne. *Statistics for Business and Economics*. Pearson.
2. B L Agrawal. *Basic Statistics*. New Age International Publishers.

SUGGESTED REFERENCE BOOKS*

1. Brent W. Ritchie & Peter Burns. *Tourism Research Methods: Integrating Theory with Practice*. CABI.
2. Levin, R. I. *Statistics for management*. Pearson Education India.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT 209
COMPREHENSIVE VIVA-VOCE

Credit - 2

The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

THIRD SEMESTER

MBAT - 301

CULTURAL & HERITAGE TOURISM RESOURCES OF INDIA

Credit - 4

Learning Outcomes:

- To gain a deep understanding of India's core cultural tourism competencies.
- To become familiar with key cultural tourism destinations and attractions in India.
- To recognize and appreciate the significance of India's cultural tourism resources.

UNIT I

Indian Cultural History: Early and Post Vedic period - Ancient Indian Literature - Sacred Literature - Secular Literature - Ancient Society & Culture - Varna System – Purushartha – Cultural Erosion

UNIT II

Religions of India: Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - Basic Tenets of different Indian and Western Philosophy

UNIT III

Non-Material Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation - Performing Arts, Dance Forms, Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture- Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.

UNIT IV

Architectural Heritage: Significance & Places of Importance - Rock-cut Architecture – Architectural Styles - Indus Valley, Vedic, Buddhist, Jain, Mauryan Architecture, Vakataka (Ajanta), Nagara: Gupta Era (Bhitargaon, Deogarh, Udayagiri, Nachnakutara), Chandela (Khajuraho), Kalinga Style. Vesara/Sankara: Early Chalukyan (Aihole, Badami, Pattadakal), Hoyasala (Belur), Rashtrakutas (Ellora). Dravidian: Pallavas (Mahabalipuram, Kanchipuram) Pandyas (Madurai, Rameshwaram, Trichy, Tirunelveli) Cholas (Tanjore, Gaigai Kondacholapuram, Darasuram), Vijayanagara (Hampi), Kakatiyas (Warangal) Mharu Gurjara (Gujarat & Rajasthan, Step wells), Himalayan style, Ratna Style (West Bengal), Indo Islamic (Fatehpur Sikhri, Agra, Delhi), Indo-European (Kolkata, Mumbai, Delhi – Lutyens area) - World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India

UNIT V

Museums and Art Galleries: Significance, Types and Importance of Museums and Art Galleries- Indian Museum, Kolkata, National Museum, New Delhi, Salar Jung Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur – Unique Museums of India

SUGGESTED TEXTBOOKS*

1. Basham.A.L. *The Wonder That Was India*. Rupa and Co., New Delhi
2. Sen, Sailendranath. *Textbook of Indian History and Culture*. Macmillan, New Delhi.

SUGGESTED REFERENCE BOOKS*

1. Gupta, S.P. *Cultural Tourism in India*. Indraprastha Museum of Art and Archaeology, New Delhi.
2. Hussain.A. K. *The National Culture of India*. National Book Trust, New Delhi.
3. Jacob, R. *Indian Tourism Products*. Abhijeet publications.
4. Sahai, S. *Indian Architecture: Hindu Buddhist and Jain*. Prakash Books.
5. *The Gazette of India: History and Culture, Vol.2*, Publication Division, Ministry of Information and Broadcasting, Government of India.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 302

STRATEGIC MANAGEMENT IN TOURISM

Credit - 4

Learning Outcomes:

- To develop a deep understanding of strategic management principles and their application within the tourism industry.
- To acquire the skills necessary to analyze and formulate effective strategies for tourism businesses.
- To gain the ability to make strategic decisions that enhance the competitiveness and sustainability of tourism enterprises.

Unit I

Strategic purpose: Introduction- importance, purpose and process; contexts and uses of strategy in tourism; Vision, mission and objectives; social responsibility; culture and strategy.

Unit II

Strategic analysis: PEST analysis; external environment (competition), Porter's five forces analysis, destination competitiveness; internal environment (capability), performance monitoring and control, product evaluation, SWOT analysis.

Unit III

Strategic choices: Strategic options- Porter's generic strategies, sustaining competitive advantage; Strategic directions and methods; strategic evaluation.

Unit IV

Strategic implementation: Organizing and resourcing; Managing and monitoring; Preparation of strategy.

Unit V

Strategic evaluation: Symptoms of malfunctioning of strategy; Organization anarchies; Operations control and strategic control; Measurement of performance; Analyzing variances; Role of organizational systems in evaluation.

SUGGESTED TEXTBOOKS*

1. Evans, N., Campbell, D. and Stonehouse, G. Strategic Management for Travel and Tourism. Burlington: Butterworth-Heinemann. (L)
2. Tribe, John. Strategy for Tourism. Oxford: Goodfellow Publishers Limited.

SUGGESTED REFERENCE BOOKS*

1. Kazmi, Azhar. *Business Policy*. New Delhi: Tata McGraw Hill. (L)
2. Diaz-Perez, Flora Maria. *Competitive Strategies and Policies for Tourism Destinations: Quality, Innovation and Promotion*. UK: Nova Science Pub Inc

***Note:** Please make sure to reference the most up-to-date editions of the books.

MBAT - 303

ITINERARY PREPARATION, TOUR PACKAGING & TRANSPORTATION

Credit - 4

Learning Outcomes:

- The course is designed to develop a comprehensive understanding for curating travel itineraries and learn the financial aspects of calculating and costing the travel products.
- Learners shall be able to understand the significance and role of various modes of transportation in tourism industry.
- Further, they will understand the practical aspect of how different tourism transportation modes can be clubbed together with the various itineraries and be sold as a tour package.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

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

Unit III

Tourism Transportation: Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services, Negotiating rates with Airlines and hotels, Major Railway Transport Network in India & World, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India

Unit IV

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

Unit V

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

SUGGESTED TEXTBOOKS*

1. Swain, S.K. & Mishra, J.M. Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Dileep, M.R. Tourism, Transport and Travel Management, Published March 14, 2019 by Routledge.
3. Holland, J., & Leslie, D. Tour operators and operations: Development, management and responsibility. CABI.

SUGGESTED REFERENCES*

1. Negi. J. Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
2. Holloway, J.C. The Business of Tourism, Prentice Hall, London, pp.220-279.
3. Roday S., Biwal A. & Joshi. V. Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296. 4. Goeldner, R & Ritchie. B. Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT – 304

RESEARCH METHODOLOGY

Credit - 4

Learning Outcomes:

- To develop a solid understanding of various research methods and methodologies relevant to the field of Tourism Business.
- To acquire the knowledge and skills necessary to conduct research effectively within the tourism industry.
- To gain the ability to apply appropriate research methods to address specific research questions and challenges in the context of Tourism Business.

UNIT I

Concept of Research: Concept, Scope, Significance and types of Research, Research process and Research Designs. Formulation of Research problem, Variables-Meaning, and type.

UNIT II

Sampling: Methods of Sampling and Sampling errors, Research Proposals

Measurement and Scale: Tools of Sound Measurement, Techniques of Developing Measurement Tools, Scaling meaning and Important Scaling Techniques.

UNIT III

Data Collection: Primary (Interview, Observation and Questionnaire) and Collection of Secondary Data;

Hypothesis Testing: Hypothesis Definition, types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, Chi-square test, f-test, u-test, K-W Test (problems on all tests).

UNIT IV

Multivariate Analysis: ANOVA-one-way and two-way classification (theory only), Classification, Important Methods of Factor analysis, Discriminant analysis, multi-dimensional scaling, conjoint Analysis. Introduction to SPSS.

UNIT V

Report Writing: Technique and Precaution of Interpretation, Significance of Report Writing, Layout and Types of Report, Report writing Tips -Scientific writing styles - Structure and Steps of Preparing Research Proposal, Art of writing a Research Paper, Art of Citing References (APA, MLA),Written& Oral Presentation.

SUGGESTED TEXTBOOKS*

1. Cooper Donald R. and Schindler Parnela. Business Research Methods; McGraw Hill International Editions, Ninth Edition.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter. *Market Research: An Applied Orientation, Second Edition*, Prentice Hall.

SUGGESTED REFERENCE BOOKS*

1. Blaikie N. *Designing Social Research*, Polity Press, Canterbury, UK.
2. David de Vaus. *Analysing social sciences, Data*, Sage Publication, New Delhi.
3. Bajpai. N. Business Research Methods; Pearson Education, New Delhi
4. Joseph F, Haur, Robert & David. J. *Market Research*, McGraw Hill, New Delhi.
5. Anil K. Mishra. A Hand-Book of Research in SPSS. Himalayan Publishing, House, Mumbai
6. Sekaran, U. & Bougie, R. Research Methods for Business: A Skill-Building Approach, Wiley Publication.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 305
COMPREHENSIVE VIVA – VOCE

Credit - 2

The objective of conducting comprehensive viva-voce examination is to test the level of understanding on various subjects taught in the semester and examine the level of logical presentation and articulation of students.

MBAT - 306
STUDY TOUR REPORT

Credit - 3

Study Tour shall be offered to the students as a compulsory component. The objective of the study tour is to give exposure to the students about attraction and resources available at a tourist destination of repute. Students shall have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the third-semester examinations. The credits assigned to this paper shall be distributed in the ratio of 60% : 40% for report and viva-voce respectively.

MBAT - 307
SUMMER TRAINING & PROJECT REPORT

Credit - 4

Summer Training, Report & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 6-week or One-and-half months (June-July) long training in Tourism, Travel and Hospitality Organisations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of the travel business. The credits assigned to this paper shall be distributed in the ratio of 60% : 40% for project report and viva-voce respectively.

MBAT – 308
DSE – I

Credit - 3

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose either as a single course or as a group in the department from the given group of electives. A student can opt for maximum of two elective groups having three courses each during the program depending on available teaching resources.

MBAT - 309
DSE – II

Credit - 3

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose either as a single course or as a group in the department from the given group of electives. A student can opt for maximum of two elective groups having three courses each during the programme depending on available teaching resources.

MBAT – 310
DSE – III

Credit - 3

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose either as a single course or as a group in the department from the given group of electives. A student can opt for maximum of two elective groups having three courses each during the programme depending on available teaching resources.

FOURTH SEMESTER

MBAT - 401

ENTREPRENEURSHIP & BUSINESS PLAN DEVELOPMENT

Credit - 4

Learning Outcomes:

- Develop the ability to identify and assess potential business ideas suitable for starting and managing small enterprises.
- Acquire proficiency in analyzing the business environment, with a particular focus on customers and competitors, to make informed business decisions.
- Learn how to evaluate the feasibility of a business concept, prepare a comprehensive business plan, and gain foundational knowledge in initiating and managing a small business effectively.

Unit I

Entrepreneurship: Concept and definitions; Entrepreneurship and economic development; the tourism industry and business ideas; business strategy- understanding customer and analysing the competition.

Unit II

Opportunity/ identification and product selection: Entrepreneurial opportunity search and identification; criteria to select a product; conducting feasibility studies; project finalization; sources of information.

Unit III

Conceptualizing a business: Business model; business strategy- understanding customers and analyzing competition; Form of organization and legal considerations; networking and collaboration; good business practices.

Unit IV

Writing a business plan: Marketing, financial, operations, people, etc. Planning.

Unit V

Setting up an enterprise: Steps, procedures, licenses, registration etc.; Institutional support for MSMEs; Start- Up India.

SUGGESTED TEXTBOOKS*

1. Desai, Vasant. *Small-Scale Industries and Entrepreneurship*. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna. *Entrepreneurship Management*. Vikas Publishing House, Delhi.
3. Mohanty, Sangram Keshari. *Fundamentals of Entrepreneurship*. New Delhi: Prentice Hall of India

SUGGESTED REFERENCE BOOKS*

1. Balaraju, Theduri. *Entrepreneurship Development: An Analytical Study*. Akansha Publishing House, Uttam Nagar, New Delhi.
2. David, Otes. *A Guide to Entrepreneurship*. Jaico Books Publishing House, Delhi.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 402

DESTINATION PLANNING AND DEVELOPMENT

Credit - 4

Learning Outcomes:

- To develop a deep understanding of the significance of effective planning and management in the context of tourism destinations.
- To acquire knowledge and skills related to the planning and development processes specific to tourism destinations.
- To learn how to apply principles of destination planning and management to enhance the sustainability and competitiveness of tourism destinations.

UNIT I

Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination– Destination Development, Destination Lifecycle- Destinations and Products –Destination Management Systems–Destination Planning Guidelines - Destination Zone, Planning Model

UNIT II

Tourism Policy: Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder-Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.

UNIT III

History of Initiatives for Tourism Planning: Sargent & Jha Committee, National Tourism Policy of India- 1982, 1987 & 2002, National Action Plan- 1992, Tourism Policy in Kerala, Rajasthan, Haryana, Jammu & Kashmir, Andhra Pradesh & Karnataka, Gujarat.

UNIT IV

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

UNIT V

Destination Promotion and Publicity: Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and God's Own Country, Vibrant Gujarat

SUGGESTED TEXTBOOKS*

1. Gunn, C. *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M.. *Tourism Principles & Practices*. Oxford University Press, New Delhi.

SUGGESTED REFERENCE BOOKS*

1. Morgan, N, Pritchard, A & Pride, R. *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann,

2. Butler, R.W. *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
3. Tang, C.H. & Jones, E.E. *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing,
4. Singh, S. Timothy, D.J. & Dowling, R.K. *Tourism in Destination Communities*, CABI Publishing,
5. Crouch, D.I. J.R. Ritchie, B.& Kossatz, H.G. *Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing,
6. Murphy, P. E. *Tourism: A Community Approach*. Methuen, New York.
7. Inskeep, E. *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York.

***Note: Please make sure to reference the most up-to-date editions of the books.**

MBAT - 403

DSE – IV

Credit - 3

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose either as a single course or as a group in the department from the given group of electives. A student can opt for maximum of two elective groups having three courses each during the programme depending on available teaching resources.

MBAT - 404

DSE – V

Credit - 3

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose either as a single course or as a group in the department from the given group of electives. A student can opt for maximum of two elective groups having three courses each during the programme depending on available teaching resources.

MBAT - 405

DSE – VI

Credit - 3

The objective of this course is to give a student an opportunity to pursue her/his personal interests of academic pursuit. A student for this purpose shall choose either as a single course or as a group in the department from the given group of electives. A student can opt for maximum of two elective groups having three courses each during the programme depending on available teaching resources.

MBAT - 406

DISSERTATION

Credit - 4

Dissertation & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 10-week or two-and-half months (March-May) long training in Tourism, Travel and Hospitality Organisations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services

along with administrative, financial and marketing aspects of the travel business. The credits assigned to this paper shall be distributed in the ratio of 60:40 for project report and viva-voce respectively.

ELECTIVE GROUPS

Group – A: Tour Operation Management

Code of course and semester Name of course Learning outcomes	Discipline Specific Elective Tour Guiding and Interpretation (Credit -3) <ul style="list-style-type: none"> Develop an understanding of the career opportunities and scope of tour guiding as a profession within the tourism industry. Acquire practical experience in guiding tourists in real-life situations, allowing for the application of guiding techniques. Gain a comprehensive understanding of the intricacies and key skills required for success in the field of tour guiding and interpretation.
Text book/s*	Chowdhary, Nimit (2013). <i>Handbook for Tour Guides</i> . New Delhi: Matrix Publishers. (L)
Reference books*	Mitchell, G.E. (2005). <i>How to Start a Tour Guiding Business</i> . Charleston: The GEM Group Ltd. Pond, K.L. (1993). <i>The Professional Guide</i> . New York: Van Nostrand Reinhold. (L) *Note: Please make sure to reference the most up-to-date editions of the books.
Unit I	Tour guiding: Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.
Unit II	Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.
Unit III	Practical guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks.
Unit IV	Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.
Unit V	Managing guiding business: How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

Code of course and semester
 Name of course
 Learning Outcomes

Discipline Specific Elective

Tourist Behaviour and Cross-Cultural Management (credit – 3)

After doing this course, student will be able to:

- Understand the motivators and deterrents of tourist behavior.
- Understand the trends in tourism market on tourist behavior.
- Understanding the importance of culture and cross-cultural linkages in tourism.

Text book/s*

Horner, Susan, and Swarbrooke, John (2007). *Consumer Behaviour in Tourism*, 2/e. Burlington: Butterworth-Heinemann. (L)

Reference books*

Reisinger, Yvette (2009). *International Tourism: Cultures and Behaviours*. Burlington: Butterworth-Heinemann

Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.

Hooker, John (2003). *Working Across Cultures*. Stanford: Stanford University Press.

***Note: Please make sure to reference the most up-to-date editions of the books.**

Unit I	Introduction to Tourist Behaviour and Culture: The Global environment-globalization, tourism and culture; introduction to cultural diversity; Concept of tourist behaviour; importance of tourist behaviour; factors affecting tourist behaviour; models of Tourism behaviour (Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.); Indian outbound travel market.
Unit II	Theoretical Framework: Introduction to cultural theories and practices; basics of culture; intercultural theories; Motivators & Determinants of Tourist behavior; models of purchase decision-making process (Mathieson and Wall; Stimulus- Response model (Middleton); etc.)
Unit III	Typologies of tourist behavior: typologies and their critique; marketing applications of typologies; tourism-specific Market segmentation Tourism demand and markets: Global pattern of tourism demand; nature of demand in tourism market; consumer behavior and markets in different sectors of tourism.
Unit IV	Consumer behavior and marketing: Marketing mix and tourist behavior; the emergence of new markets and changes in tourist demand; quality and tourist satisfaction; trends. Host-guest interactions and their impacts: physical, social, cultural, environmental; tourist-guide interaction and its impact
Unit V	Culture: Cultural practices and tourism impacts on culture; cultural differences; cultural variability-sources of differences; culture and values. Cross cultural comparisons: concepts and challenges; cultural influences on tourist behaviour, social interactions; cultural shock; influence on services; cultural influences on ethics; differences among international societies like Asia, Australia, India etc.; multicultural competence.

Code of course and semester	Discipline Specific Elective
Name of course	Tour Leadership and Management (Credit – 3)
Learning outcomes	<ul style="list-style-type: none"> Develop a comprehensive understanding of the career opportunities and scope available in tour escorting as a profession within the tourism industry. Acquire practical experience in escorting tourists in real-life situations, allowing for the application of escorting techniques and skills. Gain proficiency in the essential skills and knowledge required for success in the field of tour escorting, including the ability to handle various aspects of the profession effectively.
Text book/s*	Chowdhary, Nimit (2013). <i>Handbook for Tour Guides</i> . New Delhi: Matrix Publishers. (L)
Reference book/s*	<p>Mitchell, G.E. (2005). <i>How to Start a Tour Guiding Business</i>. Charleston: The GEM Group Ltd.</p> <p>Pond, K.L. (1993). <i>The Professional Guide</i>. New York: Van Nostrand Reinhold. (L)</p> <p>*Note: Please make sure to reference the most up-to-date editions of the books.</p>

Unit I	Tour Leadership: Introduction to tour leadership, Characteristics of tour escorting profession, difference between tour escorting and tour guiding, Advantages and
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disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Presenting yourself, Challenges faced by a tour manager

Unit II **Roles and Duties :** Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure
Responsibilities at the Airport- Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage
Responsibilities at the hotel- Check In, Check out, Rooming List, Meal requests
Responsibilities during sight-seeing tours: On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a “Mental Picture” of Routing & Landmarks;
Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide

Unit III **Responsibilities on a train/cruise:** Embarkation; Initial Briefing/Duties Aboard Ship / Train; Disembarkation;

Unit IV **Group management and situation handling**
Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

Unit V **Other roles and responsibilities**
Other functions: The Professional Daily Briefing, Dealing with FAQ's, , Taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross cultural differences

Group – B: Air Fares and Ticketing

Code of course and semester

Discipline Specific Elective

Name of course

Basic Airfare & Ticketing (credit-3)

Learning Outcomes

- Develop a solid understanding of airline routing, including the factors that influence flight paths and connections.
- Acquire knowledge of airfare construction principles and the factors that affect ticket pricing.
- Gain practical skills in ticketing and handling airline reservations, enabling effective navigation of the aviation industry.

Text book/s*

Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributers (P) Ltd.

Reference books*

Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.
 Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.
 Air Traffic Manuals.
***Note: Please make sure to reference the most up-to-date editions of the books.**

Unit I

Introduction to airline industry. Important international conventions: Warsaw convention, Bermuda convention and Chicago convention. Freedoms of air. IATA Traffic conference areas and sub-areas.
 Management of airlines: types of airlines; airlines personnel and revenue earning; airport management.
 Latest trends in aviation in India. Problems and prospects of Indian aviation industry.

Unit II

Familiarisation with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarisation with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan.

Unit III

Planning itinerary by air: itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with extra mileage allowance (EMA), extra mileage surcharge (EMS).

Unit IV

Fare calculation: higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check (BHC), add-ons, general limitations on indirect travel, special fares.

Unit V

Documentation: Travel information manual, passport, visa, currency regulations, custom regulations, health regulations, immigration formalities at airport for inbound and outbound tourist.

Code of course and semester		Discipline Specific Elective
Name of course		Computerized Reservation System (credit -3)
Learning Outcomes		<ul style="list-style-type: none">Gain practical proficiency in using Computer Reservation System (CRS) platforms, with a focus on standard CRS packages such as Amadeus.Develop the ability to construct airfares effectively within the CRS framework.Acquire hands-on experience in laboratory work using training CRS packages, allowing for practical application of skills.
Course Inputs	Open Elective The course is computer based laboratory work content and will provide the understanding the functions of CRS to book the tickets.	
Unit I <ul style="list-style-type: none">IntroductionFlight availabilitySelling Air SegmentsPassenger Name records Unit II <ul style="list-style-type: none">Supplementary DataModifying a PNRFare Displays Unit III <ul style="list-style-type: none">Itinerary PricingIssuing TicketsAdvance Seat Assignments Unit IV <ul style="list-style-type: none">QueuesCustomer ProfilesReference Information Unit V <ul style="list-style-type: none">Hotel ReservationCar RentalsMiscellaneous Entries		

Code of course and semester	Discipline Specific Elective
Name of course	Airport Operations and Management (credit-3)
Learning outcomes	<ul style="list-style-type: none"> • Develop a practical understanding of civil airport operations within the context of the aviation industry. • Gain insights into how the civil aviation operation has adapted to technological advancements and evolving threat perceptions.

Text Book/s*	<ul style="list-style-type: none"> Participate in an intensive learning experience that includes case studies, classroom discussions, lectures, and requires pre-course assignments and case study preparation. <p>Rigas Doganis,(2010) <i>Flying Off Course</i> Routledge (4th Ed. Trompenaars & Woolliams,(2006) <i>Business Across Cultures</i>, Capstone Publishing Spekman & Isabella(2000), <i>Alliance Competence</i>, Wiley Holden (2002), <i>Cross Cultural Management</i>, Pearson Stephan Holloway (2003), <i>Straight and Level: Practical Airline Economics</i>, Ashgate (2nd Ed.)</p>
Reference Book/s*	<p>Diana M. Stancu, <i>AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International</i>, October 2010, Vol. 16, Issue 5 (pp. 11-13) Robert W. Poole(2008), <i>Risk Based Aviation Security</i>, Joint Transport Research Center. K. Jack Riley(2011), <i>Air Travel Security Since 9/11</i>, Rand Corporate Publication.</p> <p>*Note: Please make sure to reference the most up-to-date editions of the books.</p>

Unit I	Overview of the airline industry: link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business , The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control
Unit II	Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards
Unit III	Facilitation and security and contingency planning: Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease
Unit IV	Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk-loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load—Notification to Captain

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

Code of course and semester	Discipline Specific Elective
Name of course	Cargo Management (credit-3)
Learning Outcomes	<ul style="list-style-type: none"> • Develop a comprehensive understanding of cargo management principles and practices in the context of growing international trade. • Gain insights into the significance and relevance of cargo management in the current global scenario. • Acquire knowledge and skills necessary to address the challenges and complexities of cargo management in the context of international trade.
Reference books*	<ol style="list-style-type: none"> 1. <i>Travel Industry - Chunk, James and Dexter</i> 2. <i>Tack Rule Book</i> 3. <i>OAG and the Air Cargo Tariff both Red and Green</i> <p>*Note: Please make sure to reference the most up-to-date editions of the books.</p>

Unit I	Growth and development of air transport industry and freight industry: Relevance and importance of cargo industry, Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO & FIATAA.
Unit II	World geography: IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airlines codes, country codes, city codes, currency codes etc.OAG Air cargo guides, TACT rates & rules.Air craft cargo configuration, capacity familiarization, limitations of weight and special loads.
Unit III	Packaging, marking, labelling: Packaging, marking and labelling of consignment, acceptance of cargo, Airway bill and its completion and valuation charge.
Unit IV	Cargo rating: Rating of Published tariff-Air Cargo, G.C.R., S.C.R, C.C.R,
Unit V	Unpublished rate: Construction of Unpublished tariff -ADD ON and LCP rate structures.

Code of course and semester	Discipline Specific Elective
Name of course	Dangerous Goods and Live Animal Regulations (credit – 3)
Learning Outcomes	<ul style="list-style-type: none"> • Develop a thorough understanding of the regulations and procedures related to the transportation of dangerous goods and live animals. • Recognize the critical importance of compliance with these regulations for ensuring the safe transport of various types of cargo. • Acquire the knowledge and skills needed to navigate and adhere to dangerous goods and live animal regulations effectively, promoting safe transportation practices.

Text book/s*

Reference book/s*	Dangerous goods regulations – Manual (IATA), Latest, The Handling Of Dangerous Goods, 2018 Live Animal Regulations – Manual (IATA), Latest *Note: Please make sure to reference the most up-to-date editions of the books.
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Unit I -	Restricted Articles: Introduction, Historical developments, classification & packaging.
Unit II	Dangerous goods: labelling-significance, handling, hazard and orientation labels, marking-UN and non-UN markings.
Unit III	Handling and documentation: Handling and documentation of restricted articles
Unit IV	Radioactivity: Radioactive Materials and its handlings
Unit V	LAR: Live animal regulations and documentations

Code of course & semester	Discipline Specific Elective
Name of course	Export Import Documentation (credit-3)
What is the role of proposed learning in managing businesses?	Basic Understanding of export and import procedure and Documentation
Reference books/ materials*	C. Rama Gopal , <i>Export Import Procedures: Documentation and Logistics</i> , New Age International Francis Cherunilam, <i>International Trade and Export management</i> Mahajan , <i>A Guide on Export Policy Procedure & Documentation</i> , Snow White Publications Pvt. Ltd Kapoor, D. C., <i>Export Management</i> ,Jain Book Depot <i>EXIM Policy & Handbook of EXIM Procedure – VOL I & II</i> Desai, H.B. <i>Indian shipping Perspectives</i> , Delhi :Anupam Publications. *Note: Please make sure to reference the most up-to-date editions of the books.
Unit I	Export procedures and documentation: Types of Exports, Types Of Exporters, Institutional framework for promotion of exports, Legal Framework governing exports, Need for export Procedure and Documentation.

Unit II	Export procedures: Preshipment, shipment and Post shipment Procedures. Foreign Trade Policy
Unit III	Export documentation: Mandatory Documents for Export- Commercial and regulatory Documents, Multimodal Transport Documentation
Unit IV	Export incentives: Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for availing incentives ;Trading Houses-Export and trading houses schemes – criteria, procedures and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units , Incoterms and its usage.
Unit V	Import procedure and documentation: Types of Imports, Need for Licensing, Types of Licensing, Import Procedures and Documentation

Group – D: Special Interest Tourism

Code of course and semester	Discipline Specific Elective
Name of course	Basic of Adventure and Sports Tourism (Credit-3)
Learning Outcomes	<ul style="list-style-type: none"> Gain knowledge about various types of adventure and sports activities and their significance within the tourism industry. Understand the role of adventure and sports in driving tourism and their potential for creating new opportunities in Adventure/Sports Tourism Business. Develop an appreciation for the diverse range of adventure and sports experiences available to tourists, allowing for informed decision-making and entrepreneurship in the field.
Main texts*	Buckley, Ralf, CAB International 2006, Adventure Tourisms.
Other references*	<p>Malik, S.S., 1997, <i>Adventure Tourism</i>, New Delhi: Rahul Publishing.</p> <p>Negi, J. 2001, <i>Adventure Tourism and Sports – Part- I & II</i>, New Delhi : Kanishka Publisers.</p> <p>New Som, D., Moore, S.A., Dowling, R.K. (2004), <i>Natural Area Tourism</i>, New Delhi : Viva Books.</p> <p>Russell Hoyer, Aaron Smith, Hans Westerbeek, and Bob Stewart , <i>Sport Management: Principles and Application</i>.</p> <p>Graham, Stedman., Neirotti, Lisa Delpy and Goldblatt, Joe Jeff <i>The Ultimate Guide to Sports Marketing</i></p> <p>Robinson Leigh <i>Managing Public Sport and Leisure Services</i></p> <p>Westerbeek/Smit ,<i>Managing Sports Facilities and Major Events</i></p> <p>*Note: Please make sure to reference the most up-to-date editions of the books.</p>
Unit I	Basic concepts of adventure and 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 ecology and landscape: island, coral reefs, tropical rain forests, deserts, mountains, sea and river bodies. Scope and Future prospect of Adventure tourism in India.

Unit III	Equipments and clothing requirements for land based, air based and water based activities. Impacts of adventure tourism (environmental, socio-cultural and economic).
Unit IV	An overview of Sports , Sports tourism and sports management, purpose and scope of sports management, career opportunities and sources of employment in sports management.
Unit V	Management of sport events (opening ceremony, closing ceremony, formation of various committees and their responsibilities. Sports marketing and sponsorship. Upcoming sports destination in India.

Code of course & semester | Discipline Specific Elective

Name of course | **Medical and Wellness Tourism (credit – 3)**

Learning Outcomes

- Develop an understanding of the increasing significance of medical tourism in the modern world.
- Analyze and comprehend the push and pull factors that motivate medical tourists, including a discussion of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) and India as a medical tourism destination.
- Gain insights into the contribution of medical tourism, especially within the context of AYUSH practices, to the broader Indian tourism industry.

Reference book/s* | M. Smith and L. Puczko(2009), *Health and wellness tourism*, B. Heinemann
Sonali Kulkarni(2008), *Spa and Health Tourism*, Book Enclave, Jaipur.
Raj Pruthi(2006), *Medical Tourism in India*, New Delhi: Arise Pub.
***Note: Please make sure to reference the most up-to-date editions of the books.**

Unit I | **Introduction to Health Tourism:** Origin and development over ages - health as a motivator to travel, - Ancient centres of healing, Quality of Life (QOL)- Concept. Scope of Health Measures.

Health: Concept, Definitions and Importance of health to People, Business and Government.

Unit II | **Medical tourism:** - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism.
Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

Unit III | **Medical tourism product and package:** Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

Unit IV | **Legal Aspects of Medical Tourism:** Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism.
An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

Unit V	Medical tourism in India: - Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.
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Code of course and semester	Discipline Specific Elective
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Name of course	Management of Adventure Tour Operations (credit- 3)
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Learning Outcomes	<ul style="list-style-type: none"> • Develop expertise in assessing and understanding the risks associated with adventure tourism destinations and activities. • Acquire the skills and knowledge needed to plan adventure tours while considering factors such as legal requirements, equipment, food, documentation, and safety measures. • Learn how to create comprehensive adventure tour plans that prioritize the safety and well-being of participants while delivering an exciting and enjoyable experience.
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Text book/s*	Buckley, Ralf (2006). <i>Adventure Tourisms</i> , CABI International.
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Reference book/s*	Malik, S.S.(1997). <i>Adventure Tourism</i> , New Delhi: Rahul Publishin. Negi, J. (2001). <i>Adventure Tourism and Sports-Part- I & II</i> , New Delhi: Kanishka Publisers. New Som, D., Moore, S.A., Dowling, R.K. (2004), <i>Natural Area Tourism</i> , New Delhi: Viva Books. *Note: Please make sure to reference the most up-to-date editions of the books.
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Unit I	Managing Adventure Tours: Major terms used in adventure activities (land, water and air). Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness etc). National and International Organizations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA etc), its code of conducts.
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Unit II	Planning Adventure tourism Activities: Itinerary planning considerations for different durations (land, water and air); planning for safely and emergencies. Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of seven continents.
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Unit III	Group management: Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, natural history of destination- ecology, climate, fauna and flora, land form features.
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Unit IV	Food Plan: Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.
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Unit V	Legal Liability and Risk Management: Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and controlling; risk mitigation; risk financing and insurance.
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Group – E: Event Management

Code of Course and Semester

Name of Course

Learning Outcomes

Main texts*

Other references*

Discipline Specific Elective

Meetings, Incentives, Conventions and Exhibitions (Credit – 3)

- Develop an understanding of the role and purposes of special events within the context of the tourism and hospitality industry.
- Acquire the techniques and strategies necessary to plan and execute successful special events.
- Gain the knowledge and competencies required to effectively promote, implement, and manage special events.
- Develop the ability to assess the quality and success of special events through evaluation and analysis.

Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall. (L)

Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar Publishers Inc. (L)

***Note: Please make sure to reference the most up-to-date editions of the books.**

Unit 1	Conceptual foundations of events: Major characteristics, Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.
Unit 2	Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.
Unit 3	Events venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.
Unit 4	Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.
Unit 5	Incentive tours: Characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Waste Management & Green Events

Code of Course and Semester

Name of Course

Learning Outcomes

Main texts*

Other references*

Discipline Specific Elective

Event Planning and Management (credit-3)

- Develop an understanding of the techniques and strategies necessary for effective event planning.
- Recognize the importance of event planning in the successful execution of various types of events.
- Acquire basic knowledge about the diverse responsibilities and roles of an event manager.

Robinson, P., Wale, D. & Dickson, G. (2010). *Events Management* 'Ed'. London : CABI
Shone, A. and Parry, B.(2008).*Successful Event management(2e)*. Canada: Cengage learning
Hoyle, L.H., CAE and CMP, (2013). *Event Marketing*. India: Wiley India Pvt Ltd.
Wagen, L.V.D. and Carlos, B.R.(2008). *Event Management*. Delhi: Dorling Kindersley Pvt. Ltd.

***Note: Please make sure to reference the most up-to-date editions of the books.**

Unit 1	Understand event- characteristics, classification of events, reason and need for events, Major event organizations- ICPB, CVB, ICCA. Introduction to MICE: components, TA's and TO's as MICE planners. Introduction of PCO
Unit 2	Event Management & Planning – Introduction, Importance. Planning event – Determining the purpose of your event, What is the Goal of Your Event? Understanding Your Event's Audience – Need Analysis . Event Planning Process. Event Budgeting: Introduction & Importance. Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Analysis, Making the budget, Do's & Don'ts of budgeting. Expenditure and Revenue considerations of an event
Unit 3	Event Marketing- Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Product launches / PR events , Using media, Advertising campaigns , Road shows and marketing campaigns, e- marketing. Event Sponsorships – marketing through a event. Importance of sponsorship – for event organizer, for sponsor, Type of sponsorships.
Unit 4	Event Risk management – Introduction, Importance, Objective Of Risk Management, Types - Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks. The Risk Management Process Event Evaluation: its importance and problem areas, performance assessment indicators.
Unit 5	Event Laws & permissions : Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society(IPRS), Phonographic Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor Waste Management & Green Events

Code of Course and Semester**Name of Course****Learning Outcomes****Main texts*****Other references***

Discipline Specific Elective

Event Logistics (Credit – 3)

- Develop an understanding of the techniques and strategies required for effective event planning.
- Acquire knowledge of the technical aspects of event logistics, including venue selection, equipment setup, and operational coordination.
- Identify and develop event resources, such as personnel, materials, and budget, necessary for the successful execution of events.

Robincon, P., Wale, D. & Dickson, G. (2010). *Events Management* 'Ed'. London : CABI
Shone, A. and Parry, B.(2008).*Successful Event management(2e)*. Canada: Cengage learning
Silvers, J. R.(2012). *Professional Event Coordinator(2e)*. Wiley

Wagen, L.V.D. and Carlos, B.R.(2008). *Event Management*. Delhi: Dorling Kindersley Pvt. Ltd.
***Note: Please make sure to reference the most up-to-date editions of the books.**

Unit 1

Event Staffing – Forming event team, recruitment and selection, training of staff and volunteers, staff briefing, event rehearsal.
Event networks & supply chain: Importance, handling vendors & service contractors, negotiating with vendors & service contractors. Bidding for events

Unit 2

Event venues and physical settings. Determinants of site and venue selection. Types of venues. Site Inspection, Site layout and plans. Seating Plans. Protocol and VIP services, Event venue signage.
Event Technology: LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, iBeacons, Near Field Communication, Cloud Computing

Unit 3

Event Registration – Importance and process; pre-registration – Introduction, benefits and methods. Onsite registration - concurrence of participant list with master file, Registration layout , payments, distribution of kits and badges etc.
Events planning checklists: Determinants and importance. Types

Unit 4

F&B services: Importance; major considerations- audience, price/cost, type and duration of event, changing approaches (hygiene, vegetarianism, environment etc.); types of food functions; food plan; control plan. Beverage services- common practices and emerging trends; beverage control functions.

Unit 5

Events Theme: Color, Décor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual
Event Logistics: Security, Transport, Parking, Accommodation, Special needs and disabled requirements

Group – F: Logistics Management

Code of course and semester

Discipline Specific Elective

Name of course

Introduction to Logistics and Supply Chain Management

Learning Outcomes

- Develop a foundational understanding of logistics and supply chain management principles and concepts.
- Acquire knowledge of key components and processes within logistics and supply chain management, including transportation, warehousing, and inventory management.
- Gain an appreciation for the importance of efficient logistics and supply chain operations in various industries and their role in meeting customer demand.

Unit-I

Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organised Retail in India

Unit-II

Integrated Logistics: Introduction, Objectives, Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organisation structure, Measurement system, Inventory ownership, Information technology, Knowledge transfer capability, Logistical Performance Cycle, Logistics performance cycle, Manufacturing support performance cycle, Procurement performance cycle

Unit-III

Process Analysis “Process Fundamentals” Introduction to Supply Chain Management, Supply Chain Performance, Supply Chain Drivers and Metrics and Distribution Network in a Supply Chain, Distribution Network Design, Network Design in an Uncertain Environment.

Unit-IV

Demand Forecasting in the Supply Chain, Aggregate Planning in the Supply Chain, Sales and Operations Planning, Planning Supply and Demand in a Supply Chain: Managing Predictable Variability.

Unit-V

Managing Economies of Scale in a Supply Chain: Cycle Inventory, Managing Uncertainty in a Supply Chain: Safety Inventory, Sourcing Decisions and coordination's in the Supply Chain, Bullwhip effect.

SUGGESTED TEXT BOOKS*

- Supply Chain Management by S. Chopra and P. Meindl, Prentice Hall, 2010 (4th Edition)
- Purchasing and Supply Management, Leenders, Johnson, Flynn and Fearon, 14th Edition
- R. D. Reid and N. R. Sanders, *Operations Management*, 2011, published by J. Wiley
- R. S. Russell and B. W. Taylor, *Creating Value Along the Supply Chain*, 2009, published by J. Wiley
- *Supply Chain Logistics Management, 3rd Ed.*, (2010) Donald J. Bowersox, David J. Closs & M. Bixby Cooper, McGraw-Hill
- Chapters 5 & 6, *Strategic Logistics Management*, (2001) James R. Stock & Douglas M. Lambert, McGraw-Hill.
- imchi-Levi, David, Philip Kaminsky, and Edith Simchi-Levi. *Designing and Managing the Supply Chain*. McGraw Hill/Irwin, 2007. ISBN: 9780073341521. Case studies (Sportsuff.com, Zappos.com, Barilla SpA

***Note: Please make sure to reference the most up-to-date editions of the books.**

Code of course and semester	Discipline Specific Elective
Name of course	Shipping & Multi-modal Transport Management Credit -3)
Learning Outcomes	<ul style="list-style-type: none"> • Develop a foundational understanding of international conventions and regulations governing the movement and handling of cargo. • Acquire knowledge of various cargo handling equipment and their roles in efficient cargo management. • Gain insights into the processes and procedures involved in the movement and transportation of cargo. • Understand the security concerns and measures relevant to the safe and secure handling and transportation of cargo.
Text book/s*	<p>J. Mark Rowbotham <i>Introduction to Marine Cargo Management</i>, Lloyd's Practical Shipping Guides</p> <p>Prem Nath Dhar <i>Global Cargo Management: Concept, Typology, Law And Policy</i> Kanishka Publishers Distributors</p>
Reference book/s*	<p>Branch. A , (1999). <i>Elements of Shipping</i> (7th Ed). London .</p> <p>Brodie P(1999). <i>Commercial Shipping Handbook</i> Lloyds of London Press.</p> <p>Bes J,(1992). <i>Chartering Shipping Terms</i>. London: Barker and Howard.</p> <p>Packard William V(2004),. <i>Cargoes Shipping Books</i> (2nd Ed).</p> <p>*Note: Please make sure to reference the most up-to-date editions of the books.</p>

UNIT - I **Regulatory and Facilitation organizations and Role of Intermediaries:**
 Role of national and International regulatory and facilitation organizations (IMO, UNCITRAL, UNCTAD, ICC, ICU, Ministry of Shipping and Commerce, Customs & Excise, WTO) Introduction to International Trade and economics of sea Transport; Agency Role and Functions: Ship chandlers', Cargo Consolidating agents, Customs house agents, Freight Forwarders, Stevedores, Liner and Streamer agents, Charterers agents, National and International Agency associations Multi model transport operators agency Contractors .

UNIT-II **Maritime Labour conventions and Recommendations:** Merchant Shipping Conventions, 1976 – Seaport Development. Indian Dock Labour Act and Regulations, Role of ILO and International Labour convention.

Unit III	CMS and Cargo Handling Equipments: Cargo Handling Process : Types of Cargo transportation systems – Dry Bulk, Break Bulk, Liquid Bulk. Cargo handling equipment: Various equipment like Cranes, Conveyor systems, Pipe lines, Liquid cargo pumping systems, Self-unloading ships, Wagon tippers, and Automated bagging machines.
UNIT –IV	Shipping (Cargo) Regulations: Merchant Shipping Carriage of Cargo Rules, 1995 – Understanding the role of the Director General of Shipping, Commerce and Customs in the Implementation of National Law like the Merchant Shipping Act Indian COGSA. Multi model Transportation goods act, Customs act, National foreign trade policy International Conventions / regulations and codes relating to - Bulk cargo – Customs procedures (Unified Customs Protocol), Indian Law of Contracts; Shipping Procedures & Shipping Procedures in India – import & Export Procedure; Customs Procedures & Container Freight Stations – ICD, -INCO Terms – Documentation such as Bill of Lading, Proforma Invoice, Actual Invoice – Liability and Insurance
UNIT-V	Hazardous Material Shipping Procedure: International and National regulations for transportation of Hazardous material in bulk and packaged form (IMDG code), Environment protection requirements involved in transportation of Hazardous Cargo, Responsibilities of importer / exporter, shippers and agents, dangerous goods declaration, classes of dangerous goods, procedures for handling dangerous materials; Security: Port Security, Marine Security, Cargo Security, Traffic Control, Technology and Equipment used in port security, Maritime frauds

Code of course and semester	Discipline Specific Elective
Name of course	Forex Management (credit -3)
Learning outcomes	<ul style="list-style-type: none"> • Develop a comprehensive understanding of foreign exchange markets and their significance in the context of global business operations. • Acquire the knowledge and skills necessary to navigate and manage foreign exchange transactions effectively. • Gain insights into the complexities and challenges of operating in a global business environment, particularly with regard to foreign exchange management.
Text book/s*	Jeevanandam C, <i>Foreign Exchange & Risk Management</i> , New Delhi: Sultan Chand & Sons. Apte, P.G., <i>Multinational Financial Management</i> , New Delhi: Tata McGraw Hill, 1998
Reference book/s*	Cheol S. Eun & Bruce G. Resnick, <i>International Financial Management</i> , McGraw Hill. Madura, Jeff, <i>International Corporate Finance</i> , Cengage Learning. Levi, Maurice, <i>International Finance</i> , New York: McGraw Hill Inc. RBI Guidelines on Foreign Exchange (Latest) Note: Latest edition of text book may be used.

Unit I	International Monetary System: Evolution of the international monetary system: Bimetallism, Gold standard, Bretton Woods system, Flexible exchange rate regime, Current exchange rate arrangements (Basic Idea).
Unit II	Concepts and Provisions: Concepts of authorized person, Categories of Authorized dealers, current account transaction, capital account transaction. Regulation and

	management of foreign exchange: FEMA (Main Objectives), realization and repatriation of foreign exchange.
Unit III	Foreign Exchange Market: Structure of Foreign exchange market (Global & Indian), Participants in foreign exchange market, Types of transactions & foreign exchange market: Spot Market: Concept of spot rate, spot rate quotations, bid-ask spreads, Trading in spot markets. Forward Market: Concept of forward rate, long and short forward positions, forward premium and discount.
Unit IV	Exchange Rate: Concept and its determinants, BSR and BBR, Types of Exchange Rates. Government intervention and government influence on exchange rates. Buying Power: Concept and its affect on Travel trends.
Unit V	Foreign Exchange Rules in India: Residents and Non-Residents Accounts in foreign currency. Import and Export of Foreign exchange, Import and Export of Indian currency, Foreign exchange facilities or restrictions in India (Basic Idea), Foreign exchange rules in India for Tourists.

Group – G: Other Specific Electives

DIGITAL MEDIA PLANNING FOR TOURISM BUSINESS

Credit 3

Learning Outcomes:

- Develop an understanding of digital marketing strategies and their application within the context of the tourism industry.
- Acquire the knowledge and skills necessary to effectively use digital channels for promoting and expanding tourism businesses.
- Gain practical insights into leveraging digital media to enhance marketing efforts in the tourism sector, with a focus on maximizing reach and engagement.

Unit I

Strategic Digital Marketing Planning: Strategic planning and goal-setting for tourism digital marketing, conducting competitive analysis and market research, Developing comprehensive digital marketing strategies, Budget allocation and resource management.

Unit II

Search Engine Optimization (SEO) and Advanced Analytics: Advanced SEO techniques and SEO audits, International SEO strategies for tourism businesses, Advanced web analytics tools and data interpretation, Conversion rate optimization (CRO) and A/B testing.

Unit III

Social Media Advertising and Influencer Marketing: Paid social media advertising strategies, Influencer marketing campaigns in the tourism sector, Advanced social media analytics and ROI measurement, Crisis management and reputation management on social media.

Unit IV

E-commerce and Mobile Marketing Strategies: Implementing e-commerce solutions for tourism, Mobile marketing trends and strategies, Mobile app development and marketing, Cross-channel marketing and customer journey mapping.

Unit V

Google Analytics for Data Analysis: Introduction to Google Analytics as a critical tool for digital marketing data analysis, Practical exercises covering setup, configuration, and essential features, Key metrics and reports for tracking website performance and user behavior, Application of Google Analytics in evaluating the effectiveness of digital marketing channels.

SUGGESTED BOOKS*

1. Simon Kingsnorth (2019). *Digital Marketing Strategy*. Second Edition. Kogan Page.
2. Jane Johne (2023). *Effectiveness of Influencer Marketing*. Springer Gabler.
3. Francisco Liébana, Zoran Kalinić, Iviane Ramos de Luna, Inma Rodríguez-Ardura. (2019). *Impact of Mobile Services on Business Development and E-Commerce*. IGI Global.

***Note: Please make sure to reference the most up-to-date editions of the books.**

TOURISM LAW & ETHICS

Credits: 3

Learning Outcomes

- To understand the basic principles of various Laws, Codes, rules and regulations relating to tourism for providing professional assistance and advice to tourists.
- To help students inculcating the legal orientation in tourism planning
- To comprehend the ethical and legal aspects of tourism operations

Unit - I

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

Unit - II

Basic Principles of Company Law - Registration of Company – Types of Companies – Types & administration of Meetings – Winding up of companies.

Unit – III

Citizenship – Passport - Visa – FEMA -Customs & RBI Guidelines – Foreigners Registration Act - Criminal Law; Registration of cases - Role of Embassies and consulates.

Unit- IV

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

Unit – V

Tourism Ethics - Significance – Application – CSR – Accessible tourism –Legal policy framework – Tourism and livelihood – Tourism and Human Rights – environmental, management ethics - Opportunities and challenges to implementation of ethical principles.

TEXT BOOKS*

1. Shyam Divan, Armin Rosencranz (2008), *Environmental law and policy in India*, Oxford University Press.
2. M.C.Kuchhal (1994), *Company Law*, Vikas Publication House, New Delhi.

REFERENCES*

1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.
2. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
3. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
4. Civil Aviation Requirements Section 3 – Air Transport Series ‘M’ Part I, 2008
5. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
6. Foreign Exchange Management Act,
http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html
7. Foreigners Registration Act,http://www.immigrationindia.nic.in/registration_requiriements.html

***Note: Please make sure to reference the most up-to-date editions of the books.**

HERITAGE CONSERVATION & MANAGEMENT

Credits: 3

Learning Outcomes

- Creating awareness and induce thinking about our past, present and future condition of our heritage
- Understand the importance of conservation, heritage and its values
- Identifying tangible and intangible cultural values and recording the same with onsite data and sketches.
- Classifying and marking issues and challenges at the site level and documenting the same.

Unit I

Introduction to Heritage: Heritage; Types of Heritage; Organization of importance- ASI, UNESCO, INTACH, ICCROM, ITRHD; Heritage of National importance- UNESCO World Heritage Sites in India.

Unit II

Conservation: Introduction & Types; identification, demarcation and documentation of heritage Zone; community-based heritage conservation; community engagement & stakeholder participation in heritage conservation. Uncovering the community participation through the case.

Unit III

Conservation maintenance: Preservation; Restoration; Basic conservation handlings – temperature, humidity, pollution, light, bio – deterioration, proper environmental conditions, care & handling.

Unit IV

General principles of conservations: Analysis of material; Rules & regulations regarding antiquity & heritage; conservation policy.

Unit V

Heritage Management Plan: Introduction; significance; Steps – Hardware component and software component; Promotion & public display of conserved site; Analysing working of Heritage management plan through the case study of Heritage Tourism Village Raghurajpur.

SUGGESTED TEXTBOOKS*

1. J. J. Plenderlauth, The conservation of antiques and work of art.
2. O.P. Agarwal, conservation of cultural property of India.
3. S. S. Bishvash: Protecting the cultural heritage.

SUGGESTED REFERENCE BOOKS*

1. Inaugural issue of INTACH Journal of Heritage Studies, INTACH
2. Heritage Management Plan, INTACH

***Note: Please make sure to reference the most up-to-date editions of the books.**

FOREIGN LANGUAGE - FRENCH – I

Credits: 3

Learning Outcomes

- Develop fundamental comprehension, communication, and writing skills in the French language.
- Acquire a basic understanding of the French language as a whole, with a particular focus on its practical application within the tourism industry.
- Gain exposure to the use of French by tourism professionals and practitioners, facilitating comprehension of the language's structures and an introduction to French and Francophone culture.

Unit I

Introduction to the Language: Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language, The accents, The Orthographic Signs, the punctuation signs, The numbers in French 0-9; Cardinal and ordinal form of number, Greetings

Unit II

Basic Vocabularies: (Tourism Based Vocabularies) The days of the week, Months, item narration, Gender specification for the things, the country, city name, time, weather, fruits and vegetable names, the family name, body parts, colors, numbers 10-100 gradual learning, French phonetics, profession; all the necessary word meaning used in general and specifically by tourism professionals.

Unit III

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

Unit IV

Sentence and Dialogue framing: The Affirmative form of the sentences using first, second and third group verbs (Only Present tense), dialogue and phrases from the textbook (Situation 1 -7) Chapter 1 from textbook, verbs Aller, The negative and interrogative form using all types of verbs, Tourism and Tourist based vocabulary

Unit V

French culture and self-Presentation, Introduction of France and its culture and, the basic Geo-political-economical introduction of France, French History, French (Tourist) habits and the introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session.

SUGGESTED TEXTBOOKS*

1. Gupta, Vasanthi, Gupta, Malini, and Ramachandran, Usha, Bon Voyage: 1 Method de Français l'hôtelier et du Tourisme pour les débutants, New Delhi: W. R. Goyal
2. Girardet, Jackey and Cridling, Jean-Marie (Vol 1) méthodes de français; Le Nouveau Sans Frontières,

SUGGESTED REFERENCE BOOKS*

1. Larousse/Collins Pocket Dictionary (Minimum 40000 Translations)

2. Bhattacharya, S. and Bhalerao, Uma Shashi, French for Hotel Management & Tourism Industry, Frank Bro & CO.

***Note: Please make sure to reference the most up-to-date editions of the books.**

FOREIGN LANGUAGE – GERMAN – I

Credits: 3

Learning Outcomes

- Develop an understanding of the increasing significance of the German language in the modern world, especially within the tourism industry.
- Analyze and comprehend the role of cultural considerations as motivators for effective tourism support and engagement.
- Gain insights into the cultural aspects related to tourism, particularly within the context of German-speaking regions, to facilitate more meaningful interactions and support in the field.

Unit I

German as a Beginner, History & Culture, German reach and population, Opportunities and How it Impacts You, Efficient Learning guide & considerations, Salutations & Pronunciations. The contents of teaching include the speaking material which allows the expression of the following notions: Existence, Space and Time; Quantity and Quality, Logical Relationships; Definite and Indefinite Forms.

Unit II

Continuation of Salutations & Pronunciations, Alphabets, Numbers, Days and months Expressing time and Audio Exercises. Case Example with Class Interaction

Language Interactivity:

Making contacts

- To welcome, to greet, to send greetings.
- To address (even in letters).

To introduce oneself / others

Giving information

- To ask for information and to give it.
- To present facts; to narrate, to report, to describe.
- To list (enumerate), to verify by examples.

Arranging things

- to express wishes.
- To make suggestions; to give / ask for advice.
- To ask for / refuse / offer help.
- To complain, to protest.

Showing attitudes and expressing feelings

Expressions of:

- Agreement, refusal
- Conjecture, certainty, persuasion.
- Importance, insignificance.
- Interest, curiosity, disinterestedness, indifference.

Unit III

Introduction to Nouns, Introduction to Verbs

Simple Sentences & Vocabulary

Interactive AV Demo

Areas, Roles and Places of Language Communication:

The lesson prepares the pupils for a reasonable amount of communication in the following areas:

Free time, school family, friends, services and for the use of German speaking mass media.
Communicative language activity is realized at school, in public, on means of transport, on visits and on the road.

Unit IV

Revision of Previous exercises

Travel Survival Kit □Greetings, Modes of Travel and guides, Airport, Taxi, Accommodation, Hotels, Ordering Food, Understanding Addresses, Asking Directions, and Shopping.

Key guides.

(i) Phonetics

(ii) Quality and quantity of vowels, A-sounds, E-sounds, Ü-sounds. Ö-sounds, the murmuring vowel, h at the beginning of the word, ich-sound, ach-sound, ng-sound, accentuation of the word, structure, sentence accent and melody.

(iii) Grammar

Learners are expected to have a good knowledge of the following grammar items when reaching A1 level:

- o Sentence: statement, question, (question for completion and decision) command.
- o Coordination of clauses.
- o Placing of the verb in the sentence: first, second and last place.
- o Word order in a main clause.
- o Details of time, manner and place (casual).

Unit V

Revision of Previous exercises

Role Play Exercises with AV Demo

Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics Links for further studies

Travel and Tourism

Vocabulary related to travel and tourism

Booking accommodation

Making reservations

Describing places & tourist attractions

SUGGESTED BOOKS*

1. Deutsch als Fremdsprache IA (Oxford and IBH Publishers)
2. German Made Easy (Goodwill Publishers)

***Note: Please make sure to reference the most up-to-date editions of the books.**

FOREIGN LANGUAGE – SPANISH – I

Credits: 3

Learning Outcomes

- The course is designed for building conceptual understanding to learn basic vocabulary, grammar foundation, verb conjugation, pronunciation, and to practice reading, writing as well as describing details in Spanish language.
- Also, with a special focus on conversations, learners will be able listen, speak and grasp the fundamentals of the language.

UNIT I

Introduction to Spanish

Greetings & farewell

Alphabets & Pronunciation

Self-introduction & basic vocabulary for personal information

Numbers (Cardinal and Ordinal Numbers) & Counting (Basic)

Describing daily routines and activities

Expressing likes and dislikes

Talking about interests and pastimes

UNIT 2

Grammar Foundation & Sentence Construction

Nouns

Articles (Definite & Indefinite)

Basic sentence structure

Pronouns

Demonstrative Pronouns

Verb conjugation (Present tense)

Introduction to regular and irregular verbs

Adjectives

Quantifiers

UNIT 3

Vocabulary & Cultural Insights

Different Colours Days of the Week, Months, and Seasons

Shopping and clothing items

School Vocabulary & Classroom Objects

Vocabulary for Food, Fruits, Drinks & Meals

Exploring cultural & heritage aspects of Spanish-speaking countries

Cultural aspects of Spanish cuisine

UNIT 4

Daily Routine and Time Expressions

Describing daily activities and routines

Expressing time and using clock expressions

Prepositions of time

Time Markers

Reflexive verbs for daily activities

Describing daily objects and actions

UNIT 5

Advance Grammar, Expressions & Definition

Tense Formations

Past Tense

Present Tense

Future Tense

Advance counting and number names

Expressing abilities and preferences

Ordering food in a restaurant

Defining physical characteristics and appearance

Human Body and Health: Vocabulary for body parts, Common ailments expressing pain and discomfort

SUGGESTED REFERENCE BOOKS*

1. Jaime Corpas J., Garcia E. & Garmendia A. (2020)
Aula Internacional-1 (Nueva edición). Goyal Publishers
2. Jaime Corpas J., Garmendia A. & Sanchez N. (2013)
Aula Internacional-2 (Nueva edición). Goyal Publishers
3. Fernandez I.R. (2011) *Easy Learning Spanish Grammar (Second Edition)*. Collins

***Note: Please make sure to reference the most up-to-date editions of the books.**

YOGA & YOGIC PRACTICES

Credits: 3

Learning Outcomes

- Gain an understanding of the various facets of Yoga as a valuable tourism resource, including its cultural and wellness aspects.
- Engage in the practice of Yoga as a unique pathway to enhancing personal health, happiness, and spiritual well-being.

Unit 1: Origin of Yoga, History and Development of Yoga; Etymology and Definitions, Misconceptions, Aim and Objectives of Yoga, True Nature and Principles of Yoga

Unit 2: Applications of Yoga: Yoga & Wellness • Yoga as tourism resource • Yoga for Stress Management: • Yoga for Personality Development.

Unit 3: Theory & Practice: Shatkarmas: Dhauti (Kunjal), Neti (Sutra and Jala), Kapalbhati, Agnisara, Nauli. Suryanamaskar;

Unit 4: Theory & Practice: Asanas (yogic postures) Standing Postures; Hastapadasana, Ardha Chakrasana, Trikonasana, Parivritta trikonasana, Parsvakonasana, Veersana, Sitting postures; Paschimottasana, Suptavajrasana, Ardhamatsyendrasana, Vakrasana, Marichasana, Merudandasana, Akarna dhanurasana, Gomukhasana, Prone postures; Bhujangasana, Salabhasana, Dhanurasana, Urdhva mukhosvanasana, Makarasana, Supine postures; Halasana, Chakrasana, Sarvangasana, Matsyasana, Shavasana, Setubandhasana, Balancing postures; Vrikshasana, Garudasana, Namaskarasana,

Unit 5: Theory & Practice: Pranayama Breath awareness, Sectional breathing, Nadishuddhi, Bhastrika, Ujjai, Cooling pranayama (Sitali, Sitkari and Sadanta), Bhramari, Pranayama (with Antar & Bahya Kumbhaka)

SUGGESTED TEXT BOOKS*

- NCERT (2006) Yoga – A Healthy Way of Living, ISBN 978-93-5007-344-5 can be downloaded from <http://www.ncert.nic.in/gpPDF/pdf/tiyhwlls1.pdf>
- B. K. S. Iyengar (2016) Light on Life: The Yoga Journey to Wholeness, Inner Peace, and Ultimate Freedom B. K. S. Iyengar Holtzbrinck Publishers
- M L Gharote & S K Ganguly (2001), Teaching method for yogic Practices, Kaivalyadhama Publications.

***Note: Please make sure to reference the most up-to-date editions of the books.**
