MBA
(Tourism & Travel Management)

COURSE CURRICULUM & REGULATIONS
(2018-19 Academic Year Onwards)

DEPARTMENT OF TOURISM STUDIES
SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY
The University

Pondicherry University is one of the fastest growing Central Universities in the country with a mission to train young minds to excel in diverse careers and contribute to nation building through quality education and by creating ample scope for path-breaking research works. In a span of three decades from its inception in October, 1985, this institution has carved a niche in the realm of higher education, globally, for its remarkable research outputs and sterling on-campus placement record. Students and research scholars find this University a preferred centre for learning which is clearly evident from the overwhelming responses of applicants for admissions. There are 15 Schools, 55 Departments and 2 Community Colleges in 3 campuses in Puducherry, Karaikal, and A & N Islands offering courses in consonance with the requirements and spirit of the contemporary societal dynamics and meeting varied educational needs, leading to lucrative careers. Diversity in enrolment of students and recruitment of faculty with exemplary track records and experience speak volumes about the distinctiveness of the University punctuated with the pan-India character.

Nature has bestowed the University with an enamouring landscape dotted with rich vegetation and biodiversity. Its sprawling campus with its own natural ecosystem spreading over 780 acres of land facing the seashore of the Bay of Bengal offers peaceful academic environment for creative thinking and off-the-beaten-track ideas. The campus is truly an ecologist’s delight which woos one and all to explore the flora and fauna in the Campus. There is an offshore campus in Andaman Islands and the other one is located in Karaikal, a constituent of the Union Territory of Puducherry.

The University is a member of the Association of Commonwealth Universities and has signed MoUs with several foreign Universities/ Institutions of national and international repute. All these phenomenal achievements have paved the way for making Pondicherry University a top notch university – the sixth position - in the country as per the ranking survey conducted by the India Today Group in 2017.

School of Management

The School of Management is the first School to be established in the University in 1986 and is one of the biggest Schools in terms of enrollment of students & scholars as well as faculty strength. The School offers five sectoral MBA and Ph.D programmes in addition to MA and Ph.D in Economics and M.Com and Ph.D in Commerce. The School strives for achieving distinction in teaching, research, consultancy, students’ progression and extension activities. The Department of Tourism Studies, a pro-active Department in SOM, has excelled in all key areas of the University and has contributed significantly towards making the University a premier institution surging forth in the path of achieving excellence.

Department of Tourism Studies

With the seed financial assistance from the then Ministry of Tourism and Civil Aviation, Government of India, the Centre for Tourism Studies (CTS) was conceived and established with a two-year Master of Tourism Administration (MTA) programme in 1991. The CTS commenced its academic voyage in the sphere of Tourism mainly to realize the dream of providing professional training to the students and for meeting the varied industry
demands for quality human resource in tourism sector. The nomenclature of the programme was changed to MBA (TA) in 2002. The Centre was developed into a full-fledged Department with full faculty strength in 2005. Eventually, the Department of Tourism Studies (DTS) has grown from strength to strength and is marching ahead in tandem with its mission of training and equipping students to become business leaders and placing them at renowned tourism and allied companies with lucrative offers. This has been a key attraction for aspiring graduates committed to success by taking up professional careers in tourism and its ancillary areas. DTS, as the Department of Tourism Studies is fondly known among the academia and industry circles flaunts an exceptional recognition as it is the first in the country to be assisted under SAP by the University Grants Commission (UGC) at DRS – level II. The Department has a strong alumni network and has a registered alumni association, viz, the Pondicherry University Tourism Studies Alumni Association (PUTSAL). The bond with alumni members has catapulted the professional image of DTS. The Department is well connected with the alumni through PUTSAL and the network spread across the world offers immense support for placements, training, workshops, special events, skill development programmes and financial assistance for economically backward students. The Department is an allied member of the Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) and South Indian Hotels and Restaurants Association (SIHRA).

**Vision:** The Department acts as a change agent for principled, socially responsible, and creative leadership in Tourism education, industry, consultancy, and research by providing value and need-based quality education for present and future business and academic leaders; and advance research and outreach programmes for the larger cause of tourism industry and academia.

**Mission:** The Department strives a great deal to attain the goal of inspiring students and scholars to gear-up for facing the industrial and career challenges and enriching the best tourism management practices and providing platforms for young leaders to demonstrate their leadership skills and acumen and teaching them values and ethics for serving the society honestly and in a committed manner by:

- Designing distinctive programmes which are relevant, contemporary, and participative;
- Developing individuals personally as well as professionally;
- Promoting practical management skills alongside theoretical business knowledge;
- Generating cutting-edge research, both theoretical and actionable;
- Fostering a vibrant and entrepreneurial business culture; and
- Delivering pragmatic solutions to the industry that are expected to address sustainable and responsible tourism issues.

**Academic Programmes**

For more than two-and-a-half decades, the Department has been avidly supporting tourism and allied industries as well as academia and research by providing outstanding human resources. The two programmes offered by DTS are:

- Postgraduate Degree programme in Travel and Tourism Management (MBA - Travel and Tourism Management)
- Doctoral programme leading to the award of Ph.D. Degree in Tourism Studies

**Salient Features**
The academic programmes are designed to provide theoretical knowledge as well as hands-on experience to the students in tourism and allied areas to equip them with skills and competencies which will go a long way in enabling them lead and manage tourism organizations at different levels and to harness its multi-pronged benefits.

- **Pedagogy:** A unique blend of lectures, case studies, role plays, mapping, brainstorming, and other innovative instructional methods.
- **Curriculum:** Comprehensive, rigorous and up-to-date curriculum specially designed to cater to the needs of the industry.
- **Evaluation:** Emphasis on continuous assessment.
- **Interdisciplinary Approach:** Opportunity to opt for courses from other disciplines and academic Departments under the CBCS guidelines.
- **Classrooms:** Well-equipped classrooms with modern multimedia teaching aids.
- **Industry Relations:** Institute-Industry Interface namely *(AKANKSHA)*, industrial and field visits
- **Study Tours:**
- **Alumni Relations:** Alumni participation and support in updating the curriculum.
- **Wi-Fi enabled Campus:** Wi-Fi enabled campus with 24X7 access.
- **Computer Lab:** Computer lab with Amadeus training software, SPSS software, and uninterrupted high speed internet connectivity.
- **Library:** Rich library resources with print and electronic journal databases.
- **Campus life:** Ample opportunities for co/extra-curricular activities.
- **Publications:** Department publishes the Yatra Magazine annually which offers the students excellent opportunities to showcase their writing talents and creative pursuits.

### Supporting Services

- Well-furnished hostels with modern amenities for boys and girls
- Financial assistance for poor and meritorious students
- Healthcare facilities with medical insurance
- Sports and games with separate gyms for both boys and girls and other recreational facilities
- Free University bus transport within the campus as well as to the day scholars
- Bank, Post-Office, ATM, food-outlets, and other important amenities within the campus

### Faculty Profile

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Qualification</th>
<th>Specialization/Interest</th>
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</thead>
<tbody>
<tr>
<td>Dr. G. Anjaneya Swamy Professor &amp; Dean (SOM)</td>
<td>Ph.D. (Andhra University, Vishakapatnam)</td>
<td>Entrepreneurship Development and Services Marketing</td>
</tr>
<tr>
<td>Dr. Y.Venkata Rao Professor</td>
<td>Ph.D. (Tezpur University)</td>
<td>Human Resource Management, Organizational Behaviour, Internal Management</td>
</tr>
<tr>
<td>Dr. Sampada Kumar Swain Reader &amp; Head</td>
<td>Ph.D &amp; D.Litt. (Utkal University)</td>
<td>Tourism Business Environment, Sustainable and Ecotourism, Research Methodology</td>
</tr>
<tr>
<td>Name</td>
<td>Qualification</td>
<td>Subjects</td>
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<tr>
<td>Dr. Jitendra Mohan Mishra</td>
<td>Ph.D. (HNB Garhwal University)</td>
<td>Ecotourism, Accounting for Tourism, Tourism Geography, Tourism Law, and E-tourism.</td>
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<tr>
<td>Assistant Professor (EoL)</td>
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<tr>
<td>Dr. Anu Chandran</td>
<td>Ph.D. (University of Kerala)</td>
<td>Destination Branding, Travel Journalism, and Cultural Tourism</td>
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<tr>
<td>Assistant Professor</td>
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<tr>
<td>Dr. Sibi P.S.</td>
<td>Ph.D. (Pondicherry University)</td>
<td>Airline Management, Hospitality Management, Tourism Products’ Development and Management.</td>
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<tr>
<td>Assistant Professor</td>
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<tr>
<td>Dr. Sherry Abraham</td>
<td>Ph.D. (Bharathidasan University)</td>
<td>Hospitality Management, Event Management, Communication Skills &amp; Public Relations.</td>
</tr>
<tr>
<td>Assistant Professor</td>
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**Admission Guidelines**

_Eligibility for Admission in MBA (Tourism & Travel Management):_ Bachelor’s Degree (10+2+3) in any discipline with 50 per cent or equivalent grade as recognized by the Pondicherry University or as recognized by the UGC.

_Selection Procedures:_ Selection of students for the master programme is based on the performance in the entrance test conducted by Pondicherry University. The entrance examination (two hours duration) consists of 100 objective type questions in four sections with 25 questions in each section.

- Section A: English Comprehension
- Section B: Numerical Ability
- Section C: Test of Reasoning
- Section D: General Awareness

_Evaluation and Award of Grades_

**Choice Based Credit System (CBCS):** The MBA (TTM) degree programme is offered through ‘Choice Based Credit System’. As per the System, subjects are classified into Hard Core and Soft Core Courses. Hard Core courses are compulsory. The students have a choice to select from among the list of Soft Core courses offered within the Department and by other Departments.

.Weightage of Marks: The weightage of marks for continuous Internal Assessment and End Semester Examinations shall be 40 and 60 respectively.

_Passing Minimum:_ A student is declared to have passed in a given course only when he/she secures a minimum of 40% marks in the End-Semester Examinations and an aggregate of 50% marks (combining marks in both Internal and End-Semester Examinations). There is no minimum passing marks for the internal assessment component.

_Internal Assessment:_ Internal Assessment Component of 40 marks consists of the following:

1. Two Class Tests (15+15) : 30 marks
2. One Term Project/Assignment : 05 marks
3. Seminar Presentation and Attendance: 05 marks

Total: 40 marks

**Evaluation of End Semester Examination:** The answer scripts of the end Semester Examinations shall be evaluated for a weightage of 60 marks by one external examiner and one internal examiner (course teacher) separately. The average of the marks awarded by both internal and external examiners shall be taken for awarding the grades. The list of external examiners shall be approved by the Dean, School of Management from a panel of examiners to be given by the course teacher for each subject and the consolidated list of the panel of examiners shall be forwarded to the Dean by the Head of the Department.

**Comprehensive Viva-Voce Examination:** The End Semester Comprehensive Viva-Voce Examinations shall carry a weightage of 50 marks and shall be evaluated by two external examiners (one academician and one industry practitioner) and one internal examiner. The list of external examiners is to be approved by the Dean, School of Management from a panel of examiners to be submitted by the Head of the Department.

**Semester End Examination Question Paper Pattern:** The question paper pattern for each of the subjects for the End-Semester written examination shall be as given below:

- **Part A** Ten short answer questions to be answered, each carrying two (02) marks (two questions from each unit).
  
  \[10 \times 2 = 20 \text{ Marks}\]

- **Part B** Five questions are to be answered (with either or pattern) each carrying six (06) marks (two questions from each unit).
  
  \[5 \times 6 = 30 \text{ Marks}\]

- **Part C** A compulsory question consisting of a Case Study Analysis.
  
  \[1 \times 10 = 10 \text{ Marks}\]

**Total** 60 Marks

**Grading:** Grading of the marks obtained by the students shall be made as per the norms of the CBCS in the same manner as followed in other University Departments.

**Attendance:** Each student shall obtain 70 per cent attendance to be eligible for appearing for the End-Semester Examination.

**Curriculum Based Field Work Components**

- **a) One-Day Field/Industry Acquaintances (2 Credits):** The Department organizes three property and destination acquaintances in the first semester for initial exposure of the students and familiarization with industry practices. The students shall visit any tourism, travel, or hospitality organization as well as an NGO for one day to gain acquaintances with the functional aspects. These property visits shall be conducted between August and October and the students shall make oral presentation of their experiences.

- **b) One-Week Short Tour (3 Credits):** During the second semester, One-Week short tour to be accompanied by the teachers for tourist destination acquaintances shall be a compulsory component with **THREE** credits weightage. During this period, the students are expected to interact with the tourists, community members, service providers, and government tourism officials at the destinations and prepare a report as per the guidelines and make PPT presentations of the same.
c) Two-Week National Tour Important Tourist Destinations (6 Credits): Two-week long national study tour to be accompanied by the teachers for destination acquaintances during the third semester is a part of MBA-TTM curriculum to help the students familiarize with major tourism destinations of national importance. The trip provides hands-on experience in designing itineraries, making reservations, booking accommodation, arranging sightseeing, etc. This component has SIX credits weightage. During this period, the students are expected to interact with the tourists, community members, service providers, and government tourism officials at the destinations and prepare a report as per the guidelines and make PPT presentations of the same.

d) Summer Training/Internship: The students of MBA (TTM) shall undergo summer training or undertake summer internship at reputed tourism and travel organizations for a period of 6 weeks or 45 days during the summer vacation (May & June) under the guidance of a faculty advisor. The students shall strive to get complete functional exposure during the internship period and learn the nitty-gritty’s of the travel, aviation or hospitality sector/NGO/DMO/DoT. At the end of the training period, the students shall make PPT presentations based on the training reports which shall be submitted as approved by the Faculty Advisor within three weeks from the date of completion of training.

The Summer Training Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective faculty guide). The list of external examiners shall be approved by the Dean, School of Management from a panel of external examiners to be submitted by the Head of the Department. Summer Project Report will be valued for a weightage of 150 marks followed by Viva-Voce Examination for 50 marks (Total 200 marks). The summer project marks obtained by the students will be recorded in the marks statement issued to them in the third semester (along with the third semester marks).

CO CURRICULAR ACTIVITIES

a) Institute-Industry Interface: The Department organizes a two-day annual Institute-Industry Interface Event named AKANKSHA in the month of February. The primary objective is to build and nurture long-term relationships with the industry and academic bodies. About two dozens of distinguished industry and academic leaders participate in various panel discussions to deliberate on the burning issues of tourism, travel, and hospitality industries.

b) World Tourism Day Celebrations (27 September): The Department organizes befitting events on the theme proposed by UNWTO for the celebration of World Tourism Day. Events include Quiz Competition, Workshop, Tableau, Marathon, Tree Plantation, Cultural Walk, Poster Design, Street Play, Radio Talk, and Cultural programmes.

c) Celebration of Festivals: The celebration of national and regional festivals is also an integral part of providing platform for the students to sensitize themselves with several traditions and cultural practices.
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<tr>
<th>CODE</th>
<th>FIRST SEMESTER</th>
<th>CREDITS</th>
<th>HARD / SOFT</th>
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<tbody>
<tr>
<td>MBA(TTM) - 411</td>
<td>Management Process &amp; Organizational Behavior</td>
<td>3</td>
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<td>MBA(TTM) - 412</td>
<td>Tourism Principles and Practices</td>
<td>3</td>
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<td>MBA(TTM) - 413</td>
<td>Tourism Products of India</td>
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<td>MBA(TTM) - 414</td>
<td>Global Tourism Geography</td>
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<td>MBA(TTM) - 415</td>
<td>Foreign Language- French</td>
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<td>MBA(TTM) - 416</td>
<td>Business Communication and Soft Skills</td>
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<td>MBA(TTM) - 417</td>
<td>Tourism Business Environment</td>
<td>3</td>
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<td>MBA(TTM) - 418</td>
<td>Contemporary Issues in Tourism</td>
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<td>MBA(TTM) - 419</td>
<td>Destination Visit - I</td>
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<tr>
<td>MBA(TTM) - 421</td>
<td>Human Resource Management</td>
<td>3</td>
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<td>MBA(TTM) - 422</td>
<td>Travel Agency and Tour Operations Management</td>
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<td>MBA(TTM) - 423</td>
<td>Event Planning and Management</td>
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<td>MBA(TTM) - 424</td>
<td>Foreign Exchange Management</td>
<td>3</td>
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<td>MBA(TTM) - 425</td>
<td>Tourism Research Methodology</td>
<td>3</td>
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<td>MBA(TTM) - 426</td>
<td>Tourism Marketing</td>
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<td>MBA(TTM) - 427</td>
<td>Aviation Management</td>
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<td>MBA(TTM) - 428</td>
<td>Personality Development and Soft Skills</td>
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<td>MBA(TTM) - 429</td>
<td>Destination Visit - II</td>
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<tr>
<td>MBA(TTM) - 531</td>
<td>Hospitality Management</td>
<td>3</td>
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<td>MBA(TTM) - 532</td>
<td>Accounting and Financial Management</td>
<td>3</td>
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<td>MBA(TTM) - 533</td>
<td>Destination Planning and Development</td>
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<td>MBA(TTM) - 534</td>
<td>Business Analytics</td>
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<td>MBA(TTM) - 535</td>
<td>Tour Leadership</td>
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<td>MBA(TTM) - 536</td>
<td>Special Interest Tourism</td>
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<td>MBA(TTM) - 537</td>
<td>E-Tourism</td>
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<td>MBA(TTM) - 538</td>
<td>National Study Tour–III</td>
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<td>MBA(TTM) - 539</td>
<td>Internship Viva-Voce</td>
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<td>MBA(TTM) - 541</td>
<td>Tourism Entrepreneurship</td>
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<td>MBA(TTM) - 542</td>
<td>Travel Media &amp; Journalism</td>
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<td>MBA(TTM) - 543</td>
<td>Ecotourism &amp; Sustainable Development</td>
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<td>MBA(TTM) - 544</td>
<td>Tourist Behaviour and Customer Relationship Management</td>
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<td>MBA(TTM) - 546</td>
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**Total Credits in Four Semesters:** 103
FIRST SEMESTER
MBA (TTM) – 411: MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR

LEARNING OUTCOMES

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

CREDITS: 3

UNIT - I


UNIT – II


UNIT - III


UNIT – IV


UNIT - V


REFERENCES

LEARNING OBJECTIVES

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

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V

Tourism Organizations: UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

REFERENCES

LEARNING OBJECTIVES

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

UNIT - I


UNIT – II


UNIT – III


UNIT – IV

Adventure Tourism: Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh, Commercial Attractions-Islands, Beaches, Lakes, Rivers, Deserts of India.

UNIT - V

Major Tourism Circuits of India: Inter-State and Intra-State Circuits, Theme-Based Circuits -World Heritage Sites of India –Tourism by Rail- Emerging Tourism Attractions in India.

REFERENCES

MBA (TTM) – 414: GLOBAL TOURISM GEOGRAPHY

LEARNING OUTCOMES

- To acquaint with the interdependence between geography and tourism;
- To familiarize on the locales, attractions, and accessibility to major tourist destinations across the continents; and
- To be able to plan tour itineraries of various countries across time zones.

CREDITS: 3

UNIT -I


UNIT-II

Tourist Destinations in the Americas: Key Features- Special Interests- Activities-Travel Formalities, North American Destinations: Canada- the United States, Mexico, Central America: Bermuda-the Caribbean, South American Destinations: Brazil- Uruguay-Venezuela- Argentina, Chile- Peru.

UNIT-III

Tourist Destinations in Europe: Key Features- Special Interests- Activities- Travel Formalities, Countries: United Kingdom- France- Italy- Spain-Switzerland- Netherlands-Germany- Monaco.

UNIT-IV

Tourist Destinations in Africa: Key Features- Special Interests- Activities-Travel Formalities, Regions: Western Africa- Eastern Africa- South Central Africa- South Africa, Important Destinations: the Egypt- Mauritis-Seychelles.

UNIT-V

Tourist Destinations, Key Features, Special Interests & Activities, Travel Formalities in Asia, Australia, and Oceania: South Asian Tourist Destinations, South-East Asia Tourist Destinations, Far East Tourist Destinations, Tourist Destinations of the Middle East and West Asia, Australia, New Zealand, Fiji, Papua New Guinea, Cook Islands, French Polynesia.

REFERENCES

LEARNING OBJECTIVES

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

Interactive classroom sessions, which include group activities, role-plays and innovative language games.

REFERENCE

SYNCHRONIE method de francais 1 with CD


Lesson 1 to lesson 7 (Lessons and Grammar)

Grammar:
- Articles - Definite and Indefinite, contracted forms
- Adjectives: Qualifying, possessive, demonstrative, Interrogative
- Pronouns: Personal
- Verbs: Avoir, Etre, I,II,III group verbs in Present, future tenses
- Numbers Zero to Thousand
- Time
LEARNING OBJECTIVES

• To acquaint students with the required skills for effective communication in business organizations;
• To impart oral and written communication skills through experiential learning; and
• To acquaint with the etiquettes of business communication.

Unit-I

Unit-II

Unit-III
Business Correspondence: Seven C’s of Business Letter Writing, Effective Business Correspondence: Basic Principles- Components of Business Letters- Strategies for Writing the Body of A Letter, Kinds of Business Letters: E-Mail- Writing Effective Memos- Reports, Résumé Making

This Course does not have the Semester end Examination. Evaluation is based on continuous assessment of their performance in Presenting Seminars, Discussions, Activities, and Assignments.

REFERENCES

LEARNING OBJECTIVES

- To expose the learners to the basic concepts of Economics and familiarize them on the integration between tourism and economics;
- To enable the students comprehend the current socio-cultural, economic, and environmental, impacts on Tourism businesses: and
- To equip the students to apply economic tools in managerial decision making.

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT –V


REFERENCES

MBA (TTM) – 418: CONTEMPORARY ISSUES IN TOURISM

LEARNING OBJECTIVES

- To familiarize students with the context of contemporary issues in tourism;
- To analyze and comprehend the significance of tourism business; and
- To enable the students relate to the real world of tourism businesses.

UNIT-I


UNIT-II


UNIT-III


This course does not have examination. Evaluation is based on students’ performance in seminars, participation in classroom discussion and submission of term projects.

REFERENCES

8. Major Publications- Outlook Traveller, Travel and Tourism Today, Discover India, Air India Magazine, Travel Plus (India Today), Lonely Planet, National Geographic Traveller.
9. National and International Dailies and Online Newspapers.
10. Official websites of International and Regional Organizations.
11. UNWTO Newsletter.
SECOND SEMESTER
MBA (TTM) – 421: HUMAN RESOURCE MANAGEMENT

LEARNING OBJECTIVES

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

UNIT – I

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

UNIT – II


UNIT – III

**Employees Assistance Programmes:** Coaching and Mentoring – Performance Appraisal - Career Development – Promotions and Transfers – Employees Empowerment - Competency Standards in Tourism Sector- Retention and Retirement.

UNIT – IV

**Human Resource Development:** Concept – Climate and Culture of HRD, Mechanisms of HRD: Training and Development – Methods, Design and Evaluation of T & D Programmes- Potential Appraisal

UNIT – V

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

REFERENCES

LEARNING OBJECTIVES

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

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

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

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

UNIT-IV

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

REFERENCES
LEARNING OBJECTIVES

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

CREDITS: 2

UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

REFERENCES

LEARNING OBJECTIVES

- To impart students with knowledge of foreign exchange market;
- To equip with basic knowledge on the economic fundamentals; and
- To develop better understanding of foreign exchange market.

UNIT- I


UNIT- II


UNIT- III


UNIT- IV


UNIT- V


REFERENCES

LEARNING OBJECTIVES

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

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


REFERENCES

MBA (TTM) – 426: TOURISM MARKETING

LEARNING OBJECTIVES

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

CREDITS: 3

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

REFERENCES
LEARNING OBJECTIVES  CREDITS: 3

- To understand the structure and dynamics of aviation industry;
- To gain a thorough insight into various operations and management of airlines; and
- To enable the students to acquire skills in airline reservation system (Amadeus).

UNIT-I


UNIT-II


UNIT-III

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

UNIT-IV


UNIT-V

Amadeus Software – Encoding and decoding- Flight availability- Alternative Availability Entry- Selling from Availability- Selling or Waitlist by Flight Number- PNR Creation-Editing and Retrieval of PNR- Fare Display - Seat assignment – Advance Seating Request-Queue Functions - Miscellaneous Entries.

REFERENCES

LEARNING OBJECTIVES

• To acquaint students with the required soft skills for their carrier growth;
• To enable the students to handle job interviews with positive personality; and
• To enhance the body language of students and development on their personality.

CREDITS: 3

Unit- I


Unit- II

Handling Guest Complaints: Introduction to Guest Complaints; Different Types of Complaints: Mechanical-Attitudinal-Service-Related-Unusual; Guest Complaints In Hotels, Travel Organizations, Airlines, Events; Reason For Dissatisfaction; Resolving Guest Complaints; Case Study On Guest Complaints.

Unit- III

Listening Skills: Introduction to Listening Skills; Listening Process; Types of Listening: Passive- Selective- Active- Barriers of Listening- Ten Commandments of Listening; Importance of Listening Skills in Business.

Unit- IV

Interviews: Introduction to Interviews- Fundamental Principles of Interviewing- General Principles for An Interview- Success in An Interview-Types of Interviewing Questions- Importance of Non-verbal Aspects- Types of Interview- Styles of Interview- Abide by the Dress Code.

Unit- V


REFERENCES:

THIRD SEMESTER
LEARNING OBJECTIVES

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

UNIT- I

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

UNIT- II

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

UNIT- III

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

UNIT- IV

Food & Beverage : Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen-Buffets-Beverages Operation &Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate- MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.

UNIT-V

Evaluating Hotel Performance: Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.

REFERENCES

MBA (TTM) – 532: ACCOUNTING AND FINANCIAL MANAGEMENT

LEARNING OBJECTIVES

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

CREDITS: 3

UNIT-1


UNIT -II

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

UNIT –III

Costing: Marginal Costing: Concept-Techniques-Applications; Cost Volume Profit Relationship: Break-Even Analysis-Break-Even Point- Margin of Safety; Determination of New Product Line; Make or Buy Decision; Shut down or Continue.

UNIT-IV


UNIT -V

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

REFERENCES

LEARNING OBJECTIVES

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

UNIT-1
Destination Development: Destination: Types of Destinations- Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism.

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

UNIT –III

UNIT-IV

UNIT -V

REFERENCES
MBA(TTM) – 534: BUSINESS ANALYTICS

LEARNING OBJECTIVES

- To enable the students to know about the information needs of Management
- To familiarize basic statistical concepts
- To analyze and interpret the results of statistical analysis
- To have hands-on training of Statistical Data Analysis through MS-EXCEL

UNIT-I

Introduction to Data and Ms-Excel: Basic Statistical Terms - Population and Sample (Theory), Understanding Data-Qualitative vs Quantitative Data / Continuous vs Discrete (Theory) - Measurement Scales - Nominal, Ordinal, Interval & Ratio, Types of Data in Excel - Text, Numbers, Date/Time, Logical (Excel) - Understanding Formulas and Functions (Excel) - Relative vs Absolute Reference (Excel), Basic Formulas, Functions and Named Ranges (Excel), Descriptive Statistics: Descriptive Statistics –Summary statistics [Mean/Median/Mode/Quartiles, Percentiles / Standard Deviation / Coefficient of Variation/Measures of Skewness & Kurtosis, Installing Data Analysis Pack and Calculating Descriptive Statistics (Excel), Data Visualization: Importance of data visualization- types of charts - Bar/Pie Charts -Histogram -Box and Whisker Chart -Scatter Diagram (Excel)-Radar Charts

UNIT-II


UNIT-III

Theory of Estimation & Hypothesis Testing: Theory of Estimation- Types - Interval Estimates and Confidence Interval - Calculation Interval Estimates (C.I) for small & large samples, Tests for Mean and Proportions – One Sample test), [One Sample z Test - One Sample t Test-One Sample p Test], Testing of Hypothesis (two sample test) - Test for differences between means (large, small samples) - Test for proportions (small, large samples)

UNIT-IV

Bivariate Analysis: Chi-Square Analysis - Test of Independence - Test of Goodness of fit Analysis of Variance - One-Way Classification - Two way Classification Theory of Correlation - scattered diagram; Methods of Correlation-Karl Pearson & Spearman Rank Correlation - Introduction to partial Correlation - Regression Analysis Introduction

UNIT-V


REFERENCE BOOKS

MBA (TTM) – 535: TOUR LEADERSHIP

LEARNING OBJECTIVES

- To gain at thorough insights into various operations of guiding a tour;
- To explain the nitty-gritty’s of tour leader’s profession; and
- To impart knowledge on professional tour guidance & operational skills.

UNIT-I

Introduction to Tour Guiding and Tour Escorting: Differences- Characteristics-Role of a Tour Guide, Tour Guiding in India; Steps to become a Tour Guide: Presentation - Making Sense of Cultural Differences.

UNIT-II


UNIT-III


UNIT-IV

Tour Leadership: Characteristics of Tour Escorting Profession, Differences Between Tour Escorting and Tour Guiding, Advantages and Disadvantages of Choosing Tour Escorting as a Profession. Tour Management in India and Overseas - Knowledge, Skills and Competencies to be a Tour Manager, Challenges Faced by a Tour Manager

UNIT-V

Group Control and Setting Limits: Communication Skills- Typical Day-to-Day Problems- Listening Skills- Conflict Resolution- Composure, Creativity- Tips to Keep Group Happy, Ethical and Professional Considerations, Handling Emergency Situations, Other functions: 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 Trade for Tour Manager, Understanding Cross Cultural Differences.

REFERENCES

LEARNING OBJECTIVES
- To familiarize with special interest tourism concept;
- To acquaint with ecotourism, sports tourism, adventure tourism; and
- To give insights into functioning of SIT.

UNIT-I
Special Interest Tourism: Characteristics, socio-economic impact-Types of SIT - Strategic approaches- Management tools and Techniques-Marketing of Special Interest attractions-Sustainability and Special Interest Tourism.

UNIT-II
Health & Wellness - Determinants of Health and Wellness- Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario-Stakeholders, Certification and Accreditation- Tourism and wellness –Dimensions of wellness- types of Spas -Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism –Case studies about selected medical and wellness tourism destinations

UNIT-III
Adventure Tourism: Adventure in Water , Adventure on Land , and Air-Considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities -Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation -Impacts of adventure tourism -Selected case studies on adventure destinations

UNIT-IV
Rural Tourism: Rural areas as a tourism product- Rural Life, Art, Culture and Heritage-Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society - Challenges of Rural Tourism-Selected case studies on popular rural destinations

UNIT-V
Emerging Special Interest Areas – Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Voluntourism- Impact of SITs : social, economical, environmental –Future trends.

REFERENCES
LEARNING OBJECTIVES

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

UNIT-I

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

UNIT-III

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

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

REFERENCES

FOURTH SEMESTER
MBA (TTM) - 541: TOURISM ENTREPRENEURSHIP

LEARNING OBJECTIVES

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

CREDITS: 3

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

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

UNIT-III

UNIT-IV

UNIT-V

REFERENCES

LEARNING OBJECTIVES

• To provide basic understanding about Travel Journalism and its role in tourism promotion;
• To equip the students with the practical know-how on travel writing and the dynamics of making travelogues; and
• To expose the students to the nitty-gritty’s of travel blogging and E-documentation of tourism destinations.

UNIT-I


UNIT-II

Electronic Media and Documentation of Destinations: Methodical approaches in the coverage of travel and transport, events, hospitality and special-interest tourism resources - Nature of media coverage: webcast and telecast –Travel Blogs- Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism- Preparation of travel footage.

UNIT -III

Researching Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material-The importance of specializing.

UNIT-IV

Developing Ideas for Travel Articles: Journey Pieces, Activity Pieces, Special Interest Pieces, Side-trips, Reviews - Ideas from own travel experiences - Ideas from other sources.

UNIT-V

How to portray the experiences: Using the Senses- Practical Tips; Choosing the Right Words, Verbs, Adjectives and Phrases, And Usages- Illustrations - The Practicality of Taking Photographs, Non-Photographic Illustrations.

REFERENCES

LEARNING OBJECTIVES

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

UNIT-I


UNIT-II


UNIT-III


UNIT -IV


UNIT-V

**Global Warming & Climate Change:** Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE- EQUATIONS.

REFERENCES

MBA (TTM) - 544: CUSTOMER RELATIONSHIP & SERVICES MARKETING

LEARNING OBJECTIVES

- To understand the nuances of Customer Relationship Management;
- To familiarize with the issues of Services Marketing; and
- To be able to create and manage a market oriented service organization.

UNIT- I


UNIT- II

Managing and Sharing Customer Data: Customer Information Databases– Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

UNIT- III

Marketing of Services: Tourism as A Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters.

UNIT- IV

Tourism As A Major Component of Service Sector: Service Design and Development – Technology as An Enabler of Service - Service Development and Design, Using Technology as an Enabler of Service.

UNIT- V


REFERENCES
