Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Department of Tourism Management

MBA TOURISM AND TRAVEL MANAGEMENT

Programme Outcomes:

1. Apply possessed knowledge of functional areas of tourism and hospitality operations to face contemporary challenges of the industry.
2. Ability to understand the process and apply the specific practices to improve effectiveness and productivity in tourism operations.
3. Adapt to current practices followed internationally in tourism and hospitality and to customise the same in the national context.
4. Design a framework for research in contemporary service sector.
5. Analyze and solve complex tourism and service related problems using appropriate statistical tools.
6. Explore to derive vision of business from the social needs.
7. Apply their responsibilities in social and environmental context.
8. Use modern tools, resources and software.
9. Exhibit professional ethics, decision making and entrepreneurial career development.
10. Apply possessed knowledge of financial literacy in business and life
11. Practice the use of lifelong learning through socio-cultural, environmental and economic aspects to enhance gender equity.

Programme Specific Outcomes:

1. Comprehensive knowledge of Industry to become a successful tourism professional or entrepreneur
2. Enable to face contemporary challenges in tourism professions and perceive opportunities in global business
3. Inculcate leadership, communication and team spirit shaping into industry ready candidates

Scheme of Instruction and Examination
(For students admitted from 2023 – 2024 onwards)
MBA Tourism and Travel Management

Part	Subject Code	Name of Paper / Component	Hours of Instruction/ Week		Scheme Examination				
			T	P	Duration of exam	CIA	CE	Total	Credit
First Semester									
I	23MTAC01	Management Concepts and Organizational Behaviour	5		3	40	60	100	3
	23MTAC02	Business of Tourism	5		3	40	60	100	3
	23MTAC03	Human Resource Management for Service Industry	5		3	40	60	100	3
	23MTAC04	Personality Development and Business Communication	5		3	40	60	100	3
	23MTAC05	World Tourism Geography	3	2	3	40	60	100	3
	23MTAC06	Tourism French	3		3	40	60	100	3
II		**CSS/ Adult Education / Community Engagement and Social Responsibility**		2	-				
Second Semester									
I	23MTAC07	Information Technology and E-Tourism	3		3	40	60	100	3
	23MTAC08	Tourism Marketing	4		3	40	60	100	3
	23MTAC09	Accounting and Financial Management	4		3	40	60	100	3
	23MTAC10	Tourism Resources (Tour)	3	2	3	40	60	100	5
	23MTAC11	Business Etiquettes and Tourism Entrepreneurship	3		3	40	60	100	3
	23MTAC12	Business Statistics	4		3	40	60	100	4
	23MTAC13	Mini Project		1		100	-	100	2
		Interdisciplinary course	4		3	40	60	100	4
II	23MXCSS1/ 23MXAED1/ 23MXCSR1	**CSS / Adult Education / Community Engagement and Social Responsibility**		2	-				2
		Professional Certification Course							2
Internship during Summer Vacation									
Third Semester									
I	23MTAC14	Research Methodology	5		3	40	60	100	4
	23MTAC15	Heritage and Cultural Tourism	3	2	3	40	60	100	3
	23MTAC16	Tourism Law and Policies (Open Book Test)	3		3	40	60	100	3
	23MTAC17	Aviation and Cargo Management	4		3	40	60	100	3
	23MTAC18	Managerial Economics (Self-Study)	1		3	40	60	100	4

Part	Subject Code	Name of Paper / Component	Hours of Instruction/ Week		Scheme Examination				
			T	P	Duration of exam	CIA	CE	Total	Credit
	23MTAC19A/	Specialization- i) Hotel Operations and Management	5		3	40	60	100	5
	23MTAC19B	ii) Airfare Construction and Ticketing							
	23MTAC20A/	Specialization- i) MICE and Event Management	5		3	40	60	100	5
	23MTAC20B	ii) Strategic Human Resource Development							
		Multidisciplinary course	2		3	100	-	100	2
II	23MTAC21	Internship	-	-	-	100	-	100	2
Fourth Semester									
I	23MTAC22	Destination Planning and Development (Tour)	3	2	3	40	60	100	5
	23MTAC23A/	Specialization- i) Eco-Tourism and Sustainable Development	5		3	40	60	100	5
	23MTAC23B	ii) Brand Management and Digital Marketing							
	23MTAC24	Research Project		20		100	100	200	8
							Total Credits		98

Other courses to be undergone by the student:

MOOC courses- 2 to 4 Credits

Minimum 98 + 2 Credits to earn the degree

Courses offered by the department:

Inter Disciplinary Course-I (IDC): 23MTAI01 - Travel Planning and Management

Multi-Disciplinary Course (MDC): 23MTAM01 - Cultural Heritage of India

Professional Certification-I: 23MTAPC1-Computer Reservation System (CRS) - Amadeus

Professional Certification-II: 23MTAPC2-IATA/UFTAA–Foundation level

Management Concepts and Organizational Behaviour

Semester I   **Hours of Instruction / Week: 5**

23MTAC01   **No. of Credits   : 3**

Objectives:
1. To provide conceptual understanding on principles and practices of Management.
2. To understand the concepts of Organizational Behaviour.
3. To familiarize the students with the Basic of group dynamis.

Unit 1 Management Concepts and Planning   15

Introduction – Meaning, features and levels of management, managerial skills, role of manager, importance, scope and functions of management - Social responsibilities of business - Planning: Steps in planning process, scope and limitations, short range and long range planning, flexibility in planning, characteristics of a sound plan - Management by Objectives (MBO) - Decision making - Strategy.

Unit 2 Organizing and Staffing   15

Organizing: Organisation structure & design, types of organisation, supervision, departmentation, organisation charts, authority and responsibilities, delegation and decentralization - Staffing: Job analysis and job design, recruitment, selection - Placement, induction and socialization - Training and development - Promotion, transfer and demotion - Performance appraisal.

Unit 3 Directing and Controlling   15

Directing: Definition, nature and significance of motivation, theories of motivation, morale -Functions of managerial leadership, leadership styles and theories of leadership - Process of communication, formal and informal communication, verbal and non-verbal communication, barriers to communication - Coordinating - Controlling: Need for control, steps in control process, techniques of control.

Unit 4 Organizational Behaviour   15

Introduction to Organizational Behaviour (OB) - Nature and scope of OB, individual behaviour and differences - Determinants of personality, types and theories of personality - Perception, perceptual process, factors affecting perception - Attitudes, values and job satisfaction - Learning, learning theories and principles -Types of emotions, emotional intelligence - Transactional Analysis (TA), Types of TA, Johari Window.

Unit 5 Group Dynamics   15

Definition and characteristics of group, theories of group formation, group behaviour, quality circle - Team building, types of team, team building process - Types of conflict, conflict process, conflict management, negotiation and negotiation strategies - Job stress, causes of stress - Organizational climate, organizational culture, organizational change, organizational development (OD), organizational effectiveness, Quality of Working Life (QWL).

Total Hours: 75

Text Books:

1. **Uma Sekaran** (2018), *"Organisational Behaviour Text & Cases"*, Tata McGraw Hill Public Company Ltd.,New Delhi.
2. **Koontz &Weirich** (2018), *"Management"*, McGraw-Hill, Tokyo.

Reference Books:

1. **Aswathappa,K** (2018),*"Organizational Behaviour"*, Himalaya Publishing House, New Delhi.
2. **Prasad, L.M** (2017), *"Principles and Practice of Management"*, Sultan Chand & Sons,New Delhi.
3. **Sharma,R** (2017),*"Organizational Theory & Behaviour"*,Tata McGraw-Hill, New Delhi.

Course Outcomes:

1. Knowledge on levels of management, planning and MBO.
2. Knowledge insight on motivation, leadership styles, communication, control process and techniques.
3. Analyze on individual behaviour, personality, attitudes, beliefs, values, learning, emotions and transaction analysis.
4. Understand the group behaviour, formation, conflict, negotiation, management of stress and organizational development.
5. Apply the concepts of organization structure, recruitment, training and development.

CO-PO Mapping:

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	M	H	M	H	H	H	H	H	H	H
CO 2	H	M	H	M	L	M	H	L	H	H	H	H	M	H
CO 3	H	H	M	H	H	M	H	H	H	H	H	H	M	H
CO 4	H	L	L	L	L	L	M	L	H	H	H	M	M	H
CO 5	M	M	L	H	H	H	M	L	M	M	H	M	M	H

High-H, Medium-M, Low- L

Business of Tourism

Semester I

Hours of Instruction / Week: 5

23MTAC02

No. of Credits : 3

Objectives:
1. To educate the students with Tourism concepts and business of Tourism
2. To understand different tourism organizations and travel behavior
3. To study various transportation modes and travel documents

Unit 1 Introduction to Tourism 15

Tourism: Meaning and Definitions, Characteristics of Tourism- Need for Measurement of Tourism- Interdisciplinary Approaches- Types & Forms of Tourism- Components of Tourism- Basic 5 A's of tourism - Early and Medieval Period of Travel, Renaissance and its Effects on Tourism- Evolution of Transport and Accommodation- Modern Tourism Business - Origin and Concept of Travel Intermediary Business- Old and New Age Tourism International Tourism Organizations (UNWTO,ICAO,PATA,UFTAA,ASTA,IATA, TAAI, IATO)- National, Regional, State & Community Organization their aims, objectives, and activities.

Unit 2 Travel Behavior & Motivation 15

Origin of Travel Motivation- Meaning of Motivation & Behaviour- Theory of Travel Motivations - Typology of Tourists - Different Travel Motives - Tourist Centric Approach - Leisure Travel Motivations- Different Tourism Systems - Leiper's Geo-spatial Model, Mill-Morrison; Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Index – Demonstration Effect –Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences.

Unit 3 Tour Wholesaling & Retailing 15

Tourism Supply-Tourism Supply chain Management - The role of tour operator - The specialized roles of tour operators- Planning, Marketing and operating package tours - Pricing the package tour–Tour Brochure- Travel Agency and Tour Operation Business, Functions of Travel Agency, Skills and Competencies for Running Travel Agency Business, Setting up a full-fledged Travel Agency - Sources of Revenue- Diversification of Business-Cargo.& MICE–Documentation-IATA accreditation, Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour- Tour Wholesalers and Retailers

Unit 4 Passenger Transportation 15

Tourism Transport Systems in the World & India –History and Evolution- Airline industry- Rail Industry- Railway Systems and Networks - Water Transport, International Inland and Ocean Transport Networks Transportation, Cruises - International and National Highways, State, Regional–Automobiles and other Modes of transportation.

Unit 5 Travel Documents and Tour Packaging 15

Passport- Visa- Health Certificates- Customs- Tax- Insurance- Forex, Foreign Registration- Women travelers schemes- Tour Packaging: Definition, Types, Forms and Components of Package Tour - Tour Packaging &Costing - Itinerary Planning & Development, Types of Itinerary-Resources and Steps for Itinerary Planning.

Total Hours: 75

Text Books:

1. **J Christopher Holloway, (2016), "The Business of Tourism"** ,6th Edition, Pearson Education Limited
2. **Sampad Kumar Swain & Jitendra Mohan Misra (2016), "Tourism Principles &Practices"**, Oxford Press, New Delhi.

Reference Books:

1. **Charles R. Goeldner & J.R Brent Ritchie (2016), "Tourism Principles, practices, Philosophies"**, 10th Edition, Wiley India Publications, New Delhi.
2. **John Seabrook and Susan Horner (2016),"Business Travel and Tourism"**, 1st Edition, Butterworth Heinemann
3. **Pran Nathseth (2016),"Successful Tourism Management"**, Volume 1 Fundamentals of Tourism, 5th Edition, Sterling Publishers Pvt Ltd.

Course Outcomes:

1. Gain knowledge on tourism industry, products and organizations

2. Understand the concepts of tourism and travel behavior

3. Examine the role of travel wholesalers and retailers

4. Evaluate travel business within its multi-faceted dimensions

5. Analyze and create different tourism products and services

CO-PO Mapping:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PSO1	PSO 2	PSO 3
CO 1	H	H	H	H	H	M	H	L	H	H	M	H	H	M
CO 2	H	H	M	L	H	M	H	M	H	M	H	M	H	M
CO 3	H	H	H	M	L	M	H	M	H	M	H	H	H	H
CO 4	H	H	M	L	M	M	M	H	M	H	M	H	H	M
CO 5	H	H	H	L	M	H	M	H	H	M	H	H	H	M

High-H, Medium-M, Low- L

Human Resource Management for Service Industry

Semester I   **Hours of Instruction / Week: 5**

23MTAC03   **No. of Credits**   **: 3**

Objectives:

1. Familiarize the students on basic concepts of Human Resource Management.
2. Provide knowledge on management issues related to staffing, training, performance compensation.
3. To gain knowledge on Human Resource Planning, Industrial relations and Industrial disputes.

Unit 1 Introduction to Human Resource Management   **15**

Nature of HRM, scope, objectives , importance, functions - organization of HR department - systems approach to HRM - HRM and competitive advantage - traditional HR versus modern HR - evolution of the concept of HRM - functions and qualities of a human resource manager

Unit 2 Recruitment, Selection Procedures & Performance Appraisal   **15**

Recruitment, definition, sources of recruitment, methods of recruitment - selection, definition, purpose, process of selection - training and development - performance appraisal, process of appraisal, methods of appraisal, 360-degree feedback system, problems, essentials of an effective appraisal system - MBO

Unit 3 Human Resource Planning & Development   **15**

Introduction to HRP, objectives, importance, process, responsibility for HRP, effective HRP - HRD Concept, HRD functions, role of HRD professionals, HRD programme implementation and evaluation

Unit 4 Industrial Relations, Industrial Disputes and Trade Union   **15**

Industrial relations, objectives, approaches - HRD approach to industrial relations - causes for sound and poor industrial disputes, industrial conflict, concepts of industrial disputes, causes of industrial disputes, industrial disputes in India, preventive of industrial disputes, settlement machinery - women labour, safety and health measures, prohibitions, maternity benefits - trade union, types and theories of trade union

Unit 5 HRM aspects of Tourism Sector in India   **15**

Significance of tourism sector - economic aspect - employment aspect - tourism publicity - social prospective - environmental Aspect - cultural aspect - invisible exports - planned tourism development - five year plan - forms and products of Indian tourism - case study of Air Sahara, Jet Airways, ITDC (Self Study).

                                                     Total Hours: 75

Text Books:

1. VSP Rao (2018), "Human Resource Management Text & Cases", Third Edition, Excel Books-New Delhi.

2. Dr. S. S. Khanka (2011), " Human Resource Management Text and Cases", Sixth Edition, S. Chand & Company Ltd., New Delhi.

Reference Books:

1. S.k.Sharma (2018), "Human Resource Management", Global India Publications, New Delhi.
2. Biswanath Ghosh (2017), "Human Resources Development and Management", Vikas Publishing, New Delhi.
3. Dr.Nafees A. Khan, Dr. Samar Raza (2017), "HRM Practices in Indian Tourism", Akansha, New Delhi.

Course Outcomes:

1. Remember the different aspects of Human Resource Management in service industry.
2. Understand the significance of Tourism Industry in Economic and Employment aspect.
3. Analyze the need for Training and Performance Appraisal .
4. Interpret the key issues between management and employees.
5. Apply the possessed knowledge on Recruitment methods & Selection process

CO-PO Mapping:

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	L	L	M	H	L	L	M	L	L	H	H	H
CO 2	H	H	M	L	L	H	L	H	M	M	M	H	H	L
CO 3	H	H	M	H	L	H	M	M	H	M	H	H	M	L
CO 4	H	H	L	L	L	H	H	L	H	H	H	H	H	M
CO 5	H	H	H	H	H	H	H	M	M	H	M	H	H	H

High-H, Medium-M, Low- L

Personality Development and Business Communication

Semester I   Hours of Instruction/Week:5
23MTAC04   No. of Credits   : 3

Course Objectives:
1. To familiarize and develop the students with written and oral communication skills
2. To comprehend the basics of writing business reports
3. To inculcate the personality development skills

Unit I: Introduction   10

Communication – Definition, Nature – Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication, Technical writing.

Unit II: Principles   15

Principles of Effective Communication, Barriers to Communication, Measures to overcome barriers to communication, Media and Modes of Communication, Advertising – Types of advertisements, graphic aids – uses of graphic aids.

Unit III: Types of Communication   20

Downward Communication, Upward Communication, Horizontal communication, Grapevine, Barriers to communication, Written Communication-Need of a Business Letter, Function, Kinds of Letter, Business Letter, writing a resume, Export-import correspondence, Correspondence with public authorities, Oral Communication-Importance and guidelines of oral communication, Body Language, Postures, Etiquettes, Interpersonal Effectiveness-Group discussion.

Unit IV: Personality Development   15

Basic traits of personality - dress, address, gestures and manners, Self-evaluation and development - identification of strengths and weaknesses, overcoming hesitation and fear of facing the public, Corrective and developmental exercises-confidence building, role plays.

Unit V: Stress Management   15

Introduction to Stress, causes of Stress, Managing Stress. Conflict Management: Introduction to Conflict, causes of Conflict, Managing Conflict. Time Management: Time as a Resource, Individual Time Management Styles, Techniques for better Time Management.

                                                                  Total Hours: 75

Text Books:

1. **Dr.VK.Jain** (2011),Business Communication, 2nd revised edition S Chand and Company, New Delhi
2. **Ashakaul** (2000), Effective business communication, PHI Learning Pvt. Ltd.,

Reference Books:

1. **Mary Ellen Guffey, Richard Almonte, Ramesh M.S Patten Shetty (2000),** Essentials of Business Communication, Sultan Chand &sons, New Delhi
2. **Marry Ellen (2001),** Business Correspondence and Report Writing, Guffey South Western College Publishing House, New Delhi.
3. **Lesikar Pettit (2001)** A.I.T.B.s, Business communication Theory and Application Publishers Distributors.

Course Outcomes:

1. Remember the importance and objectives of communication
2. Understand the principles of communication
3. Develop skills on various types of communication
4. Explain the aspects of personality development
5. Identify the insights gained on stress, time and conflict management

CO-PO Mapping:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO 1	H	H	L	M	M	H	M	H	H	M	M	M	L	H
CO 2	L	H	L	H	H	H	M	M	H	M	M	L	M	H
CO 3	M	H	L	H	M	H	H	M	H	L	L	M	H	H
CO 4	L	H	L	M	L	H	M	H	M	H	H	L	M	H
CO 5	L	H	L	M	M	H	H	H	M	H	H	L	M	H

High-H, Medium-M, Low- L

World Tourism Geography

Course Objectives:

1. To study the relationship of geography with tourism and travel.
2. To learn about the physiographic divisions in India and Global level
3. To understand various transport systems of the world

Unit –I Geography of India and World   15

Physiographic: Drainage, Climate & Vegetation of North, and South America-Europe-Africa-Asia-Australia Physical Geography of India: Physiographic: Distribution of Rivers, Mountains, Plateaus &Plains-Climate and Vegetation. **Practical activity:** With the help of atlas locate the continents, countries and understand the various geographical features of the world and Use of India map to identify various states, rivers, mountains, climate and vegetation of the country

Unit –II Cartography   15

Map Reading: Latitude, Longitude, International Date Line-Altitude-Direction-Scale Representation- GIS &Remote Sensing-Time Zones-Calculation of Time: GMT Variation- Concept of Elapsed Time & Flying Time. **Practical activity:** With the help of world map identify the latitude, longitude, International date line, scale representation and calculation of GMT and flying time.

Unit III Physiography of North, South and Central America   15

Physical Geography of North America, South America and Central America, Climate, Vegetation, Drainage, Human Geography **Practical activity:** With the help of atlas identify the physical features of North, South and Central America

Unit IV Physiography of Africa, Europe, Asia and Oceania   15

Physical Geography of Western Africa, Eastern Africa, South Central Africa, Southern Africa, Europe, South Asia, Far East, South East Asia, Middle East, West Asia, Australia, New Zealand, Climate, Vegetation, Drainage, Human Geography **Practical activity:** With the help of atlas identify the physical features of Africa, Europe, Asia and Oceania

Unit –V Various Transport Systems   15

Tourism Transport System in the World: Air Transport, Major Railways System and Netwo Transport, International Inland and Ocean Transport networks. Road Transportation: Major Trans International and National Highways-Transport systems in India Practical **activity:** Familiarize b through various transport systems like roadways, railways, airways and waterways.

Text Books:

1.Babu. P. George, Alexandr umedelea (2015),"International Tourism: World Geography and Development Perspectives", Abhijit Publications.
2.Alan Lew, C. Michael Hall, Dallen Timothy (2014)," World Geography of Travel and Tourism", Elsevier Publications.

Reference Books:

1. **IATA Module** (2022),*Foundation in Travel and Tourism,* 5.22 edition
2. **Stephen Williams, Allen A Lew(2014),"Tourism Geography",** Routledge Publications.
3. **Michael hall (2013),"Geography of Travel and Tourism ",** Routledge, London

Course Outcomes:

1. Understand the physical features of diverse locations.
2. Gained Knowledge of the climatic conditions and best time to travel
3. Understand the various aspects of worldwide tourism flows
4. Apply the geographical concepts and techniques.
5. Analyse the various geographical features and its importance in tourism

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	M	M	M	M	M	M	H	L	M	L	H	M	H
CO 2	H	M	H	L	M	M	H	L	H	M	H	H	M
CO 3	M	H	H	H	M	M	L	L	M	H	M	H	H
CO 4	M	L	H	M	M	M	L	M	H	H	L	M	M
CO 5	M	L	M	H	M	H	M	L	M	L	H	M	M

High-H, Medium-M, Low- L

<center>**Tourism French**</center>

Semester I **Hours of Instruction/Week:3**
23MTAC06 **No. of Credits : 3**

Course Objectives:
1. Introduction to basic French language skills.
2. Focus on acquiring communicative competences required for the Tourism Industry.
3. Gain knowledge of French culture and civilization.

Unit I: Greetings 9

Situations to greet, to introduce oneself, to present others and to identify a person or an object, To be able to count, to tell age, address and telephone number – Grammar, Use of Pronouns, Present tense. Self-study- Introduction to France-Geography

Unit II: Introduction to travel 9

Situations to ask/give/refuse permission and to complain. To enquire about departures and arrivals. To express wish, desires, possibilities and advices. Grammar - Negations, Interrogation, Possessive adjective. Self-study-Monuments of France and touristic places.

Unit III: Introduction to catering 9

To book a table, talk about food, taste and preferences. Ordering a meal. Grammar – Use, position and agreement of Adjectives, Prepositions, Contractive/partitive Articles. Self-study – vocabulary for describing a person, thing, place etc.

Unit IV: Daily routine and Schedule 9

Situations to ask for information. To narrate one's daily routine. To tell time and date. To talk about one's country. Grammar – Passé Composé with avoir, Future Proche. Self-study – To know about touristic places in France and India.

Unit V: Shopping 9

Make purchases, asking prices, different modes of payment, appreciate the services. Grammar - Passé Composé with être, Future. Self-study –hobbies, sports, a holiday etc.

<div align="right">**Total Hours: 45**</div>

Text Books:

1. **N.C.Mirakamal&R. Venguattaramane: L'Hotellerie et le tourisme, méthode de Français,** Samhita Publications, Chennai, 2015. Lessons 1 - 5

Reference Books:

1. **G.Capelle, R Menand: Le nouveau taxi 1, méthode de Français,** Hachette(FLE) Paris, 2006.
2. **Vasanthi Gupta, Malini Gupta, UshaRamachandran, Bon Voyage,** méthode de Français de l'hôtellerie et du Tourisme pour débutants. W.R. Goyal Publishers. Delhi 2002.

Course Outcomes:

1. Will acquire basic French language communicational skills.
2. Will be able to usethe French language effectively in the tourism industry.
3. Will develop the skill to interact with foreign tourist.
4. Will have acquired geographical knowledge of France and Francophone countries.
5. Will have the familiarity of the monuments and its history required for the Tourism Industry

CO-PO Mapping:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO 1	H	H	L	M	M	H	M	H	H	M	M	M	H	H
CO 2	L	H	H	H	H	H	M	M	H	M	M	L	H	H
CO 3	M	H	H	H	M	H	H	M	H	L	H	M	H	H
CO 4	L	H	M	M	L	H	M	H	H	H	H	L	M	H
CO 5	L	H	L	M	M	H	H	H	H	H	H	L	M	H

High-H, Medium-M, Low- L

Information Technology and E-Tourism

Semester II **Hours of Instruction/week: 3**
23MTAC07 **No. of credits : 3**

Course Objectives:
1. To study the impact of Information Technology on Tourism and Travel Industry
2. To understand the application of ICT, EPS, EFT, EDI, E-tourism, E-marketing, Ecommerce.
3. To provide insights on organizations and accreditations of tourism industry.

Unit I: Introduction 9
Introduction to E-Tourism - Historical Development- Electronic technology for data processing and communication – strategic and operational use of IT in tourism -Model of tourism - Information flows, Characteristics of tourism, typologies of Tourism Information - Electronic technology for data processing and communication, strategic, tactical and operation use of IT in tourism - Emerging trends in tourism information systems.

Unit II: Global Distribution System 9
History and evolution-CRS – HRS – GDS - CRS-Voice input and recognition system-levels of CRS Participation-Hotel Distribution System, Cases of Amadeus, Galileo, Sabre, Abacus- Travel and Tourism Information Systems - Online Reservation Systems for Air, Rail (IRCTC) Road - Entrance control and usage monitoring systems- Theme parks, Themed attraction -Sports and Skiing - Changing business models of GDS - NDC.

Unit III: Business Models in E-Tourism 9
Typologies of E - tourism - Business models - Business to Business (B2B) - Business to Consumer (B2C)- Consumer to Business (C2B) - Consumer to consumer (C2C)– Business to Employees (B2E) - Business to Government (B2G) - Case Studies of Red Apple – DMC - OYO Rooms – OLX - Zoom Car - Ofo Cycles.

Unit IV: Payment Systems in E-tourism 9
Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification - Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business model-Competitive strategies-Usage of Wallets- Quick pay options(Tez, Samsung Pay, BHIM) - Virtual Banks (Paytm, Airtel)- Case studies of e- wallets –Freecharge - Mobikwik– OTA's – OTA Wallets – Coupons and Cashbacks.

Unit V: 9
E-marketing of tourism products –servicesonline Travel Portal (Information and transaction)-Successful Online Tourism Business -Future of E-tourism - E-marketing and Promotion of Tourism Products – Facebook, Twitter, YouTube, WhatsApp - Travel Blogs –Usage of Artificial Intelligence- Virtual Reality - Challenges for conventional business models - Competitive strategies-Case studies of IRCTC, Makemytrip.com,Yatra.com, Trip advisor, Expedia, Amadeus, Galileo.

Total Hours: 45

Text Books:

1. *Benckendorff Pierre* (2019, 3rd Edition), Tourism Information Technology, CABI Tourism Texts.

2. *Buhalis D.*(2018), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.

Reference Books:

1. *Personen, Juho, Neidhardt, Julia (*2019), Information and Communication Technologies in Tourism 2019, Proceedings of the International Conference in Nicosia.
2. *Dileep MR*(2018).Information Systems in Tourism, Excel Books, New Delhi
3. *Dixit Saurabh* (2017)Information Technology in Tourism, APH Publishing corporation

Course Outcomes:

1. Knowledge on Information Technology, Networking of computers and E-Marketing
2. Gaining insight on ICT Usage in the airline and hospitality industry, for destination management organizations.
3. Familiarize with the E-Tourism applications and typologies in Tourism.
4. Understand payments systems and social media usage in E-Tourism.
5. Apply gained knowledge in the tourism domain using possessed skills.

CO-PO Mapping:

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
H	H	H	H	H	H	H	H	H	H	H	H	H	H
H	H	H	H	M	H	M	H	M	M	H	H	H	H
M	H	H	H	H	H	H	M	H	H	H	H	M	H
H	H	M	M	H	M	H	H	H	H	H	H	H	H
H	H	M	H	H	M	H	M	H	M	M	H	·H	M

High-H, Medium-M, Low- L

Tourism Marketing

Semester II   **Hours of Instruction / Week: 4**

23MTAC08   **No. of Credits**   **: 3**

Objectives:

1. To understand concepts and strategies involved in marketing the products and services.
2. To familiarize the pupil with contemporary practices in Tourism Marketing.
3. To understand the importance of use of technology in Tourism and its allied sectors.

Unit 1 Introduction to Tourism Marketing   **12**

Tourism Marketing-Introduction to Tourism Marketing-Nature of Tourism Marketing, Process Of Tourism Marketing, Understanding Marketing Concepts, Nature and Scope of Marketing, Marketing Mix in Tourism, MarketingManagement Philosophies. Strategic Planning and Marketing Process, Marketing Environment, Demand Forecasting- Tourist Behavior.

Unit 2 Understanding Markets   **12**

Introduction to Tourism Markets-Types of Tourism Markets-Tourist Behavior-Uniqueness of Tourism Marketing, Market Segmentation and Tourism Market, Decisions in Market Segmentation--Selecting Target Market (Self-study), Identifying &developing activities of Tourism Market, Marketing mix for tourism-Developing Marketing Mix.

Unit 3 Tourism Product &Pricing promotion   **12**

Tourism as a Product / Service, Product Decisions, Product Line, Product Mix- Destination Life Cycle, NewProduct Development,**Pricing**- Concept of Pricing, Importance of Pricing, Process of Pricing, Product life Cycle,**Branding**- Features of Branding, Types of Branding, Packaging Decisions, Distribution Channel-Developing Promotion Plan-Components of promotion mix.

Unit 4 People and Processing Tourism Marketing   **12**

Introduction- Encounters, Service encounter, Service Quality Encounters-managing people and encounters in Tourism, Process of service transfer, Objectives, managing process-development in service process-capacity demand management of Tourism services, Role of physical evidence inTourism.

Unit 5 Strategies & Technology in Tourism Marketing and Research   **12**

Understanding competition, Relative competitive position- Deciding Competitive Advantages, Deciding Competitive Marketing, preparing strategies-Technology in Tourism Marketing, Multimedia, online travel.**Technology and Marketing Mix**- Information systems in Tourism marketing, Basic Tourism Research Methods,Potential for Tourism Research, Contemporary issues in Tourism marketing and Research.

Total Hours: 60

Text Books:

1. **Manjula Choudhary (2017),"Tourism Marketing", Pearson Publications.**

Reference Books:

1.BhattHarish, BadanB.S (2016), "Tourism Marketing and Operations"–Crescent PublishingCorporation, US.

2.Bhatt Harish, BadanB.S(2017),"Tourism Marketing"–Common Wealth Publishers, NewDelhi.
3.Kotler, Philip and Armstrong(2017),-"Principles of Marketing", Prentice Hall Of India Pvt Ltd., NewDelhi.

Course Outcomes:

1. Understand the nature and characteristics of Tourism Marketing
2. Learn the concept of Tourism Product pricing and promotion
3. Aware of distribution channels in Tourism Industry
4. Gain the significance of people and process in tourism services
5. Analyze the strategies and technology in Tourism marketing & Research.

CO-PO Mapping:

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PSO1	PSO2	PSO3
CO 1	H	H	H	H	M	H	M	H	H	H	H	H	H	H
CO 2	H	M	H	M	L	M	H	L	H	H	H	H	M	H
CO 3	H	H	M	H	H	M	H	H	H	H	H	H	M	H
CO 4	H	L	L	L	L	L	M	L	H	H	H	M	M	H
CO 5	M	M	L	H	H	H	M	L	M	M	H	M	M	H

High-H, Medium-M, Low- L

Accounting and Financial Management

Semester II   **Hours of Instruction / Week: 4**
23MTAC09   **No. of Credits   : 3**

Objectives:
1. To understand the basic principles ofAccounting.
2. To assist the students familiarise with analysis and interpretation of financial statements and its techniques.
3. To understand the financial strategies and management of funds in the tourism business.

Unit 1 Introduction to Financial Accounting Management   10

Definition, importance - Golden Rules of Accounting- Concepts and Conventions – Double Entry System;
Generally Accepted Accounting Principles - Preparation of Journal, Ledger, Trial Balance, Cash Books -
Users and Uses of Accounting information.

Unit 2 Preparation of Final Accounts   10

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

Unit 3 Financial Statement Analysis and Interpretation   10

Financial Statement Analysis and Interpretation: Meaning, objectives, importance – Types of Analysis Tools
of Analysis - Working Capital - Ratio Analysis - Cash flow and Fund flowStatements.

Unit 4 Cost Accounting   15

Concept – Distinction between Costing and Cost Accounting –Elements of Cost and Cost classification–
Preparation of Cost Sheet - Costing: Marginal Costing, Concept, Techniques – Applications - Cost Volume
Profit Relationship - Break-Even Analysis, Break-Even Point, Margin of Safety - Determination of New
Product Line, Make or Buy Decision, Shut down or Continue.

Unit 5 Financial Management   15

Financial Management: Scope – Objectives –Functions – Major Financial Decisions. Sources of Finance:
Long-Term and Short-Term – Advantages and Disadvantages of Different Sources of Finance.
Financial Management: Scope – Objectives – Finance Functions; Major Financial Decisions; Sources of
Finance{ Long-Term and Short-Term- Advantages and Disadvantages of Different Sources of Funds- Capital
Structure- Capital Budgeting- Working Capital Management-Cash Management- Dividend Decision;
Problems of Financial Management Unique to Hospitality Industry, Opportunities and Challenges for
Investments in Hotel, Aviation & Tourism Related Sectors; Role of TFCI and Other Financial Organizations.

Total Hours: 60

Text Books:

1. **Chandra, P. (2018). Financial Management- Theory and Practice,** Tata McGraw Hill, New Delhi.
2. **Lal, J. (2019). Accounting for Management,** Himalayan Publishing House, Mumbai.

Reference Books:

1. **Prasanna, C. (2017). Financial Management- Theory and Practice,** Tata McGraw-Hill, New Delhi.
2. **R.L.Gupta&Radhaswamy M. (2018). Advanced Accountancy-** Vol. I. Sultan Chand & Sons, Delhi.
3. **Maheshwari S.N. &Maheshwari. S.K. (2019). Fundamentals of Accounting.** Vikas Publishing House, New Delhi
4. **Pandey. I.M (2019). Financial Management.** Vikas Publishing House Pvt. Ltd., New Delhi.

Course Outcomes:

1. Gain knowledge on the basic principles of accounting.
2. Interpret receipts related to travel agency and hotel accounting.
3. Develop capabilities of analyzing and interpreting financial statements.
4. Understand the nuances of Cost accounting, breakeven analysis and margin of safety.
5. Apply accounting techniques and financial strategies in the field of tourism.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO 1	H	M	L	L	M	H	L	L	M	L	L	H	M	H
CO 2	H	H	M	L	L	H	L	H	M	M	M	H	H	L
CO 3	M	H	M	H	L	H	M	M	H	M	H	M	M	L
CO 4	H	M	L	L	L	H	H	L	H	H	H	H	H	M
CO 5	H	H	H	H	H	M	H	M	M	H	M	M	H	H

High-H, Medium-M, Low- L

Semester II
23MTAC10

Hours of Instruction/week: T: 3, P: 2
No. of Credits   :5

Course Objectives:

1. To Study the wild tourist resource of India.
2. To identify and understand emerging tourist destinations.
3. To learn Major Tourism Circuits of India.

Unit I: Introduction to Tourism Resources and Emerging Tourism Product   15

Tourism products, definition, types and unique features - tourism resources of India, natural, socio cultural diversities in land form and land scape, outstanding geographical features –flora and fauna. **Practical activity:** Itinerary Preparation (detailed plan of a journey) which includes 5A's (accessibility, accommodations, attractions, amenities and activities)

Unit II: Natural Resources   15

Wildlife Sanctuaries and National Parks, Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Biosphere Reserves, Mountain Tourist Resources, Caves and Deserts of India - Nanda devi and Valley of Flowers, Kanha, Kaziranga, Keoladeo, Manas, Sundarbans, Great Himalayan National Park Conservation Area, Western Ghats, Khangchendzonga National Park, Sasan Gir, Dachigam National park and Rantham bhore National park - Hill Stations-Beaches and Islands. **Practical activity:** Designing of Tour brochure containing information about destinations (domestic and international)

Unit III: Man-Made Attractions   15

World heritage sites - adventure sports, types, commercial attractions, amusement parks, gaming, shopping, live entertainments, supplementary accommodations, hose boats, green houses, tree houses, home stays, tourism by rail, palace on wheels, decano deice, golden chariot. **Practical activity:** A visit to heritage or Natural destinations.

Unit IV: Emerging tourism Product   15

Case study on eco tourism-rural tourism-medical tourism –wellness tourism-business tourism-pilgrimage tourism-dark tourism and agri tourism. **Practical activity:** Exploration of different mode of transport.

Unit V: Major Tourism Circuit of India   15

Inter state and intra-state circuits –golden triangle, golden triangle of south India, Golden Triangle of east - backwater circuit – desert circuit- Heritage circuit, Chardham Yatra, Chota Chardham, Jain circuit, Buddhist circuit, Wildlife Circuits- cases of selected destinations, Kerala, Rajasthan & Goa. **Practical activity:** Case studies on World heritage places.

Total Hours: 75

Text Books:

1. **Brown Percy (2016),**"Indian Architecture (Buddhist and Hindu)",Indus International, New Delhi.

2. **B Davies, Philip (2017),**"Monuments of India,Vol.II", Penguin Books Ltd, New Delhi.

Reference Books:

1. **Dallen J.Timothyetal(2017),**Managing Heritage and Cultural Tourism Resources, Routledge.
2. **Michell George(2017),**"Monuments of India",Vol.3.Penguin Books Ltd, New Delhi.
3. **Brown Percy(2016),**"Indian Architecture-Islamic period", Indus International, New Delhi.

Course Outcomes:

1. Gained various types of tourism products and their resources.
2. Insight on Bio-Diversity and Natural topography.
3. Knowledge on heritage, culture and cuisines.
4. Comprehend travel plans, different tourism circuits and niche areas.
5. Apply the concepts and knowledge on various destinations and tourism resources activities

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
CO 1	H	M	M	H	H	M	H	H	M	L	H	H	H	H
CO 2	H	M	M	M	M	M	H	M	M	M	M	H	M	H
CO 3	H	H	H	H	H	M	H	L	M	M	H	H	H	H
CO 4	H	H	H	H	H	M	H	H	M	M	H	H	H	H
CO 5	H	H	H	H	H	M	H	H	M	M	H	H	H	H

High-H, Medium-M, Low- L

Business Etiquettes and Tourism Entrepreneurship

Semester II
23MTAC11

Hours of Instruction / Week: 3
No. of Credits : 3

Objectives:

1. To provide basic knowledge on concepts and characteristics of entrepreneurship.
2. To equip the learners with entrepreneurial skills and understand the feasibility in starting a new business.
3. To give an insight on different aspects of etiquettes and morals in Industry.

Unit 1 Introduction to Entrepreneurship
9

Entrepreneurship: Meaning, concept, characteristics, functions, classification of entrepreneurs, qualities of successful entrepreneur - Types of entrepreneurs - Similarities, differences - Institutions conducting EDP, factors influencing entrepreneurial growth.

Unit 2 Entrepreneurship & Issues in India
9

Entrepreneurship & Issues in India: Past scenario, current scenario, future - Women entrepreneurs, opportunities and problems of women entrepreneurs - Rural entrepreneurship, rural and urban markets, promoting rural entrepreneurship - Small exporters, small scale entrepreneurs (self study) - Different forms of organization, identification of appropriate management.

Unit 3 Enterprise and Project Planning
9

Business ideas, market feasibility - Demand and forecasting techniques, competitive analysis - Market share estimation, pricing decisions, franchising - Classification of projects, project appraisal - Meaning & contents of project report - Market research analysis - Critical risk, problems and assumptions.

Unit 4 Business Etiquette
9

Business Etiquette – Office protocol and etiquette, professional conduct, use of courteous phrases in the workplace, business dress, grooming - Communication etiquette, written communication manners, listening skills, body language, voice tone and eye contact - Telephone etiquette, e-mail etiquette, voice mail etiquette, extending, accepting and declining invitations.

Unit 5 Global Manners
9

Global Manners – Importance of awareness of international customs, cultural taboos and practices, traveling etiquette, business etiquette in USA, Europe, Africa, Middle East, Latin America. Business meetings and dining etiquette – Attending business functions - Etiquette in meetings, business socialization - Organizing social events for business, dining manners - Banquet etiquette.

Total Hours: 45

Text Books:

1. *Jayashree Suresh (2015)*, "Entrepreneurial Development", Margam Publications, Chennai.
2. *Kuratko, D. F., & Rao, T. V. (2012).* "Entrepreneurship: A South-Asian Perspective', Boston: Cengage Learning.

Reference Books:

1. *Manish Ratti (2016)*, "Hotel Tourism and Hospitality Management", Rajat Publications, New Delhi.
2. *Sharma (2015)*, "Contemporary Tourism and Hospitality Management", KanishkaPublications, New Delhi.
3. *Sunil Sharma (2013)*, "Planning and Development of Tourism and Hospitality", RajatPublications, New Delhi.

Course Outcomes:

1. Describe the knowledge on classification and types of successful entrepreneurs.
2. Illustrate the evolution of Indian entrepreneurship and problems of women and rural entrepreneurs.
3. Develop business ideas and market feasibility.
4. Understand business etiquette.
5. Gain Knowledge on Business etiquettes & global Manner.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	L	L	M	H	L	L	M	L	L	H	H	H
CO 2	H	H	M	L	L	H	L	H	M	M	M	H	H	L
CO 3	H	H	M	H	L	H	M	M	H	M	H	H	M	L
CO 4	H	H	L	L	L	H	H	L	H	H	H	H	H	M
CO 5	H	H	H	H	H	H	H	M	M	H	M	H	H	H

High-H, Medium-M, Low- L

Business Statistics

Semester II   **Hours of Instruction/Week:4**
23MTAC12   **No. of Credits   :4**

Course Objectives:
1. To impart insights on fundamental statistical ideas and approaches.
2. To familiarize the students with statistical terminology in the context of business applications.
3. To instill in students the capacity to think statistically while making judgments.

Unit I: Statistics: An Overview   12

Statistics − Introduction, definition, growth and development of statistics, statistical thinking and analysis, Statistical methods − types, Importance and scope of statistics − Statistics in business management, Need for data - Types of data - Principles of measurement

Unit II: Data Classification, Tabulation and Presentation   12

Classification of Data - basis of classification - Organizing data using data array - frequency distribution, methods of data classification, bivariate frequency distribution, types of frequency distributions, Tabulation of data - Objectives of tabulation - parts of a table, types of tables, Graphical presentation of data, Types of diagrams

Unit III: Measures of Central Tendency and Measures Dispersion   12

Measures of central tendency - mathematical averages - arithmetic mean of ungrouped data - arithmetic mean of grouped (or classified) data - weighted arithmetic mean - geometric mean - − harmonic mean - averages of position - median - mode - Measures of dispersion - classification of measures of dispersion - distance measures - average deviation measures

Unit IV: Probability and Probability Distributions   12

Probability − definitions − addition and multiplication Rules (only statements) − simple business application problems − probability distribution − expected value concept − theoretical probability distributions − Binomial, Poison and Normal − Simple problems applied to business.

Unit V: Index Numbers and Time Series Analysis   12

Basic concept of index numbers − simple and weighted index numbers − concept of weights - types of index numbers − Business index number − CPI, WPI, Sensex, Nifty, Production Index, Time series − variations in Time Series for business forecasting.

                                                                    Total Hours: 60

Text Books:

1. Business Statistics, J.K. Sharma, 5th Edition, S. Chand, 2020
2. S P Gupta - Statistical Methods ,Sultan Chand & Sons, 2012.

Reference Books:

1. Statistics for Management, Richard I Levin and David S. Rubin, 9th Impression 2009
2. Business Statistics - A First Course, 6th Edition by David M. Levine, Timothy C. Krehbiel, Mark L Berenson, Amazon.
3. Amir D. Aczel, Complete Business Statistics, 5th edition, Irwin McGraw-Hill, 2002.

Course Outcomes:

1. Solve a range of problems using the techniques covered in their respective field of operation.

2. Understand the key terminology, concepts tools and techniques used in business statistical analysis

3. Apply technology to statistical analysis and problem solving.

4. Analyze discrete and continuous probability distributions to various business applications.

5. Interpret the relevance of statistical findings for business decision making.

CO-PO Mapping:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO 1	H	M	M	H	M	H	L	L	H	H	H	H	H	H
CO 2	H	M	H	H	M	H	M	M	L	H	H	H	M	H
CO 3	H	L	H	H	M	H	L	H	M	H	H	M	H	H
CO 4	H	M	M	H	M	H	M	H	M	H	H	H	M	H
CO 5	H	H	M	H	M	H	H	H	H	H	H	H	M	H

High-H, Medium-M, Low- L

Mini Project

Semester: II   **Hours of Instruction/week: 1**

23MTAC13   **No. of credits   : 2**

Course Objectives:

1. To provide an awareness on the significance of research.
2. Apply research skills for understanding independent research activities.
3. Apply theoretical knowledge into real travel world situation or problem.

INDUSTRY	MARKS
Thrust Areas – Marketing / CRM in Tourism Service, HR in Tourism Service, Hospitality, Types of Tourism viz Eco Tourism, Health Tourism, Heritage Tourism	100
Project*	50
Viva Voce	50
Total	**200**

Course Outcome:

1. Understand the concept of research.
2. Knowledge on primary and secondary data collection procedure.
3. Acquainted with sampling techniques.
4. Familiarize with research techniques.
5. Interpretation of data collected and report writing.

CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	M	H	M	H	H	H	H	H	H	H
CO2	H	M	H	M	L	M	H	L	H	H	H	H	M	H
CO3	H	H	M	H	H	M	H	H	H	H	H	H	M	H
CO4	H	L	L	L	L	L	M	L	H	H	H	M	M	H
CO5	M	M	L	H	H	H	M	L	M	M	H	M	M	H

High-H, Medium-M, Low- L

Research Methodology

Semester III   Hours of Instruction / Week: 5
23MTAC14   No. of Credits   : 4

Objectives:
1. To provide an insight on the research tools and techniques that aid managerial decision making
2. To impart the analytical skills of business research.
3. To enable the learners to acquire proficiency in various techniques and tools used in managerial research

Unit 1 Research Process and Research Design   15

Meaning of research, objectives , types of research, criteria of a good research - research process-research problem, problem definition, selection and techniques in defining a problem - research Design, meaning, need and features of a good research design, types of research design

Unit 2 Sample Plan and Sampling Design   15

Sampling plan, sample size, sampling techniques - sampling methods - sampling design - need for sampling - steps in sampling design - criteria of selecting a sampling procedure - characteristics of a good sample design , types of sample designs - variables in research.

Unit 3 Measurement , Scaling & Data collection   15

Measurement scales - bases of scale classification - important scaling (likert scale & thurston scale) and scale construction techniques - data collection, primary data collection methods , observation , interviews, questionnaires and schedules, guidelines for questionnaire and schedule construction and successful interviewing, secondary data collection.

Unit 4 Hypothesis and Statistical Tools   15

Concepts - procedure for testing hypothesis, test of significance - assumptions about parametric and non-parametric tests - parametric test , t test, f Test and z test - non parametric test , U Test, kruskal Wallis, sign test , chi square, analysis of variance - SPSS and its applications (Self Study).

Unit 5 Interpretation of Data & Report Writing   15

Meaning of interpretation, importance of interpretation, techniques of interpretation, precaution of interpretation - report writing, significance, steps in report writing, layout of report, types of reports.

Total Hours: 75

Text Books:

1. **Kothari, C.R,** (2014), **"Research Methodology- Methods and Technique"**, New Age International Publishers,3rd Edition, Chennai.
2. **Gupta, S.P,** (2010), **"Statistical Methods"**, 30th Edition, Sultan Chand & Sons Company, New Delhi.

Reference Books:

1. **Boyd, Westfall and Stasch,** (2009), **"Marketing Research Text and Case"**, Richard D. Irwin, INC Illinois.
2. **Krishnaswamy, K.N, Appa Iyer Sivakumar and Mathirajan,** (2009), **"Management Research Methodology-Integration of Principles, Methods and Techniques"**, Pearson Education, Chennai.
3. **Donald. S. Tull,** (2008), **"Marketing Research"**, Collier Mac Millan International Edition, 3rd Edition, Newyork.

Course Outcomes:

1. Utilize the basic concepts of Research Process.
2. Enhance the use on Sample plan and Sample design
3. Demonstrate different scaling techniques for data collection
4. Apply various parametric and Non- parametric tests in Research
5. Interpret the data and write the report

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	M	H	M	H	H	H	H	H	H	H
CO 2	H	M	H	M	L	M	H	L	H	H	H	M	M	H
CO 3	H	H	M	H	L	M	H	H	H	H	M	H	M	H
CO 4	H	L	M	M	L	L	M	M	H	H	H	M	M	H
CO 5	M	M	M	H	H	H	M	L	M·	M	H	M	M	H

High-H, Medium-M, Low- L

Heritage and Cultural Tourism

Semester III
23MTAC15

Hours of Instruction / Week: T: 3, P:2
No. of Credits : 3

Objectives:
1. To understand culture and civilization of India.
2. To give an insight on different religious practices and religious centres of India.
3. To study the architectural and rich cultural heritage of India

Unit 1 Introduction to Indian Cultural History   15

Definition and concepts of Culture, heritage, history, tradition - Indian Culture and Heritage – features of Indian culture – India through ages (brief):The Indus valley civilization period - Vedic Age, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern Period – Harappan civilization- Ancient Indian Literatures, Sacred Literature-,Secular Literature - Ancient Society & Culture – Upanishads, Aranyaka, Ashramas - Varna System – Purushartha - Indian vs. Western Culture.
Practical Activity: Conduct a Fair showcasing various Innovations of each civilization

Unit 2 Religions of India   15

Religions of India, Basic mythology of various religions, Hinduism, Islam, Christianity, Buddhism, Jainism, Sikhism and others –Religious Shrines & Centers -Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - Basic Tenets–Indian Vs Western Philosophy.
Practical Activity: Case studies on popular religious centres in India with its relevance

Unit 3 Intangible Cultural Heritage   15

Cultural Heritage– types— Tangible and Intangible-Ayurveda, Ayush, Yoga and meditation-Performing Arts, Traditional Dance Forms- Music, Vocal &Instruments- Folk Arts- Indian painting and sculptures-Indian cuisines- Traditional clothing, North,, South, East and West.
Practical Activity: Conducting rural heritage education regarding our folk arts, traditional dance forms etc. and its importance.

Unit 4 Architectural Heritages – Tangible   15

Significance & Places of Importance, Rock-cut Architecture- Buddhist Architecture– Gandhara & Mathura Schools of Art - Hindu Temple Architecture- Indo-Aryan, Indo-Islamic Architecture –Pillars, Tomb, Forts, Mosque, Masjid, Modern Architecture – Important Forts, Palaces and Havelies- Public Buildings, Ports, Hotels , India Gate, Gateway of India, - World Heritage Sites in India –Problems and Prospects of Cultural Tourism in India.
Practical Activity: Visit to UNESCO world heritage sites and other architectural heritage sites also prepare a report about the trip.

Unit 5 Indian cultural Treasures   15

Types and Importance of Museums and Art Galleries – Indian Museum, kolkata, National Museum, New Delhi, Salar jung Museum,Hydrebad, City mahal Museum, Jaipur, Udaipur & Jodhpur- Unique museums of India - Crafts History of India – Regional Crafts - Craft Hubs – Craft Bazar – Textiles Crafts and Other Artifacts – Fairs & Festivals. **Practical Activity:** Chart a year-wise calendar for various fairs and festivals in India.

Total Hours: 75

Text Books:

1. **Basham, A.L.** (2000).**A Cultural History of India**. Oxford University Press, USA

2. **Sen, Sailendra Nath** (2007).**Textbook of Indian History and Culture**. Macmillan, NewDelhi.

Reference Books:

1. **Anurag Mathur**,Indian Culture & Heritage, Create space IndependentPub;1st edition (2017)

2. **Nitin Singhania** (2016),Indian Art and Culture, McGraw Hill Education(India) Pvt.Ltd,NewDelhi

3. **Dallen J Timothy**, Cultural Heritage and Tourism, An Introduction, Channel view Publications,UK, 2011

Course Outcomes:

1. Learned pre historic Indian culture & civilization.

2. Gained knowledge on different religious mythology and shrines of India.

3. Analyse diverse cultural treasures of India

4. Learned the architectural heritage of India

5. Examine the role of Intangible and tangible cultural heritage of India.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	M	H	M	H	H	H	H	H	H	H
CO 2	H	M	H	M	L	M	H	L	H	H	H	H	M	H
CO 3	H	H	M	H	H	M	H	H	H	H	H	H	M	H
CO 4	H	L	L	L	L	L	M	L	H	H	H	M	M	H
CO 5	M	M	L	H	H	H	M	L	M	M	H	M	M	H

High-H, Medium-M, Low- L

Tourism Law and Policies

(Open Book)

Semester III   Hours of Instruction/week: 3

23MTAC16   No. of credits   : 3

Course Objectives:

1. To learn the basic legal principles in tourism law.
2. To provide an overview of tourism law and practices in hospitality Industry.
3. To examine with laws relating to employment

Unit I: An Introduction to Hotel and Tourism Laws   9

Regulations for travel and tourism business - Regulations governing tourism organisations- law concerning tourist guides - laws governing hotel Industry-legal requirements in hotel business-Powers of local authorities- law of relating to premises-electricity law relating to planning and designing-law governing hotel associates and unions

Unit II: Travel and Tourism-Laws and Regulations   9

Functions of the ministry - Tourism policy - guidelines for recognition as an approved of travel agency-guidelines for recognition as an approved tourist transport-relaxation in guidelines for recognition for the agency in the north east-Guidelines for safety and rescue in adventure sports-guidelines for water sports-guidelines for aero sports-guidelines for mounteering and trekking.

Unit III: Law of contracts   9

Basic legal principles governing hospitality operations-The common law basis for law governing the Hotelkeeper-The hotel keeper law the law of contracts.

Unit IV: Hotel Guest Customer Relationship Law   9

The Hotels Right to Evict Guest - Tenant, restaurant Patron, or others-The guest's right to privacy-The hotel liability regarding guest's property- maintenance of guest property-Frauds committed against hotel and crimes of trespass- other law relating to food service-Wage and hour law applicable to the hotel employees.

Unit V: Leading Organizations Travel Intermediary Business   9

Consumer protection laws affecting hotels-Public health and safety requirements.

Total Hours: 45

Text Books:

1. *Shyam Divan, Armin Rosencranz* (2018), Environmental law and policy in India, Oxford University Press
2. *Dr.JagmohanNegi* (2017), Hotel and Tourism Law, Frank Bros & CO (Publishers) Ltd

Reference Books:

1. *Avtar Singh* (2015), "Company Law", Eastern Book & Co., Luck now.

2. *N.Jayapalan* (2018), "Introduction to Tourism Law and Practices", Atlantic publishers and distributors, New Delhi.

Course Outcomes:

1. Learn the concept of tourism planning and its importance
2. Understand the technique of plan formation
3. Critically evaluate the destination zone planning models
4. Analyse the WTO Planners guide for the development
5. Understand the role of national policies in tourism and community Perception

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO 1	H	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	H	H	H	M	H	H	H	H	L	L
CO 3	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CO 4	H	H	H	L	H	H	H	H	H	H	M	H	H	H
CO 5	M	H	H	H	L	M	H	M	H	M	M	H	L	M

High-H, Medium-M, Low- L

Aviation and Cargo Management

Semester III
23MTAC17

Hours of Instruction / Week: 4
No. of Credits   : 3

Objectives:
1. To gain insight on Airline and Cargo industry
2. To gain basic knowledge on Airport Management
3. To identify various airline terminologies and procedures

Unit - I History of Aviation   12

Origin of civil aviation – History of civil aviation in India – public and private sector airlines in India – open sky policy- Role of AAI and DGCA– Warsaw – Chicago Conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air - Air Corporation Act 1953 - Role of Aviation Sector in tourism.

Unit - II IATA codes   12

Brief account of IATA/ICAO - IATA 3 letter codes, IATA airlines codes, country codes, city codes, currency codes - OAG Air cargo guide- TACT rates & rules.

Unit – III Airlines Management   12

Types of Airlines, Scheduled and non scheduled- Air taxis- domestic and international-commuter- short haul and long haul- low cost carriers- cabin crew – in-flight services – Types of class-up grading and down grading.

Unit – IV Airport Management   12

Airport management- different airports in India (domestic & international) – Guidelines for airport management – airport facilities – the check-in formalities – Baggage and excess baggage checking, registered and unregistered baggage, piece & weight concept, Excess Baggage Ticket (EBT), pooling of baggage, free carry on items, carriage of live animals , dangerous goods – BSP.

Unit – V Cargo Management   12

Cargo-meaning definition, Cargo transportation, scope of cargo business, structure of cargo industry- Packaging, marking and labeling of consignment- acceptance of cargo- movement of cargo-basics of cargo rate preparation, Airway bill preparation

Total Hours: 60

Text Books:

1. **Ratandeep Singh** (2018), *"Aviation Management: Global and National Perspectives"*, Kanishka
2. **Jagmohan Negi, (2018),**"Air Travel and Fare Construction", Kanishka Publishers, New Delhi

Reference Books:

1. **International Air Transport Association (IATA) dangerous Goods regulation (DGA),(2018),** 5.18 edition
2. **Prem Nath Dhar (2015),** "Aviation Management and Operation: Elements, Dimensions and Trends", **Kanishka**
3. **Dennis. L. Foster (2015),** "The Business of Travel Agency Operations and Administration", Mcgraw Hill Post Secondary Publishers

Course Outcomes:

1. Gain Knowledge about various air transport regulations
2. Gain knowledge on IATA codes and OAG guide.
3. Understand on different air carriers and its types
4. Analyze check in formalities and baggage checking procedures
5. Understand about Cargo management

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	M	M	H	M	H	H	H	H	H	H	H
CO 2	H	M	H	M	L	M	H	L	H	H	H	H	M	H
CO 3	H	H	M	H	H	M	H	H	H	H	H	H	H	H
CO 4	H	H	H	H	H	H	M	M	H	H	H	H	M	H
CO 5	M	M	M	H	H	H	M	M	M	M	H	H	M	H

High-H, Medium-M, Low- L

Managerial Economics (Self-Study)

Semester III
23MTAC18

Hours of Instruction / Week: 1
No. of Credits : 4

Objectives:
1. To expose the learners to the basic economic concepts
2. To provide an understanding on the fundamentals of economics and its applications in tourism business
3. To help the students acquire necessary skills on the economic tools in managerial decision making

Unit 1 Introduction to Managerial Economics   3

Economics and tourism - tourism demand, theoretical background, types of tourism demand, determinants of tourism demand, life cycle factors, measurement of tourism demand, national and international tourism demand - tourism supply – augmenting tourism products - demand analysis – elasticity of demand.

Unit 2 Supply and Production   3

Supply meaning and determinants – production decisions, production functions - isoquants, expansion path – cobb-douglas function – cost concepts, cost-output relationship, economics and diseconomies of scale, cost function.

Unit 3 Cost and Revenue Analysis   3

Cost concepts and analysis - short run and long run cost curves - law of variable proportions - law of returns to scale- break even analysis - market structure and competition - pricing in tourism.

Unit 4 Macro Economic Environment   3

National income analysis - business cycles - fiscal and monetary policies - inflation analysis - liberalization, privatization and globalization - government's role in tourism – tourism policies of government of India - need for public and private sector co-operation in tourism – foreign direct investment in tourism

Unit 5 Economic Impact of Tourism   3

Economic aspects - the multiplier effect - displacement effect and tourism - tourist spending - costs and benefits of tourism to community - environmental aspects – contingency valuation method.

Total Hours: 15

Text Books:

1. **Sinclair, M.T. & Stabler, M.** (2018). **Economics of Tourism & Development, Routledge,** NewYork.
2. **Mukhopadhayay, S.** (2017). **Tourism Economics.** Ane Books Pvt. Ltd., New Delhi.

Reference Books:

1. **Maddala** (2018), **Microeconomics,** Tata McGraw - Hill, New Delhi.
2. **Peterson, H.C. & W. C. Lewis** (2018), **Managerial Economics,** Prentice Hall (India), New Delhi.
3. **Varshney RL & Maheswari KL** (2017), **Managerial Economics,** Sultan Chand, New Delhi.

Course Outcomes:

1. Knowledge on tourism industry, Development, products and organizations
2. Analyse the concept of travel motivation and behavior
3. Familiarize with the role of tour operator and travel agencies in the market
4. Apply economic principles to management decisions
5. Examine the real-world economic and business problems with a systematic theoretical framework

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	M	M	M	H	M	L	M	M	H	M	L
CO 2	H	H	H	L	L	M	H	L	L	H	M	H	H	M
CO 3	H	H	H	M	H	L	M	M	L	H	L	H	H	M
CO 4	M	H	H	H	M	L	H	L	H	M	M	H	H	H
CO 5	M	H	L	H	H	H·	M	H	H	L	M	H	H	H

High-H, Medium-M, Low- L

Hotel Operations and Management

Semester III   **Hours of Instruction/Week:5**
23MTAC19A   **No. of Credits   :5**

Objectives:

1. To familiarize the learners with the history, demand and supply in the Hospitality sector.

2. To provide knowledge on various departments of hospitality industry
3. To enable the learners to learn about various hotel operation services.

Unit 1 Evolution of Hospitality Services   15

Meaning & Nature of Hospitality Features of Hospitality Services-Types of Hotels, Size, Location, Facilities, Plan - Structure of Accommodation Industry, Operation of Accommodation Units - Hospitality Industry Network, Determinants of Hospitality - Network Demand & Supply for Accommodation in India.

Unit 2 Front Office Management   15

Introduction to Front Office Management-Functions, Attributes and Skills of Manager & Executives - Organization Structure - Reservation & Cancellation Procedures - **Night Auditing**-Meaning of Night Auditing, Importance of Night Auditing,Duties and Responsibilities of a Night Auditor, Night Audit Process. **Solving Guests' Problems** -Handling Individual and Groups, Automation/ CRS in Front Office, Travel Desk.

Unit 3 House Keeping   15

Organization Structure, Functions, Works of Executive House Keeper- Rooms and Floor Cleaning Practices, Public area Cleaning and Interior Decorations, Types of Rooms - House Keeping Control Desk, Linen Room, Laundry -Co-ordination with Other Departments

Unit 4 Food and Beverage Services   15

Organization Structure, Department-Food Production- Organization, Kitchen, Buffets, Beverages Operation, Functions - Outlets of F & B, Types of Meal Plans, Types of Restaurants- Menu, Types of Service - Room Service, Catering Services-Food Service for the Airlines, Banquette, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways.

Unit 5 Administration and Finance   15

Finance & Accounts, Sales and Marketing, Administration - Revenue Management - Yield Management - Personnel Management - Training and Development - Safety Management, Management of Distribution Channel.

Total Hours: 75

Text Books:

1.**Negi. J** (2018). **Professional Hotel Management.** Sultan Chand & Company, NewDelhi.
2.**Raghubalan, G. &Ragubalan S.** (2018). **Hotel Housekeeping Operations and Management,** OUP Publication, New Delhi

Reference Books:

1.**Tewari, J.R.** (2017). Hotel Front Office Operations and Management, OUP Publication New Delhi
2.**Gray and Ligouri** (2017), Hotel and Motel Management and Operations, PHI, NewDelhi
3.**Andrews, S.**(2016). Hotel Front Office Training Manual, Tata McGraw Hill,Mumbai

Course Outcomes:

1.Gain knowledge on the evolution of hotel & hospitality services.
2.Gain knowledge on front office management and applications of computers in the hospitality industry.
3.Identify of organizational structure of housekeeping and coordination of each department in the hospitality industry.
4.Analyze the operation of food and beverage services.
5.Gain knowledge on the administration and finance, safety management and management channel distribution.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	M	H	M	H	H	H	H	H	H	H
CO 2	H	M	H	M	L	M	H	L	H	H	H	H	M	H
CO 3	H	H	M	H	H	M	H	H	H	H	H	H	M	H
CO 4	H	L	L	L	L	L	M	L	H	H	H	M	M	H
CO 5	M	M	L	H	H	H	M	L	M	M	H	M	M	H

High-H, Medium-M, Low- L

Airfare Construction and Ticketing

Semester III
23MTAC19B

<div align="right">

Hours of Instruction / Week: 5
No. of Credits   **: 5**

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Objectives:
1. To understand the basics of air travel, traffic conference areas, airline codes
2. To learn about, one way and CT airfare construction and ticketing procedures.
3. To study various travel documents and reservation procedures.

Unit – I Basics of Airfares   15

History of aviation in India; freedoms of air -International conventions - Warsaw, Bermuda and Chicago convention. Referring PAT - Coding and Decoding (Self study)- Journey Concept - Anatomy of a Journey (Self Study)- IATA Areas of the World, TCA1,TCA2,TCA3 Areas and subareas- 3letter city codes and airport codes, airline designated code, Currency Codes - Global indicators.

Unit-II Fare Constructions: One Way   15

Introduction to International Airfare Calculation-Types of journeys-Transfer, Transit and Stopovers- - Fare Selection Criteria - Fare Type - Currencies rules - NUC conversion Procedure - Rounding of NUC and Local Currency Fares - Point to Point fare calculation - Specified Routing. - One Way through Fare Construction, Neutral Unit of Construction (NUC)-Maximum Permitted Mileage (MPM)- Ticketed Point Mileage (TPM)-Extra mileage Allowance(EMA),Excess Mileage Surcharge (EMS)-Higher Intermediate Point (HIP)- Backhaul Check(BHC).

Unit- III Fare constructions: RT and CT   15

RT and CT Formula Selecting a Fare Break Point, General Guidelines - Circle Trip Minimum (CTM)- Rounding of Local Currency Fares, CTM Check - Children and Infants Fare, Importance of stopovers and connections, World Time Zones- calculating time differences, Finding elapsed time for flights.

Unit-IV Ticketing and BSP   15

Basics of Ticketing - MCO, MPD,VMPD, TFCs - Aims and Background of BSP, BSP Advantage, Operations and Link, Validation Equipment, Commissions and Service Fee - CRS (Self Study) - Airline Consolidators. Airline Reservation System - CRS (Self Study) , Galileo , Sky Line - PNR - Airline Consolidators - Standby - Flight Interruption Manifest - ARNK - Codes Share Agreements.

Unit-V Travel Documents   15

Passport-Definition, types, Documents ·needed for passport- VISA- Definition, types, Schengan VISA,E-VISA, Emigration, Immigration, Conditions of issue- Customs ,Import, Export regulations in India—Currency, Foreign Exchange , FERA, FEMA- Health documents and Travel Insurance.

<div align="right">

Total Hours: 75

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Text Books:

1. **Vivek Tiwari (2017)," Encyclopedia of Flight Reservation And Airline Ticketing",** Anmol Publications, New Delhi
2. **IATA module (2019)," Air Fares and Ticketing",** 5.9Edition
3. **Dileep MR and Ajesh Kurian (2019), "Air Transport and Tourism : Interrelationship, Operations and Strategies",** Taylor & Francis' Routledge Publications London

Reference Books:

1. **Shaijumon and Sanoop (2019), Introduction to Air Ticketing and Air Travel Management,** Vaikari Research Foundation, Thiruvananthapuram
2. **Foster, Dennis L. (2016). Reservations and Ticketing with Sabre .London: Create Space.** Air Traffic Manuals
3. **Jitendra K. Sharma (2015),"Flight Reservation and Airline Ticketing",** Kanishka Publishers, New Delhi

Course Outcomes:

1. Understand the types of journey and traffic conference areas and map reading
2. Identify the three letter codes of cities, airports, airlines and currencies
3. Apply fare calculation techniques
4. Gain Knowledge on ticketing, CRS and time calculation
5. Comprehend on travel documents and its relevance on overseas travel.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	H	M	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	H	M	H	H	H	H	H	H	H	H
CO 3	H	H	H	H	H	H	M	H	H	H	H	H	H	M
CO 4	H	H	M	L	H	H	M	H	H	M	H	H	M	H
CO 5	H	H	H	H	H	H	H	H	H	H	H	H	M	H

High-H, Medium-M, Low- L

MICE and Event Management

Semester III   **Hours of Instruction/week : 5**
23MTAC20A   **No. of Credits   : 5**

Course Objectives:

1. To enable the students to familiarize with events and activities.
2. To understand the techniques and strategies required to plan an event.
3. To learn about supporting services of Event Management.

Unit I: Introduction to Events   15

Definition, 5c's of events - event designing, event as marketing tool- brand building focusing the target market – evolution of event management -types of events – unique features and similarities – practices in event management- key steps to a successful event - determining the purpose of your event, types of events for the business, what's the goal of the event?, understanding the event's audience.

Unit II: Key elements of Events   15

Event infrastructure- core concept– people – event organizer- targeting clients – selecting event categories – venue - in house venue - external venue - media - three stages of media campaign for events- event planning process, creation of concept – brain storming for concept, creativity, budgeting of event.

Unit III: Principles of MICE &Women Event Planners   15

MICE – meaning, industry, important statistics, India as mice destination, mice services, types of mice services India offers. introduction - history of meetings - players in the industry - responsibilities of meeting planners - meeting technology – role, scope - women as event planners – career for women as event managers.

Unit IV: Planning of MICE   15

General considerations – infrastructure – planning – venues – transport – accommodation - private sector and government policies- sustainable planning for MICE - layout of conference and convention centres -guest material.

Unit V: Supporting services of Event Management and Corporate Events   15

Support services, activities in event management, pre event, during event, post event activities, planning, organizing, staffing, coordinating & controlling - corporate events – corporate events, planning corporate event, job responsibilities of corporate event organizer, arrangements, budgeting, understanding customer, understanding flow, safety, creating blue print, designing plan, understanding entertainment requirements, celebrity management in corporate events, understanding need of entertainment in corporate events.

Total Hours: 75

Text Books:

1. **Anu Kruthi Sharma & Shruthi Arora (2018),** Event Management and Marketing: Theory, Practical Approaches and Planning, Bharathi Publications, New Delhi.
2. **Sanjaya Singh Gaur,(2016)** ,"Event Marketing and Management", Vikas Publishing House Pvt Ltd, New Delhi.

Reference Books:

1. **Anton Shone & Bryn Parry (2017),** "Successful Event Management" Cengage Learning.
2. **IGNOU-module (2017),** Young printing press, New Delhi.
3. **Leonard H. Hoyle (2018),** "Event Marketing", John Wileyand Sons, New York.

Course Outcomes:

1. Acquired knowledge on concepts of events.
2. Gained inputs on key elements of event management.
3. Knowledge on the practices in MICE and event management.
4. Learned the responsibilities of event managers.
5. Apply the acquired knowledge in organizing an event.

CO-PO Mapping:

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	H	M	M	M	L	M	M	H	H	M	H	H	L
CO 2	H	M	H	M	M	M	M	H	H	H	H	H	H	H
CO 3	H	H	M	H	L	H	M	H	M	H	H	M	H	H
CO 4	H	H	L	L	L	L	H	M	H	H	M	H	H	H
CO 5	H	H	M	H	M	H	H	H	H	M	H	H	H	H

High-H, Medium-M, Low- L

Strategic Human Resource Development

Semester III
23MTAC20B

Hours of Instruction/week: 5
No. of credits   : 5

Course Objectives:

1. To study the transformation in the role of HR functions.
2. To identify the techniques used by organizations to meet current challenges.
3. To learn HR key concepts in different cross-cultures.

Unit I:Human Resource Development   15

Meaning,nature,significance-Vision,mission,values,importance-Dimensions of strategic decisions- Strategic management model and components-Strategy formulation strategic framework for HRD, challenges to organizations-HRD functions-Roles of HRD professionals-HRD needs assessment- HRD practices-Measures of HRD performance-Links to HR-Strategy and business goals-HRD program implementation and evaluation.

Unit II: E-HRM   15

E- Employee profile, E- selection and recruitment - Background Verification Virtual learning and Orientation and development, computer-based training, Performance management, Compensation design and comparison – Provident Fund and ESIC – Development and Implementation of HRIS – Designing HR portals – Issues in employee privacy – Employee surveys online.

Unit III: Cross Cultural HRM   15

Domestic Vs International HRM - Cultural dynamics, Culture assessment, Cross cultural education and training Programs- Leadership and Strategic HR Issues in International Assignments- Current challenges in Outsourcing- Acquisitions – Repatriation – Building Multicultural Organisation Crossborder Mergers and – International Compensation.

Unit IV: Career & Competency Development   15

Career concepts, roles, career stages, Career planning and process – Career development Models– Career motivation and enrichment –Managing career plateaus- Designing effective career development systems – Competencies and career management, Competency mapping models – Equity and Competency based Compensation – Succession planning and development – Human resource development applications.

Unit V: Employee Coaching & Counselling for Women   15

Need for Coaching, Role of HR in coaching, coaching and performance – Skills for Effective Coaching–Coaching effectiveness–Need for counselling–Role of HR in Counselling- Components of counselling programs – Counselling effectiveness –Counselling for women, the need, key concepts, sexual harassment, Work life balance_ Trauma_ Survival strategies and empowerment– Work stress, Sources, Consequences-Stress management techniques – Eastern and Western Practices – Self management and emotional Intelligence – Employee engagement – Exit management.

Total Hours:
75

Text Books:

1. *Randy L. Desimone, Jon M. Werner &DavidM. Mathis* (2017),"Human Resource Development", Cengage Learning.
2. *PaulBoselie* (2016),"Strategic Human Resource Management", Tata McGraw Hill.

Reference Books:

1. *McLeod* (2016), "The Counsellor's workbook", Tata Mc Graw Hill.
2. *Jeffrey A Mello* (2016),"Strategic Human Resource Management", Cengage Learning, South western.
3. *VSPRao* (2019), "Human Resource Management Text &Cases", Third Edition, Excel Books-New Delhi.

Course Outcomes:

1. Understand the basic concepts of Human Resource Development.
2. Apply knowledge one-HRM.
3. Gain knowledge about all the key domains of human resource among students.
4. Develop key concepts of employee coaching and stress management.
5. Analyse the key issues related to the human elements such as career planning, career motivation and career enrichment, Women counselling and empowerment.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	H	H	H	H	M	H	H	M	H	H	H	H	H
CO 2	M	H	H	H	M	H	H	H	L	L	H	H	M
CO 3	H	M	H	H	H	H	H	H	H	H	H	H	H
CO 4	M	H	M	M	H	H	H	H	H	H	H	H	H
CO 5	M	H	M	H	H	M	H	M	H	M	H	H	H

High-H, Medium-M, Low- L

Destination Planning and Development (Tour)

Semester IV	**Hours of Instruction/week: T: 3, P: 2**
23MTAC22	**No. of Credits : 5**

Course Objectives:

1. To impart knowledge on tourism potential destinations, tourism development plans and marketing techniques.
2. To familiarize with the tourism destination branding practices.
3. To provide insights on advanced analyses and researches in the field of destination development.

Unit I: Introduction to Destination Planning and Development   9

Destination, meaning, types of destinations, characteristics – Destination and Products - Destination Management systems – Destination Selection process - Values of Tourism.

Unit II: Destination Planning Process and Analysis   9

Destination Planning Guidelines – National and Regional Tourism Planning and Development – Assessment of Tourism Potential – Planning for Sustainable Tourism Development – Contingency Planning for Economics, Social, Cultural and Environmental considerations - Demand and Supply match – Design and Innovations.

Unit III: Destination Image Development   9

Attributes of destination – Persons determined image, destination determined image – Measurement of destination image – Destination branding perspective and challenges – Creating unique destination proposition – Place branding and destination image – Destination image formation process – Unstructured image – Product development and Packaging – Destination branding and the web – Case study analysis.

Unit IV: Destination Promotion and Publicity   9

Destination Promotion and publicity – Six A's framework for tourism destinations – Dynamic wheel of tourism stakeholders - Destination Marketing mix – Destination competitiveness – Distribution channels – Marketing communication and strategies.

Unit V:Institutional Support Services   9

Public Private Partnership(PPP) - National Planning Policies for Destination development – UNWTO guidelines for Planners – Role of Urban Civic bodies – Town planning - Characteristics of tourism planning for Alternative tourism – Rural, Eco and Farm – Environmental Management Systems - Destination vision – Focus of Tourism Policy – Competitive sustainable destination – destination mapping (practical session)

Total Hours: 45

List of Practicals:

1.	Activity on segregating various types of destinations according to their nature and activities.	5
2.	Case studies on popular natural attractions in India practicing eco friendliness.	5
3.	Designing a root map for south Indian and north Indian beach destinations.	5
4.	Visit to natural, manmade and mixed destinations and preparing a report about the trip.	10
5.	Visit to nearby alternative form of tourism destination and report presenting.	5

Total Hours 30

Text Books:

1.*Butler, R.W. (2016). The Tourism Area Life Cycle:* Applications and Modifications. Bristol: Channel View Publications
2. *Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases.* New York: Routledge.

Reference Books:

1.*Claire, H.T., & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness.* London: CABI
2.*Morgan, N., Pritchard, A., & Pride, R. (2001), Destination Branding: Creating the Unique Proposition.* London: Butterworth and Heinemann.
3.*Singh, S., Timothy, D.J. & Dowling, R.S. (2003). Tourism in Destination Communities.* London: CABI.

Course Outcomes:

1. Understand the basic terminologies of tourism destination planning and development.
2. Developed conceptual clarity about fundamental concepts of destination planning and development.
3. Identify the steps involved in destination planning process.
4. Differentiate various forms of destinations and understand destination image formation process.
5. Analyse and compare the Public Private Partnership destinations.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	H	M	H	H	H	H	H	H	H	H	H	H	H
CO 2	H	H	M	H	H	M	H	M	H	M	H	H	M
CO 3	H	M	H	H	M	H	M	.H.	H	H	H	M	H
CO 4	H	H	H	H	H	H	H	H	M	H	M	H	H
CO 5	M	H	H	M	H	M	H	M	H	M	H	H	M

High-H, Medium-M, Low- L

Eco-Tourism and Sustainable Development

Semester IV   **Hours of Instruction / Week: 5**
23MTAC23A   **No. of Credits   : 5**

Objectives:
1. To understand the theories and practices of Eco tourism.
2. To analyze the problems of sustainable development, ecotourism and suggest solutions.
3. To familiarize students with various approaches and practices for sustainable tourism development.

Unit 1 Introduction to Ecology   **10**

Ecology, meaning. Definition - Ecotourism, evolution, principles, trends and functions of Ecotourism – Environmentalism - Sustainable development-Pollution-Ecological Foot Prints.

Unit 2 Tourism and Ecology   **20**

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

Unit 3 Ecotourism and Carrying Capacity   **15**

Ecotourism – Carrying capacity – Alternative tourism – Responsible Ecotourism – Community participation – Types of Participation – Ecotourism projects – Case studies on popular national park – Ecotourism projects – Biosphere reserves – Gulf of Mannar.

Unit 4 Sustainable Development   **15**

Evolution, principles – Dimensions of sustainability – 10 R's – Stockholm conference 1972 – Brundtland commission – The Rio declaration 1992 – World Conference on Sustainable tourism 1995 – WSSD 2002 – The Cape town declaration

Unit 5 Global Warming & Climate Change   **15**

Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India

Total Hours: 75

Text Books:

1. *Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism.* United Kingdom: Edward Elgar Publishing Ltd.
2. *Fennel, D. A. (2002), Ecotourism Policy and Planning.* USA: CABI Publishing.

Reference Books:

1. *Honey. (2008). Ecotourism and Sustainable Development:* Who Owns Paradise? 2nd Edition. Washington, DC: Island Press
2. *Weaver, D. (2001). The Encyclopedia of Ecotourism.* London: CABI Publication.
3. *Strange, T., and Bayley, A. (2008). Sustainable Development.* Linking Economy, Society, Environment. Paris: OECD.
4. *Goodwin, H. (2011). Taking Responsibility for Tourism.* Woodeaton: Goodfellow Publishers Limited.

Course Outcomes:

1. Gain knowledge on the theories and practices of Ecotourism.
2. Understand the need for conservation and communities.
3. Possess knowledge of the problems of sustainable development in ecotourism destinations.
4. Apply the outcomes of world conferences in real life context.
5. Practice various approaches for Sustainable tourism development.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
CO 1	H	H	L	L	M	H	L	L	M	L	L	H	H	H
CO 2	H	H	M	L	L	H	L	H	M	M	M	H	H	L
CO 3	H	H	M	H	L	H	M	M	H	M	H	H	M	L
CO 4	H	H	L	L	L	H	H	L	H	H	H	H	H	M
CO 5	H	H	H	H	H	H	H	M	M	H	M	H	H	H

High-H, Medium-M, Low- L

Brand Management and Digital Marketing

Semester
23MTAC23B

Hours of Instruction / Week: 5
No. of Credits   : 5

Objectives:
1. To introduce different approaches to measure brand equity.
2. To provide insights on brand strategies and brand equity
3. To provide knowledge on the concepts and techniques of digital marketing.

Unit 1 Branding Concept   15

Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations - Brands Vs Products - Advantages of brands to consumers & firms - Brand elements: Components & choosing brand elements - Branding challenges & opportunities.

Unit 2 Brand Positioning   15

Brand positioning – Basic concepts, alternatives, risks – Brands & consumers – Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference - Buying decision perspectives on consumer behavior -·Building a strong brand – Method & implications.

Unit 3 Brand Image   15

Brand Image: Image dimensions, brand associations & image - Brand Identity: Perspectives, levels, and prisms - Managing brand image, stages – functional, symbolic & experiential brands - Brand Equity: Sources of equity - Brand equity models, brand audits - Brand loyalty & cult brands.

Unit 4 Digital Marketing   15

Concept, scope, and importance of digital marketing - Interactive Marketing: Concept and options - Social media marketing: Concept and tools - Online communities and social networks - Blogging: Types and role - Video marketing: Tools and techniques - Mobile marketing tools - PPC marketing - Payment options

Unit 5 Artificial Intelligence in Marketing   15

Introduction of artificial intelligence in marketing - How does AI work, benefit of AI in marketing automation - Content creation with AI, AI tools available for digital marketing- IoT in marketing

Total Hours: 75

Text Books:

1. *Jayashree Suresh (2015)*, **"Entrepreneurial Development"**, Margam Publications, Chennai.
2. *Frost, R. D., Fox, A., & Strauss, J. (2018)*, **"E- Marketing"**, Abingdon: Routledge.

Reference Books: -

1. *Manish Ratti (2016)*, **"Hotel Tourism and Hospitality Management"**, Rajat Publications, New Delhi.
2. *Sharma (2015)*, **"Contemporary Tourism and Hospitality Management"**, Kanishka Publications, New Delhi.
3. *Charlesworth,A.(2018)*, **"Digital Marketing:A Practical Approach"**, Abingdon: Routledge.

Course Outcomes:

1. Know the strategic role of brand manager in organizational and functional context.
2. Identify the brand marketing strategies for leaders, challengers, followers and niche strategies.
3. Formulate effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
4. Identify and·assess the impact of digital technology in transforming the business environment.
5. Understand AI in Digital Marketing.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
CO 1	H	H	H	H	M	M	H	H	M	L	M	L	H	M
CO 2	H	H	H	H	M	L	H	M	M	L	M	L	H	M
CO 3	H	H	H	H	L	L	H	M	M	M	L	L	H	L
CO 4	H	H	H	H	H	M	M	M	L	M	L	M	H	L
CO 5	H	H	H	H	H	M	M	L	L	M	L	M	H	L

High-H, Medium-M, Low- L

Research Project

Semester IV
23MTAC24

Hours of Instruction/Week: 20
No. of Credits   : 8

Course Objectives:
1. To provide an understanding on the significance of research.
2. To impart the research skills for understanding independent research activities.
3. To instill in students to apply theoretical knowledge into real travel world situation or problem.

INDUSTRY	MARKS
Thrust Areas – Sustainable Development, Types of Tourism viz Eco Tourism, Health Tourism, Heritage Tourism, Marketing / CRM in Tourism Service, HR in Service.	100
Project *	50
Viva Voce	50
Total	200

Course Outcomes:

1. Analyze the concept of research individually.
2. Demonstrate various sampling techniques individually.
3. Apply primary and secondary data collection procedure individually.
4. Evaluate research techniques individually.
5. Interpret the collected data and write report individually.

CO-PO Mapping:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO 1	H	H	H	H	M	H	M	H	H	H	H	H	H	H
CO 2	H	M	H	M	L	M.	H	L	H	H	H	H	M	H
CO 3	H	H	M	H	H	M	H	H	H	H	M	H	M	H
CO 4	H	L	L	L	L	L	M	L	H	H	H	M	M	H
CO 5	M	M	L	H	H	H	M	L	M	M	H	M	M	H

High-H, Medium-M, Low- L