



PONDICHERRY UNIVERSITY

(A Central University under the Ministry of Education, Govt. of India.)

School of Management

Department of Tourism Studies



Course Structure & Syllabus

MBA (Tourism & Travel Management)

Choice-Based Credit System (CBCS)

Academic Year 2026-28 onwards

Pondicherry University

The Pondicherry University (A Central University) was established by an Act of Parliament in October 1985. The Campus is spread over 780 acres of land rolling down to the sea beach - the Bay of Bengal. The landscape is dotted by sprawling lawns, well-nurtured gardens, picturesque road shapes, and a lush green belt with an eco-forest, an ecologist's delight! The tranquil setting makes Pondicherry University campus unique, with exquisite natural beauty and a serene seashore that captures viewers' imagination and provides an ideal atmosphere for learning. On the university campus and its two extension centres at Karaikal and Andaman & Nicobar Islands, 13 schools, 34 departments, and 12 centres are situated, and student strength increases yearly. True to the national character, Pondicherry University has emerged as a choice destination for students from across the country and abroad. The University is a member of the Association of Commonwealth Universities and has signed several MoUs with foreign universities/institutions.

School of Management

The School of Management was the first school established at the University in 1986 and is one of the popular schools of excellence on campus. The school encompasses the three major disciplines of study such as Economics, Commerce and Management. The goal of the school is to become one of the leading institutions for Business related studies that produce graduates who are intelligent, filled with moral and leadership spirit that will spearhead new knowledge and innovation.

Department of Tourism Studies

The Department of Tourism Studies (DTS) at Pondicherry University traces its origin to the establishment of the Centre for Tourism Studies (CTS) in 1991. This initiative was supported by seed financial assistance from the Ministry of Tourism and Civil Aviation, Government of India, and launched with a two-year Master of Tourism Administration (MTA) programme. The Centre was envisioned to provide professional training in tourism management and address the growing demand for skilled human resources in the tourism sector. In response to evolving industry and academic requirements, the programme was renamed MBA (Tourism Administration) in 2002 and subsequently revised to MBA (Tourism & Travel Management) in 2018. The Centre evolved into a full-fledged Department in 2005.

Since its inception, the Department has consistently advanced its mission of training, equipping, and nurturing future leaders in the tourism and allied sectors. Its commitment to academic excellence and industry relevance has made it a preferred choice for students aspiring to build successful careers in tourism, travel, hospitality, and related fields. The Department enjoys strong linkages with the tourism industry and is an allied member of leading professional bodies. It also boasts a robust alumni network. This active global network provides valuable support in placements, internships, training, skill development programmes and special events.

Vision of the Department

To be a catalyst for principled, socially responsible, and innovative leadership in tourism through excellence in education, research, and industry engagement, contributing meaningfully to the development of academia and the tourism sector.

Mission of the Department

The Department of Tourism Studies is committed to developing competent, ethical, and socially responsible professionals equipped to lead and innovate in the tourism and allied sectors. The Department strives to achieve its mission through the following:

- Designing academic programmes that are relevant, contemporary, and participatory.
- Encouraging the personal and professional development of students and scholars.
- Integrating theoretical knowledge with practical management skills.
- Promoting cutting-edge and actionable research in tourism and related disciplines.
- Fostering an entrepreneurial, innovation-driven, and inclusive academic environment.
- Delivering sustainable and responsible solutions to challenges faced by the tourism industry.

Courses offered by the department

MBA (Tourism & Travel Management):

Focusing on developing future managers with specialised knowledge and skills in the Tourism and Travel sectors to meet the growing Opportunities and challenges in the global tourism industry.

Doctoral Programme (PhD in Tourism Studies):

Focusing on undertaking advanced research in the interdisciplinary field of tourism and allied areas.

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, and to equip them with skills and competencies which will go a long way in enabling them to lead and manage tourism organisations at different levels and to harness their multi-pronged benefits.

- **Pedagogy:** A unique blend of lectures, case studies, role plays, mapping, brainstorming, simulations and field study.
- **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
- **Destination Familiarisation Visits:** Practical exposure through familiarisation trips
- **Strong Alumni and Industry Interphase:** Alumni participation and support in updating the curriculum, internships, Placements and student mentoring.
- **Wi-Fi-enabled Campus:** Wi-Fi-enabled campus with 24/7 access.
- **Library:** Rich library resources with print and electronic books and journal databases.
- **Campus life:** Ample opportunities for co/extracurricular activities.

MBA (Tourism & Travel Management) :Programme Details

Program Outcomes (POs)

The Program Outcomes are aligned with the mission of the institution and the department. The Program Outcomes are categorised on the competencies or skills a management student should possess and demonstrate at the end of a two-year MBA in Tourism and Travel Management

PO1:Acquire and apply knowledge

Acquire in-depth knowledge of the core business domain and advanced professional skills for real-world business applications.

PO2: Skill Enhancement

Enhance communication, negotiation, leadership, and decision-making capabilities to evaluate business situations and formulate managerial strategies.

PO3: Innovation, creative thinking, and teamwork

Inspire to develop entrepreneurial thinking, innovative approaches, and the spirit of teamwork and collaboration.

PO4: Value-based Leadership

Integrate the principles of sustainability, social responsibility, ethical conduct, and inclusivity in practices and decision-making processes.

PO5: Transferable skills

Leveraging advanced technological tools and cutting-edge research to analyze the trends, develop strategic insights, and drive innovation and transformation in business and academics.

Program Specific Outcome (PSOs)

PSO 1: Foster leaders, entrepreneurs, and academicians with advanced knowledge, analytical skills, technology, and leadership to innovate, manage, and scale travel and tourism businesses and services

PSO 2: Develop tourism professionals who embody responsible and ethical values, and integrate principles of sustainability, community well-being, and inclusive development in decision-making and practices.

Programme Structure:

The MBA (TTM) program is a two-year course structured across four semesters. It carries a total of 105 credits. To be eligible for the degree, a student must successfully complete 102 of those credits.

		Semester	Semester
Part – I	First Year	Semester I	Semester II
Part – II	Second Year	Semester III	Semester IV

DEAN & FACULTY PROFILE

Prof. P.Natarajan
Dean, School of Management

Faculty	Qualification	Specialisation/Interest
Dr. Y.Venkata Rao Professor	PhD (Tezpur University)	Human Resource Management, Management Process and Organisational Behaviour, Technology in Tourism Business
Dr. Sampada Kumar Swain Professor	PhD & D.Litt. (Utkal University)	Sustainable Tourism, Travel Agency and Tour Operation Management, Tourism Business Environment
Dr. Anu Chandran Professor	PhD (University of Kerala)	Destination Branding, Travel Journalism, Tourism Marketing
Dr. Sibi P.S. Professor & Head	PhD (Pondicherry University)	Tourism Products Development and Management, Special Interest Tourism, Inclusive Tourism
Dr. Sherry Abraham Associate Professor	Ph.D. (Bharathidasan University)	Hospitality Management, Event Management, Business communication

Course Credit Scheme

Semester	Hard Core Courses*		Soft Core Course (semester-specific completion not necessary)		Total Credits
	No. of papers	Total Credits	No. of papers	Total Credits	
I	7	27	1	3	30
II	6	24	1	3	27
III	6	23	2	6	29
IV	3	13	2	6	19
Total Credits for the Course		87		18	105

*For each Hardcore Course, there will be hours as per the credit.

As per the revised curriculum structure, a total of 87 credits for hard core courses are offered across all four semesters—7 in the first, 6 each in the second and third, and 3 in the fourth semester. Additionally, students are required to take one general softcore paper each in the first and second semesters. Based on their area of interest, students must choose 4 Elective papers from the prescribed pool, and under the Choice-Based Credit System (CBCS), they may also opt for soft core courses from other departments. Conversely, students from other departments may enroll in these courses, provided they meet the eligibility criteria set by the Department.

COURSE STRUCTURE

CODE	FIRST SEMESTER	CREDITS	HARD / SOFT
MBA(TTM) – 411	MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR	4	H
MBA(TTM) – 412	TOURISM PRINCIPLES AND PRACTICES	4	H
MBA(TTM) – 413	TOURISM PRODUCTS AND RESOURCES	4	H
MBA(TTM) – 414	GLOBAL TOURISM DESTINATIONS	4	H
MBA(TTM) – 415	FOREIGN LANGUAGE- FRENCH	4	H
MBA(TTM) – 416	BUSINESS COMMUNICATION	4	H
MBA(TTM) – 417	DESTINATION FAMILIARISATION VISIT - I	3	H
MBA(TTM) – S101	MOOC/SWAYAM-1	3	S
MBA(TTM) – S102	PERSONALITY DEVELOPMENT		
MBA(TTM) – S103	DESTINATION MAPPING		
MBA(TTM) – S104	ECONOMIC AND BUSINESS TRENDS IN ASIA		
MBA(TTM) – S105	ENTREPRENEURSHIP AND GREEN COMPETENCIES FOR GREENING AND SUSTAINABLE TOURISM BUSINESS		
MBA(TTM) – S106	CRUISE TOURISM		
MBA(TTM) – S107	TOURISM EXPERIENCE MANAGEMENT		
MBA(TTM) – S108	TOURISM BUSINESS ENVIRONMENT		
	TOTAL	30	

CODE	SECOND SEMESTER	CREDITS	HARD / SOFT
MBA(TTM) – 421	HUMAN RESOURCE MANAGEMENT	4	H
MBA(TTM) – 422	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	4	H
MBA(TTM) – 423	HOSPITALITY MANAGEMENT	4	H
MBA(TTM) – 424	TOURISM RESEARCH METHODOLOGY	4	H
MBA(TTM) – 425	TOURISM MARKETING	4	H
MBA(TTM) – 426	DESTINATION FAMILIARISATION VISIT – II	4	H
MBA(TTM) – S201	MOOC/SWAYAM-2		

MBA(TTM) – S202	ACCOUNTING FOR TOURISM BUSINESS	3	S
MBA(TTM) – S203	STAKEHOLDER ENGAGEMENT AND PARTNERSHIP FOR SMART AND RESILIENT TOURISM		
MBA(TTM) – S204	BUSINESS ANALYTICS		
MBA(TTM) – S205	INCLUSIVE TOURISM		
MBA(TTM) – S206	ADVANCEMENTS IN TRAVEL MEDIA & JOURNALISM		
MBA(TTM) – S207	REGULATORY AND ETHICAL DIMENSIONS OF TOURISM		
MBA(TTM) – S208	STRATEGIC SELLING AND NEGOTIATION SKILL		
	TOTAL	27	

CODE	THIRD SEMESTER	CREDITS	HARD / SOFT
MBA(TTM) – 531	DESTINATION PLANNING AND DEVELOPMENT	4	H
MBA(TTM) – 532	SUSTAINABLE AND REGENERATIVE TOURISM DEVELOPMENT	4	H
MBA(TTM) – 533	AVIATION MANAGEMENT	4	H
MBA(TTM) – 534	CAREER DEVELOPMENT PRACTICES	2	H
MBA(TTM) – 535	DESTINATION FAMILIARISATION VISIT – III	4	H
MBA(TTM) – 536	INTERNSHIP	5	H
	ELECTIVE 1-PAPER 1	3	S
	ELECTIVE II-PAPER 1	3	S
	TOTAL	29	

CODE	FOURTH SEMESTER	CREDITS	HARD / SOFT
MBA(TTM) – 541	TOURISM ENTREPRENEURSHIP	4	H
MBA(TTM) – 542	SMART TOURISM MANAGEMENT	4	H
MBA(TTM) – 543	PROJECT	5	H
	ELECTIVE I-PAPER 2	3	S
	ELECTIVE II-PAPER 2	3	S
	TOTAL	19	

TOTAL CREDITS IN ALL FOUR SEMESTERS	105	
MINIMUM REQUIRED CREDITS FOR PASS	102	

SOFTCORE COURSES

The Department of Tourism Studies offer two general softcore courses in first and second semesters and six course specific soft core- electives in the third and fourth semesters, depending on the interests of the students and the availability of faculty members.

General Softcore Courses:

Two general softcore courses are offered in the first and second semesters. These courses can be selected from a pool and offered by faculty members based on their area of expertise. Each softcore course will have a minimum enrollment of 20 and a maximum cap of 30 students.

COURSE CODE	TITLE OF THE PAPER	CREDIT
MBA(TTM) – S101	MOOC/SWAYAM-1	3
MBA(TTM) – S102	PERSONALITY DEVELOPMENT	
MBA(TTM) – S103	DESTINATION MAPPING	
MBA(TTM) – S104	ECONOMIC AND BUSINESS TRENDS IN ASIA	
MBA(TTM) – S105	ENTREPRENEURSHIP AND GREEN COMPETENCIES FOR GREENING AND SUSTAINABLE TOURISM BUSINESS	
MBA(TTM) – S106	CRUISE TOURISM	
MBA(TTM) – S107	TOURISM EXPERIENCE MANAGEMENT	
MBA(TTM) – S108	TOURISM BUSINESS ENVIRONMENT	
MBA(TTM) – S201	MOOC/SWAYAM-2	3
MBA(TTM) – S202	ACCOUNTING FOR TOURISM BUSINESS	
MBA(TTM) – S203	STAKEHOLDER ENGAGEMENT AND PARTNERSHIP FOR SMART AND RESILIENT TOURISM	
MBA(TTM) – S204	BUSINESS ANALYTICS	
MBA(TTM) – S205	INCLUSIVE TOURISM	
MBA(TTM) – S206	ADVANCEMENTS IN TRAVEL MEDIA & JOURNALISM	
MBA(TTM) – S207	REGULATORY AND ETHICAL DIMENSIONS OF TOURISM	
MBA(TTM) – S208	STRATEGIC SELLING AND NEGOTIATION SKILL	

Softcore-Elective Courses:

In the third and fourth semesters, six course-specific softcore-electives will be offered, depending on student interest and the availability of faculty. Students may choose two elective courses from any of the available elective streams during these semesters.

Course Code	Title of the Paper	Soft/ Hard	Credit
Tour Operation Management			
MBA(TTM)-E01	Tour Design and Development	Soft	3
MBA(TTM)-E02	Itinerary Preparation and Tour Packaging	Soft	3
MBA(TTM)-E03	Tour Leadership	Soft	3
MBA(TTM)-E04	Travel Documentation & Forex	Soft	3

Airline and Air Cargo Management			
MBA(TTM)-E05	Airline Operations and Management	Soft	3
MBA(TTM)-E06	Airport Management	Soft	3
MBA(TTM)-E07	Air Ticketing and GDS	Soft	3
MBA(TTM)-E08	Air Cargo Management	Soft	3
Special Interest Tourism			
MBA(TTM)-E09	Fundamentals of Special Interest Tourism	Soft	3
MBA(TTM)-E10	Adventure & Sports Tourism Management	Soft	3
MBA(TTM)-E11	Medical and Wellness Tourism	Soft	3
MBA(TTM)-E12	Rural & Experiential Tourism	Soft	3
Event Management			
MBA(TTM)-E13	The Basics of Event Management	Soft	3
MBA(TTM)-E14	Event Planning and Designing	Soft	3
MBA(TTM)-E15	Event Management Process	Soft	3
MBA(TTM)-E16	MICE Operations	Soft	3
Smart Tourism			
MBA(TTM)-E17	Smart Tourism Technology	Soft	3
MBA(TTM)-E18	Smart Destination Ecosystem	Soft	3
MBA(TTM)-E19	Smart Tourism Infrastructure	Soft	3
MBA(TTM)-E20	Policy, Ethics and Privacy in Smart Tourism	Soft	3
Tourism Marketing			
MBA(TTM)-E21	Customer behavior	Soft	3
MBA(TTM)-E22	Services Marketing	Soft	3
MBA(TTM)-E23	Digital Marketing	Soft	3
MBA(TTM)-E24	Marketing Analytics	Soft	3

PROGRAMME REGULATIONS

(To be Approved by the Academic Council)

MBA IN TOURISM & TRAVEL MANAGEMENT PROGRAMME REGULATIONS

Effective from the Academic Year 2026-27 Batch onwards

AIM OF THE COURSE: The course aims to specialise in specific areas of core competence of Tourism studies. This is an area where tourism students have an edge over others. It is designed to impart in-depth knowledge and professional skills required for handling the industry-related activities of tourism business entities and corporate enterprises.

ELIGIBILITY OF ADMISSION: Any degree with a minimum of 50% marks.

DURATION OF THE COURSE: The normal duration of the course is two years, spread over four semesters. The student has to earn a minimum of 102 credits to complete the course.

MEDIUM: The Medium of instruction shall be English

COURSE STRUCTURE: The Course Structure comprises Hard Core (87 Credits) and Soft Core (Minimum 18 Credits). A student is required to earn at least 102 credits to complete the course

Evaluation and Award of Grades

Choice Based Credit System (CBCS): The MBA (TTM) degree programme is offered through the 'Choice Based Credit System'. As per the System, subjects are classified into Hard Core and Soft-Core Courses. Hard-core courses are compulsory. Whereas 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 secure 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 are no minimum passing marks for the internal assessment component.

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

1. Two Internal Examinations (15+15): **30 marks**
2. One Term Project/Assignment/
Seminar Presentation: **10 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 the Course Faculty.

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 <i>short-answer questions</i> to be answered, each carrying two (02) marks (two questions from each unit).	10 X 2 = 20 Marks
Part B	<i>Five questions are to be answered</i> (with either or pattern) each carrying six (06) marks (two questions from each unit).	5 X 6 = 30 Marks
Part C	A <i>compulsory</i> question consisting of a Case Study Analysis.	1 X 10 = 10 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 to appear for the End-of-Semester Examination.

Internship & Project

a) Internship (05 Credits): The students of MBA (TTM) shall undergo a summer internship at reputed tourism, travel, or allied organisations for a period of 45 to 60 days during the summer vacation (*May & June*) under the guidance of a faculty advisor. The students shall strive to get acquainted with complete functional exposures during the internship period and learn the nitty-gritty of the travel, aviation or hospitality sector/NGOs/DMOs/DoT.

At the end of the training period, students will make presentations based on the experiences gained. An Internship report shall be submitted after the approval of the Faculty Advisor within three weeks from the date of completion of training.

The Summer Training Report will be evaluated by an evaluation committee consisting of the

department head, a faculty member, the Faculty advisor, and the internship coordinator. The Summer Project will be valued for a weightage of 60 marks, and presentation for 40 marks (Total 100 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).

b) Project (05 Credits): Students are required to undertake a major individual piece of research work - the Project or Dissertation in the Fourth Semester. In contrast to the other elements of the programme, where students are guided fairly & closely. The final Project aims to provide them with opportunities to learn independently and develop confidence in identifying, defining, reflecting, and analysing problems and issues of tourism destinations, products, and activities, and to integrate knowledge in the business context. It is an important part of the programme that tests students' abilities to understand and apply the theory, concepts, and tools of analysis to a specific gap/problem/situation in tourism management. The Project consists of 5 Credits. Students would present the intricacies and implications of the research during the viva-voce conducted at the end of the semester.

The project is ideally intended to be a critical exposition, which affords the use of reasoning power and knowledge of the relevant literature in the fields of tourism and allied areas. The emphasis is on applied research and the investigation of some practical problem or issue related to the situation in which an organisation's destination, site or system operates.

The Project provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long, comprehensive, and in-depth study. Thus, the entire research process itself is of utmost significance. Students maintain regular contact with their supervisors and also provide drafts of their work for continuous verification and guidance.

Immediately after the completion of the third semester, students shall commence the study and are required to define the area of investigation, plan a research design, assemble relevant data, analyse the data, draw conclusions, and make recommendations. They are expected to demonstrate organisational, analytical, and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The Project and Viva-Voce Examination will be evaluated by an evaluation committee consisting of the department head, a faculty member, the Faculty advisor, and the project coordinator. The Project Report will be valued for a weightage of 60 marks, followed by Viva-Voce Examination for 40 marks

(Total 100 marks).

Destination Familiarisation Visits

a) Three One-Day Destination Familiarisation Visits-I (DFVs) (03 Credits): The course aims to enrich practical knowledge of the students through destination familiarisation, and the students shall visit the destinations, collect first-hand information about the places of tourist importance, people, climate, culture, accessibility, accommodation, transport network, safety and security measures, etc. There shall be three different one-day DFVs in the first semester for the students' initial exposure and familiarisation with the dynamics of tourism destinations.

The students shall submit a detailed report of their visits covering five As (Attractions, Accessibility, Accommodation, Amenities & Activities) along with issues obstructing the destinations to sustain a competitive advantage. The DFVs-I is a three-credit paper with 100 marks divided into 60 marks for the hard copy of the report and 40 marks for the presentation. Each student shall have to prepare the report under the guidance of faculty advisors and submit it to the Department with the signature of the faculty advisor and the Head of Department. The evaluation will be conducted considering the following

- 1. Participation in Planning, Designing & executing the filed visit***
- 2. Collection of information about Destinations***
- 3. Report writing***
- 4. Presentation***

b) Destination Familiarisation Visit-II (04 Credits): The One-Week DFV-II that the students shall have to complete independently during the second semester aims to create enormous scope for the students to sojourn at the destinations for familiarization of five As (Attractions, Accessibility, Accommodation, Amenities & Activities) and to get acquainted with other issues hindering the development of tourism destinations to be more competitive. The duration is one week long to provide an opportunity for the students to have an in-depth study of the functioning of destinations. This is an independent tour to be undertaken by the students to the places of interest based on nature and cultural attractions in Andhra Pradesh, Tamil Nadu, Kerala & Karnataka. The students shall prepare the itinerary and get approval from the faculty advisors.

The One-Week DFV-II is a four-credit paper with 100 marks, divided into 60 marks for the hard copy of the report and 40 marks for the presentation of the DFV-II. Each student shall have to prepare the report under the guidance of faculty advisors and submit it to the Department with the signature of the faculty advisor and the Head of Department.

The students shall arrange the train/bus tickets and accommodations themselves. However, the students may take suggestions from the faculty advisors to prepare an itinerary and include places of interest in the itinerary. Students shall be reimbursed for train or bus tickets and accommodations as per university norms.

c) Two-Week DFV-III (4 Credits): The primary objective of two-week DFV-III is to provide ample scope for studying tourism destinations from the tourist perspective, their satisfaction, destination loyalty, profitability and feasibility of tourism business establishments, etc. This will help the students familiarise themselves with the major tourism destinations of national importance. The independent visit is expected to provide hands-on experience in designing itineraries, making reservations, booking accommodation, arranging sightseeing, etc. This component has a four-credit weightage with a 100-mark paper divided into 60 marks for the hard copy of the report and 40 marks for the presentation of the report. Each student shall have to prepare the report under the guidance of faculty advisors and submit it to the Department with the signature of the faculty advisor and the Head of Department. During this period, the students are expected to interact with the tourists, community members, service providers, and government tourism officials at the destinations, prepare a report per the guidelines and present the same.

The students shall have to arrange the train/bus tickets and accommodation on their own. However, the students may take suggestions from the faculty advisors to prepare an itinerary and include places of interest in the itinerary. As per the university norms, the cost of train/bus tickets and accommodation shall be reimbursed.

Guidelines for Conducting DFVs

All three Destination Familiarisation Visits (DFVs) shall commence with the preparation of a detailed itinerary by each team. This will be followed by a classroom presentation, where each team will present their proposed itinerary. The presentations will be subject to in-depth discussions focusing on the strengths and weaknesses of the plans, including the estimated costs involved in the execution of the trip. The itineraries will be reviewed and approved by the faculty members based on feasibility, safety, and learning outcomes.

All destination familiarisation activities must strictly adhere to the guidelines and standard operating procedures laid down by the institution. Students are required to undertake the Field Visit independently, demonstrating responsibility and accountability.

Prior to the commencement of the trip, each student must submit both a self-declaration and a parent/guardian declaration. These declarations should include:

- Acknowledgment of voluntary participation in the field visit.

- Confirmation of physical and mental fitness to travel.
- Agreement to abide by the institutional code of conduct and safety protocols.
- Acceptance of personal responsibility for belongings, conduct, and behavior during the trip.
- Assurance that any health conditions or special needs have been disclosed in advance.
- Consent from the parent/guardian for the student to participate in the independent field visit, along with emergency contact information.

These measures are essential to ensure the safety, accountability, and educational effectiveness of the DFVs

The cost of destination familiarisation shall be partly met from the field tour fund. Fares of normal concessional sleeper class train tickets, ordinary bus tickets, and accommodation as per the university norms shall be permitted to be reimbursed (if advance is not paid) or submitted for full and final settlement, subject to the receipt of advance amount before the commencement of destination familiarisation. In case concessional train tickets are unavailable due to certain restrictions by Indian Railways or given the nature of the itinerary, the cost of a full sleeper class train ticket fare shall be permitted for settlement/reimbursement.

However, the actual expenditures of destination familiarisation shall be approved to be reimbursed or settled from the amount approved for the total destination familiarisation budget.

Steps of DFV organising

- Preparation of the destination familiarisation itinerary by students
- Presentation of DFV itineraries and budget
- Approval of the itinerary by the Faculty Advisors
- Booking of train/bus tickets and reservation of hotel rooms (The students shall meet the cost of booking tickets and hotel rooms on their own if advance amounts from the university are not received)
- Destination familiarisation orientation sessions with do's and don'ts during familiarisation of destinations will be conducted by the faculty members.
- Students shall update on a daily basis about experience and progress to their respective faculty advisors.
- Students should submit their self and parents' declaration in the prescribed format.
- Submission of a detailed report of destination familiarisation highlighting historical and cultural background, accessibility, activities, amenities, competitiveness features and issues & challenges pertaining to management of visitor footfalls, carrying capacity, service providers, ecological and environmental issues.
- The report should include individual and group geotagged photographs, alongside representations of tourists, community members, service providers, and tourism office personnel from the respective tourism destinations.

PROGRAMME OUTCOMES
AND
COURSE OUTCOMES

DEPARTMENT OF TOURISM STUDIES, SCHOOL OF MANAGEMENT, PONDICHERRY UNIVERSITY
MBA in Travel & Tourism Management (CBCS) DEGREE PROGRAMME LIST OF COURSES OFFERED

COURSE OUTCOME
(APPLICABLE FROM THE ACADEMIC YEAR 2026-27 (ONWARDS))

Semester	Course Code	Title of the Paper	Course Outcome
I	MBA(TTM) – 411	Management Process & Organisational Behaviour	CO1: Learners shall acquire comprehensive know-how on Management principles, practices, and processes in an organisational context. CO2: They will gain insights with respect to the essence of organisational behaviour at the workplace. CO3: Students would be oriented towards developing managerial competencies and skills.
	MBA(TTM) – 412	Tourism Principles and Practices	CO1: Learners would procure comprehensive inputs on the conceptual dimensions of tourism and allied industries, as well as gain an acquaintance with the significant theoretical constructs formulated in Tourism. CO2: Develop a concrete understanding of the dynamics of tourism businesses and their various impacts and prospects. CO3: Learners will know the aims, objectives and ways of functioning of tourism organisations as well as the latest trends, innovations, and practices of global tourism.
	MBA(TTM) – 413	Tourism Products and Resources	CO1: Demonstrate a comprehensive understanding of the variety of tourism products and experiences across India. CO2: Critically assess the factors influencing India's competitiveness as a tourism destination. CO3: Design meaningful and engaging tourism experiences by applying key principles of experience design within the Indian context.
	MBA(TTM) – 414	Global Tourism Destinations	CO1: Identify and analyse key destinations, attractions, and tourism resources across continents. CO2: Demonstrate competency in interpreting maps, time zones, and transport routes. CO3: Apply geographic knowledge for tour itinerary preparation and tourism planning.
	MBA(TTM) – 415	Foreign Language- French	CO1: Learners will acquire proficiency in basic French with regard to reading, writing and speaking. CO2: By way of experiential learning of the French language, students can enrich their oral and written communication skills. CO3: Develop fluency in French through interactive sessions, role-plays, and language games, which would hold the students in good standing as competent tourism professionals.
	MBA(TTM) – 416	Business Communication	CO1: Demonstrate proficiency in oral and written communication for business and tourism. CO2: Apply principles of effective presentation, public speaking, and interpersonal communication. CO3: Draft professional correspondence, reports, and tourism-related business documents.
	MBA(TTM) – 417	Destination Familiarisation Visit - I	CO1: Demonstrate the ability to plan, design, and execute destination familiarisation visits, showcasing skills in itinerary preparation and on-ground coordination for tourism destinations. CO2: Collect, document, and analyse first-hand information about key tourism aspects such as attractions, accessibility, accommodation, amenities, activities, and identify issues affecting destination competitiveness. CO3: Prepare and present detailed reports using systematic approaches, effectively communicating observations and insights from field visits to tourism faculty and peers

II	MBA(TTM) – 421	Human Resource Management	CO1: Demonstrate a comprehensive understanding of the fundamental concepts, functions, and processes of human resource management in tourism and service organisations. CO2: Apply contemporary HR practices, including recruitment, training, performance management, and employee relations, in the tourism and hospitality industry. CO3: Integrate HR functions and strategies into the broader tourism business context to enhance organisational effectiveness, sustainability, and competitiveness.
	MBA(TTM) – 422	Travel Agency and Tour Operations Management	CO1: To enhance the skills and competencies of the students to plan and prepare travel itineraries very differently, with precision, to gain a competitive advantage CO2: To develop innovative FIT, GIT and SIT package tours with a competitive price for acquiring a larger market share through professional CO3: To be interested in setting up a professional travel company, with a clear vision and mission for business expansion through networking
	MBA(TTM) – 423	Hospitality Management	CO1: Understand the scope, structure, and significance of the hospitality industry. CO2: Demonstrate knowledge of hotel operations and service quality management. CO3: Analyse hospitality trends, customer expectations, and sustainable practices.
	MBA(TTM) – 424	Tourism Research Methodology	CO1: Understand the fundamental concepts of scientific research and the process of scientific inquiry. CO2: Analyse data and present research findings effectively in the form of a well-structured research report. CO3: Apply appropriate research methods and techniques to conduct a business research study in the context of tourism.
	MBA(TTM) – 425	Tourism Marketing	CO1: Learners tend to be proficient with the concepts, components, and functions of marketing. CO2: Students will be familiarised with tourism-specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries. CO3: They would gather a wholesome idea of the impacts of ICT on tourism and related activities.
	MBA(TTM) – 426	Destination Familiarisation Visit – II	CO1: Demonstrate advanced field planning, itinerary preparation, and execution skills for independent, weeklong destination familiarisation tours, including practical arrangements for travel and accommodation. CO2: Conduct in-depth analysis of tourism destinations by evaluating the five As (Attractions, Accessibility, Accommodation, Amenities, Activities), and identify challenges to sustainable tourism development and competitiveness. CO3: Compile comprehensive written field reports and deliver structured presentations, effectively communicating findings and recommendations for destination improvement to academic and professional audiences.
III	MBA(TTM) - 531	Destination Planning and Development	CO1: Students would possess the knowledge to assess the tourism potential of destinations. CO2: They will develop skill sets to prepare tourism development plans as well as marketing strategies. CO3: While getting familiarised with destination branding, learners would be instilled with the ability to design destination development projects
	MBA(TTM) - 532	Sustainable and Regenerative Tourism Development	CO1: To develop sustainable strategies for managing tourism destinations and businesses sustainably. CO2: To apply various management tools and practices, such as water, waste, and energy management, and design regenerative

			action plans for destinations. CO3: To preserve, promote and enforce principles of regenerative tourism by involving the local community as a key constituent along with tourists, service providers and governments as inclusive development strategies
	MBA(TTM) – 533	Aviation Management	CO1: Understand global and Indian aviation structure, regulatory environment, and airline classification. CO2: Analyse air journey anatomy, ticketing processes, airfare calculations, and airport facilities management. CO3: Evaluate service management, computer reservation systems, and familiarise with the GDS systems.
	MBA(TTM) – 534	Career Development Practices	CO1: Students will be able to assess their individual strengths, personal values, and long-term career aspirations to create a personalised and strategic career plan. CO2: Students will be able to set specific, achievable career goals and a continuous learning attitude to achieve them CO3: Improving self-confidence, mastering interview techniques, and developing effective networking skills to enhance employability and career progression.
	MBA(TTM) – 535	Destination Familiarisation Visit – III	CO1: Apply advanced skills in trip design, itinerary preparation, reservation management, and practical operation of extended tourism study tours at nationally significant destinations, encompassing all logistics and stakeholder coordination. CO2: Conduct holistic field assessments of tourist satisfaction, destination loyalty, and the feasibility/profitability of tourism businesses by gathering and critically analysing qualitative and quantitative data from various stakeholders. CO3: Synthesise field findings into a structured, well-researched report and professional presentation, clearly articulating recommendations for destination improvement before academic and industry evaluators.
	MBA(TTM) – 536	Internship	CO1: Acquire and demonstrate practical, functional exposure by completing an industry-based summer internship in reputed tourism, travel, aviation, hospitality, or related organisations, integrating academic knowledge with real-world practices. CO2: Analyse organisational processes, roles, and sector-specific operations during internship, producing a comprehensive report that reflects critical observations, professional learning, and insights into current industry trends. CO3: Effectively communicate internship experiences and learning outcomes through structured oral presentations and viva-voce, displaying professional and interpersonal skills before academic and professional examiners.
IV	MBA(TTM) – 541	Tourism Entrepreneurship	CO1: Understand the entrepreneurship process and environment specific to the tourism sector. CO2: Develop capabilities in opportunity recognition, business plan formulation, and resource mobilisation for tourism startups. CO3: Apply knowledge of legal, financial, and operational aspects to manage and grow successful tourism enterprises.
	MBA(TTM) – 542	Smart Tourism Management	CO1: Students will be able to apply smart digital tools and technologies to enhance tourism services and experiences. CO2: Design and evaluate smart destination strategies integrating sustainability, community involvement, and crisis preparedness. CO3: Demonstrate managerial skills in implementing smart solutions for travel businesses, ensuring innovation, inclusivity, and ethical practices.
	MBA(TTM) – 543	Project	CO1: Independently identify and define research problems related to tourism destinations, products, or services, and design a structured research approach applying relevant theories and methodologies. CO2: Critically analyse collected data using qualitative and quantitative tools, synthesise findings, and develop insightful conclusions and actionable recommendations for tourism

			management challenges. C03: Demonstrate effective time management and communication skills by preparing a comprehensive research report and delivering a professional viva-voce presentation to academic examiners
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DEPARTMENT OF TOURISM STUDIES, PONDICHERRY UNIVERSITY

POOL OF SOFTCORE COURSES (Including Programme Specific Softcores)

COURSE OUTCOME (APPLICABLE FROM THE ACADEMIC YEAR 2026-27 ONWARDS)

SEM	Course Code	Title of the Paper	Course Outcome
I	MBA(TTM) – S101	MOOC/SWAYAM-1	(As per the selection of the MOOC/Swayam Course opted by the student)
	MBA(TTM) – S102	Personality Development	CO1: Understand personality traits, self-concept, and their impact on professional success. CO2: Apply leadership, teamwork, and problem-solving skills in tourism contexts. CO3: Exhibit professional etiquette, grooming, and stress management techniques.
	MBA (TTM) - S103	Destination Mapping	CO1: Students will understand basic destination mapping concepts and identify the 5 A's (Attractions, Accessibility, Amenities, Activities, Accommodation) of tourist destinations. CO2: Students will demonstrate the ability to use basic mapping tools like Google Maps and mobile apps to create tourism circuits and itineraries. CO3: Students will analyse destinations and create practical tour packages for cultural tours, adventure tours, and eco-tourism experiences.
	MBA (TTM) - S104	Economic & Business Trends In Asia	CO1: To acquire & enhance knowledge of linkages and complementarity of trends across inter- and intra-regions CO2: To analyse trends determining economic and business growth and development in different regions CO3: To develop critical and logical thinking and apply them aptly in business decisions for profitability and social change
	MBA (TTM) - S105	Entrepreneurship & Green Competencies For Greening & Sustainable Tourism Business	CO1: Demonstrate understanding of sustainability principles and their application within the domain of tourism entrepreneurship, including environmental, social, and economic dimensions. CO2: Apply entrepreneurial skills to identify, design, and develop sustainable tourism business models that align with the circular economy and low-impact practices. CO3: Evaluate tourism operations for environmental performance, and recommend green innovations or practices that reduce ecological footprints and develop know-how on the delivery of eco-friendly immersion experiences via the incorporation of greening attributes.
	MBA(TTM) -S106	Cruise Tourism	CO1: Explain the evolution, scope, and significance of cruise tourism. CO2: Demonstrate knowledge of cruise operations, onboard services, and safety procedures. CO3: Analyse global cruise markets, itineraries, and emerging destinations
	MBA (TTM) - S107	Tourist Experience Management	CO1: Students will be able to deconstruct and analyse the core components and touchpoints of a tourist experience. CO2: They will develop the skill sets to design and

			blueprint a thematic, immersive tourist experience for a specific target market. CO3: Learners will be instilled with the ability to manage and evaluate the quality of an experience, applying principles of co-creation and service recovery.
	MBA(TTM) – S108	Tourism Business Environment	CO1: To analyse the impact of socio-economic, political, and legal trends and government policies on tourism business operations in India. CO2: To evaluate the business strategies formulated by international tourism organisations and trade blocs in shaping the future of the global tourism business environment CO3: To apply knowledge to making business environmental analysis and to critically examine tourism business issues and challenges, and to evolve relevant solutions for it
	MBA(TTM-S202)	MOOC/SWAYAM-2	(As per the selection of the MOOC/Swayam Course opted by the student)
	MBA(TTM) – S202	Accounting For Tourism Business	CO1: Understand and apply accounting concepts, principles, and the regulatory framework relevant to tourism businesses. CO2: Develop proficiency in preparing and interpreting books of accounts, financial statements, and reports tailored to tourism enterprises. CO3: Utilise accounting data to analyse financial performance, budgeting, and cost control for effective tourism business management.
	MBA (TTM) - S203	Stakeholder Engagement and Partnership For Smart And Resilient Tourism	CO1: Learners will gain the ability to explore and interpret various models and frameworks that support collaborative stakeholder engagement CO2: Students will develop the competence to incorporate resilience-building and smart tourism concepts into effective stakeholder management practices. CO3: Participants will be equipped to formulate context-specific stakeholder engagement strategies that integrate participatory approaches, technological tools, and innovative solutions
	MBA (TTM) - S204	Business Analytics	CO1: Understand business analytics frameworks and strategic tourism business analysis tools. CO2: Apply descriptive and predictive analytics techniques to analyse tourism market trends and customer behaviour. CO3: Formulate data-driven strategies for marketing, pricing, and service optimisation in tourism.
	MBA (TTM) - S205	Inclusive Tourism	CO1: Demonstrate a comprehensive understanding of the principles, significance, and impact of inclusive tourism in both business and social contexts. CO2: Critically analyse and compare diverse

			models of inclusive tourism, identifying their strengths, challenges, and applicability in various contexts. CO3: Develop and present practical business plans or tourism initiatives that address the needs of diverse traveller segments, promoting accessibility and inclusion
	MBA (TTM)- S206	Advancements In Travel Media & Journalism	CO1: Learners would develop a sound understanding of travel journalism and its role in tourism promotion. CO2: Students shall be equipped with the practical skills and capabilities of travel writing as well as the dynamics of making travelogues. CO3: Learners would master the essential skills of travel writing, photography, and content creation for diverse media platforms and get exposed to the trends and practices in travel blogging and E-documentation of tourism destinations.
	MBA (TTM) - S207	Regulatory And Ethical Dimensions Of Tourism	CO1: Students will be able to apply ethical principles to tourism business decisions. CO2: They will demonstrate knowledge of essential Indian laws affecting tourism operations. CO3: Learners will develop compliance checklists for sustainable tourism businesses.
	MBA(TTM) – S208	Strategic Selling And Negotiation Skill	CO1: Apply negotiation strategies to real-world tourism contexts, including dealing with customers, suppliers, and stakeholders. CO2: Analyse sales and negotiation challenges in tourism using case studies, and propose innovative, ethical, and sustainable solutions. CO3: Demonstrate effective communication and persuasion skills in sales situations, incorporating cross-cultural sensitivity relevant to tourism operations.

Course Code	Title of the Paper	Course Outcome
ES 1: Tour Operation Management		
MBA(TTM)-E01	Tour Design and Development	CO1: To acquire advanced skills and competencies to conceptualise and develop package tours in many common and special interest areas seamlessly. CO2: To establish better coordination with vendors of services for a better deal for premium service and net profit margin. CO3: To explore new tourism destinations through familiarisation tours and feedback analysis for foraying into new markets and enhancing capacities for handling large markets through promotional measures.
MBA(TTM)-E02	Itinerary Preparation and Tour Packaging	CO1: To design personalised/tailored itineraries to cater to the specific needs, tastes, and interests of different travellers or tourist groups CO2: To enable and empower the students to draw short-haul and long-haul itinerary flawlessly, by reducing package tour costs and adding value to the experiences. CO3: To be adaptable to the latest technologies for drawing customised or ready-made itineraries more logically.
MBA(TTM)-E03	Tour Leadership	CO1: To develop strong leadership and group management skills to handle emergency situations CO2: To be familiar with tourism destinations, airport formalities and ground handling techniques CO3: To precisely oversee itineraries while fostering environmental consciousness, cultural sensitivity, and safe guiding techniques.
MBA(TTM)-E04	Travel Documentation & Forex	CO1: To identify and familiarise with the validity and legality of travel-related documents like passports, visas, health, insurance and currency certificates. CO2: To process and submit all essential documents, such as insurance, hotel confirmation, air tickets, invitation, bank account statements, along with Visa forms issued by VF,S flawlessly for obtaining visa CO3: To process essential documents for the issuance of currency certificates by applying foreign exchange rules

ES 2: Airline and Air Cargo Management		
MBA(TTM)-E05	Airline Operations and Management	CO1: Understand airline structures, regulatory frameworks, and core operational processes. CO2: Analyse and apply management practices for airline revenue, scheduling, and safety performance. CO3: Evaluate innovation, digital transformation, and sustainability opportunities in airline management.
MBA(TTM)-E06	Airport Management	CO1: Explain airport organisational structures, regulatory frameworks, and major operational functions. CO2: Apply managerial techniques to improve airport performance, passenger experience, and safety standards. CO3: Analyse emerging opportunities, challenges, and sustainable practices for future-ready airport management.

MBA(TTM)-E07	Air Ticketing and GDS	CO1: Explain the structure and mechanics of air ticketing, fare calculations, and industry code applications. CO2: Demonstrate proficiency in GDS platforms (Amadeus) for booking, reservation, and ticket issuance. CO3: Analyse digital developments, regulatory standards, and service strategies shaping the air ticketing sector.
MBA(TTM)-E08	Air Cargo Management	CO1: Explain the framework of air cargo operations, industry regulations, and market structures. CO2: Demonstrate ability to manage cargo handling, documentation, multimodal logistics, and customer interactions. CO3: Evaluate innovations, digital transformation, and sustainability strategies in air cargo logistics.
ES 3: Special Interest Tourism		
MBA(TTM)-E09	Fundamentals of Special Interest Tourism	CO1: Explain the fundamentals and importance of SIT within the tourism industry. CO2: Evaluate different types of SIT and their contribution to sustainable tourism development. CO3: Apply SIT concepts in designing, managing, and marketing niche tourism products/destinations.
MBA(TTM)-E10	Adventure & Sports Tourism Management,	CO1: Explain key concepts, classifications, and trends in adventure and sports tourism. CO2: Apply managerial, operational, and safety practices in adventure and sports tourism product development. CO3: Design sustainable, market-oriented adventure and sports tourism packages and analyse case studies.
MBA(TTM)-E11	Medical and Wellness Tourism	CO1: Understand the fundamentals, determinants, and growth of medical and wellness tourism. CO2: Evaluate medical and wellness tourism services, accreditation standards, and their contribution to economic development. CO3: Apply concepts in designing, managing, and marketing medical and wellness tourism products/destinations.
MBA(TTM)-E12	Rural & Experiential Tourism	CO1: Understand the fundamentals and importance of rural and experiential tourism. CO2: Evaluate rural and experiential tourism products and their role in sustainable development. CO3: Apply concepts in planning, managing, and marketing rural and experiential tourism destinations.

ES 4: Event Management		
MBA(TTM)-E13	The Basics of Event Management	CO1: Explain the scope, history, and significance of event management. CO2: Identify and classify various types of events in tourism and business contexts. CO3: Demonstrate understanding of event stakeholders and their interrelationships.
MBA(TTM)-E14	Event Planning and Designing	CO1: Understand the principles and process of event planning. CO2: Demonstrate creativity in conceptualising themes and designing events. CO3: Incorporate sustainability and inclusivity in event planning and design.
MBA(TTM)-E15	Event Management Process	CO1: Explain the stages and lifecycle of event management. CO2: Plan and schedule resources effectively for events. CO3: Apply risk management and crisis handling strategies in event execution.

MBA(TTM)-E16	MICE Operations	CO1: Understand the structure, scope, and significance of the MICE industry. CO2: Apply management skills in handling stakeholders, budgets, and technology in MICE. CO3: Evaluate sustainability, opportunities, and challenges in the MICE sector.
ES 5-Smart Tourism		
MBA(TTM)-E17	Smart Tourism Technology	CO1: Students will get familiarised with the concepts of Smart Tourism CO2: Students will acquire proficiency in different innovations and business models based on Smart technologies
MBA(TTM)-E18	Smart Destination Ecosystem	CO1: Students will get acquainted with the Smart Destination Development process CO2: Students will be equipped with the skills for crisis and conflict management
MBA(TTM)-E19	Smart Tourism Infrastructure	CO1: The Students will get acquainted with the Smart Tourism components CO2: They will get familiarisation with the implementation and management of Smart technologies in Tourism
MBA(TTM)-E20	Policy, Ethics and Privacy in Smart Tourism	CO1: Understand policy frameworks, ethical principles, and privacy concerns in Smart Tourism ecosystems. CO2: Apply knowledge of governance, data protection, and ethical guidelines in managing Smart Tourism technologies
ES-6: Tourism Marketing		
MBA(TTM)-E21	Customer behavior	CO1: Critically evaluate and apply advanced consumer behaviour theories to real-world marketing challenges. CO2: Design and execute consumer research using neuroscientific and behavioural economic methodologies. CO3: Formulate data-driven marketing strategies that account for cognitive biases and heuristics.
MBA(TTM)-E22	Strategic Services Marketing	CO1: Design and implement comprehensive service marketing strategies aligned with organisational objectives. CO2: Develop and optimise customer experience journeys using service blueprinting and touchpoint analysis. CO3: Apply data-driven approaches to service quality management and customer relationship marketing.
MBA(TTM)-E23	Digital Marketing	CO1: Develop a multi-channel digital marketing plan aligned with business objectives. CO2: Create and optimise content for various digital platforms, including social media, search engines, and email and execute and manage paid advertising campaigns on key platforms. CO3: Evaluate emerging digital trends and their potential application in a marketing context and apply basic analytics to measure campaign performance and inform decision-making.
MBA(TTM)-E24	Marketing Analytics	CO1: Develop and execute integrated digital marketing strategies aligned with organisational goals. CO2: Analyse and optimise digital marketing performance using advanced analytics tools. Design and manage multi-channel digital campaigns across paid, owned, and earned media.

Mapping of POs & COs - HARD CORE Courses

Programme Outcomes →	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
Hard Core Course Codes ↓							
MBA(TTM) – 411	2.7	3	2.3	2.7	2.7	2.7	2.7
MBA(TTM) – 412	2.7	2.7	2.7	2.7	2	2.7	2.7
MBA(TTM) – 413	3	2	2.5	2	2.5	2	2.5
MBA(TTM) – 414	3	2	3	3	2	1	1
MBA(TTM) – 415							
MBA(TTM) – 416	2.3	3	2	2	2.3	2.3	2
MBA(TTM) – 417							
MBA(TTM) – 421	3	2.7	3	2.7	2.7	2.7	2.3
MBA(TTM) – 422	3	2.3	2.7	2	2	3	2
MBA(TTM) – 423	2.6	2.3	2	2.3	2.6	2.6	2.3
MBA(TTM) – 424	3	2.5	2.5	2.5	3	2	2
MBA(TTM) – 425	3	2.3	2.7	2.3	2.7	2.7	3
MBA(TTM) – 426							
MBA(TTM) – 531	2.7	2.7	2.3	1.7	3	2.7	2.7
MBA(TTM) – 532	2	1.7	2	3	2.3	2	3
MBA(TTM) – 533	3	2.6	1.6	2	3	3	2
MBA(TTM) – 534	2	3	2.5	1.3	1.3	3	2
MBA(TTM) – 535							
MBA(TTM) – 536							
MBA(TTM) – 541	3	2.6	3	2.6	2.3	3	3
MBA(TTM) – 542	2	2	2.3	2.6	2.3	2.6	2.6
MBA(TTM) – 543							

Mapping of POs & COs - Hard CORE Courses

Less Contributing	Moderately Contributing	Highly Contributing
1	2	3

Mapping of POs & COs - SOFT CORE/Elective Courses

Programme Outcomes →	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
Soft Core/Elective Course Codes ↓							
MBA(TTM) – S101							
MBA(TTM) – S102	2	3	2.3	2	1	2.3	2
MBA(TTM) – S103	3	3	3	2	2	3	2
MBA(TTM) – S104	3	2.3	2.3	2.3	2.3	3	2.3
MBA(TTM) – S105	2.7	2.3	3	2.3	2.3	2.7	2.7
MBA(TTM) – S106	3	2	2	2.3	2.6	3	2.3
MBA(TTM) – S107	2.7	2.3	2.3	2	2	3	2.3
MBA(TTM) – S108	3	2	2.7	2.3	2.3	3	2.3
MBA(TTM) – S201							
MBA(TTM) – S202	2.6	2.3	2.6	2	1.6	2.6	2
MBA(TTM) – S203	3	2	3	3	2	3	3
MBA(TTM) – S204	3	2.6	3	2.6	2.3	3	3
MBA(TTM) – S205	3	2.5	3	3	2	3	3
MBA(TTM) – S206	2.3	2.3	3	2.7	3	2.3	2.7
MBA(TTM) – S207	2	1.3	1	3	1.7	1.7	3
MBA(TTM) – S208	3	2.7	2.3	2.3	1	2.7	2.7
MBA(TTM) – E01	2.7	2.3	2.3	1	2	3	1
MBA(TTM) – E02	2.7	2	2	1	2.3	3	1
MBA(TTM) – E03	2.3	2.3	1.7	2	1.3	2.3	2
MBA(TTM) – E04	3	2	1	3	2	2	3
MBA(TTM) – E05	3	3	2.6	2.3	2.3	3	2.6
MBA(TTM) – E06	3	3	2.6	2.6	2.3	3	2.6
MBA(TTM) – E07	2	2.6	3	2.6	2.3	3	2.6
MBA(TTM) – E08	3	3	2.6	2.6	2.3	3	2.6
MBA(TTM) – E09	3	2.3	2.3	2.7	2	3	2.7
MBA(TTM) – E10	3	2	2.3	2.3	2	3	2.3
MBA(TTM) – E11	3	2.3	2.3	2.7	2	3	2.7
MBA(TTM) – E12	3	2.3	2.3	2.7	2	3	2.7
MBA(TTM) – E13	2.6	2.3	2	2	1	2.6	2
MBA(TTM) – E14	2.3	2.3	2.3	2.3	2	2.6	2.3
MBA(TTM) – E15	2.6	2.3	2	2.3	2.3	2.6	2.3
MBA(TTM) – E16	2.6	2.3	2	2.3	2.3	2.6	2.3
MBA(TTM) – E17	2	1	2.3	1	3	2.6	1
MBA(TTM) – E18	2.3	2	2.6	2.3	2.3	2.6	2
MBA(TTM) – E19	3	1.6	2	2	3	3	2
MBA(TTM) – E20	2	2	1	3	2	2	3
MBA(TTM) – E21	3	2.3	2	2	3	3	2.3
MBA(TTM) – E22	3	2.7	2.3	2.3	3	3	2.7
MBA(TTM) – E23	3	2.3	2.3	2	3	3	2.7
MBA(TTM) – E24	3	2.6	2.3	2	3	3	2.3

Less Contributing	Moderately Contributing	Highly Contributing
1	2	3

SEMESTER I

Course Objectives:

1. To understand the process of management in an organisational context.
2. To familiarise the students with the essence of organisational behaviour at the workplace.
3. To enable the students to acquire managerial competencies and capabilities

Course Outcomes (COs):

CO1: Learners shall acquire comprehensive know-how on Management principles, practices, and processes in an organisational context.

CO2: They will gain insights with respect to the essence of organisational behaviour at the workplace.

CO3: Students would be oriented towards developing managerial competencies and skills.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Management games

Unit I: Management Concepts and Functions: Nature and Levels in Management – Managerial Roles and Skills – Tasks of A Professional Manager- Thoughts of Management - Manager and Environment of Tourism Business.

Unit II: Planning and Organizing: Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning - Decision Making, Organizing: Organization Structure & Design – Authority Relationships – Delegation of Authority and Decentralization – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on Organizational Design.

Unit III: Directing and Controlling: Motivation – Motives – Characteristics – Motivation Theories – Motivation and Productivity – Leadership Styles & Models, Process of Communication - Formal and Informal Communication – Barriers to Communication and Transactional Analysis, Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

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

Unit V: Group Dynamics: Group Behaviour – Group Formation - Understanding Work Teams– Conflict Management-Negotiation and Interpersonal Behaviour - Management of Change – Resistance to Change – Organisational Development.

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3. Drucker, P. F. (2006). Practice of Management. New York: Harper & Row.
4. Virmani, B.R. (2006). The Challenges of Indian Management. New Delhi: Response Books.
5. Robbins, S.P., & Judge, T.A. (2013). Organizational Behaviour. United Kingdom: Pearson Publication.
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7. Rao, Y. V. (2010). Management Process and Organizational Behavior. New Delhi: Akansha Publications.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CLO1	3	3	3	2	3	3	2
CLO2	3	3	2	3	2	2	3
CLO3	2	3	2	3	3	3	3
Avg	2.7	3.0	2.3	2.7	2.7	2.7	2.7

Course Objectives:

1. To comprehend the conceptual dimensions of the tourism industry.
2. To understand the dynamics of tourism businesses and their impacts.
3. To analyse the application of tourism theories and evaluate the pragmatic developmental agenda.

Course Outcomes (COs):

CO1: Learners would procure comprehensive inputs on the conceptual dimensions of tourism and allied industries, as well as gain an acquaintance with the significant theoretical constructs formulated in Tourism.

CO2: Develop a concrete understanding of the dynamics of tourism businesses and their various impacts and prospects.

CO3: Learners will know the aims, objectives and ways of functioning of tourism organisations as well as the latest trends, innovations, and practices of global tourism.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I:History and Concepts of Tourism: Definitions of Tourism, Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Grand Tour, Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Concepts of Tourism: Nature - Scope - Characteristics – Components, Significance of Tourism - Tourism System, Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices.

Unit II:Forms of Tourism: Inbound, Outbound, Domestic, International- Alternative Tourism – New Age Tourism forms such as Volunteer, Pro-poor, Accessible - Ideals of Responsible Tourism, All-Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

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

Unit IV:Tourism Theory and System: Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model- Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model.

Unit V:Tourism Organisations: 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, NITI AAYOG Plans and Recommendations, Director General of Civil Aviation, Government of India.

REFERENCES:

1. Tourism: Principles and Practice (2017), John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill, Pearson.
2. Tourism: Principles and Practice (2005), Chris Cooper, Pearson.
3. Tourism: Principles and Practices (2023), Rohit Manglik, EduGorilla.
4. Goeldner, C., & Ritchie, J.R.(2011).Tourism Principles, Practices, Philosophies, John Wiley.
5. Swain, S.K. & Mishra, J.M.(2011).Tourism Principles and Practices, OUP.
6. Tribe,J.(Ed.).(2009).Philosophical Issues in Tourism, Channel View Publications.
7. Jamal,T., & Robinson, M.(Eds.). (2009).The SAGE Handbook of Tourism Studies, Sage Publications.
8. Thomas, R. (2013).Small Firms in Tourism, Routledge.
9. Cooper,C.(2008).Tourism Principles and Practice, Prentice Hall.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	3	2	3	2
CO2	2	3	3	3	1	3	3
CO3	3	3	2	2	3	2	3
Avg	2.7	2.7	2.7	2.7	2.0	2.7	2.7

Course Objectives:

1. To provide an understanding of the tourism products and experiences in India.
2. To understand and manage emerging tourist destinations and circuits
3. To analyse the competitiveness of India as a tourist destination

Course Outcomes (COs):

CO1: Demonstrate a comprehensive understanding of the variety of tourism products and experiences across India.

CO2: Critically assess the factors influencing India's competitiveness as a tourism destination.

CO3: Design meaningful and engaging tourism experiences by applying key principles of experience design within the Indian context.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Introduction to Tourism Products: Types and characteristics of tourism products- Tourism resources and forms - Product life cycle - Butler's Tourism Area Life Cycle model (TALC)- Experience Economy (Pine & Gilmore)

Unit II: Natural Tourism Resources in India: Popular Hill Stations- Beach Resorts-Islands National parks, Wildlife sanctuaries, and biosphere reserves -Deserts - Mountains

Unit III: Socio-Cultural Tourism Resources in India: Tangible and Intangible cultural resources- Monuments of India -Pilgrim destinations-Architecture styles- Sculptures and Paintings-Handicrafts -Museums & art galleries-Indian cuisines -Dance & Music - Languages and literatures-Traditional knowledge systems-Ayurveda, yoga, meditation-Sacred groves- UNESCO world heritage sites

Unit IV: Tourist Activities and Experiences: Nature-based adventure activities - Land, air, snow, and water-based activities- Village experience- Volunteering -Plantation visit- AR/VR experience-bird watching- Safaris- Village life experience-Wellness activities- Camping

Unit V: Destination Case Studies: Global Tourist Destinations - Goa Tourism, Kerala Tourism, Rajasthan Tourism- Heritage walks- Experiential tourism-Rail Tourism-, Popular tourist circuits- Global Tourism Destinations - Emerging tourism destination cases - Special Interest Tourism destinations

REFERENCES:

1. Gupta, S. P. (2002). *Cultural Tourism in India: Museums, Monuments & Arts: Theory and Practice*. Indraprastha Museum of Art and Archaeology & D.K. Printworld.
2. Jacob, R. (2007). *Indian Tourism Products*. Abhijeet Publications.
3. Lonely Planet. (2024). *Lonely Planet India* (20th ed.). Lonely Planet Publications.
4. Dixit, M. (2002). *Tourism Products*. New Royal Book Co.
5. Douglas, N. (Ed.). (2001). *Special Interest Tourism*. John Wiley & Sons.
6. Pizam, A. (1999). *Consumer Behavior in Travel and Tourism*. Routledge.
7. Basham, A. L. (1975). *A Cultural History of India*. Oxford University Press.
8. Thapar, R. (1966). *A History of India: Volume 1*. Penguin Books.
9. Government of India, Ministry of Tourism & State Tourism Departments. *Reports and Brochures on Tourism*. Government of India.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	2	3	3	3
CO2	3	2	3	2	3	3	3
CO3	3	2	2	2	2	2.5	2
Avg	3	2	2.5	2	2.5	2	2.5

Course Objectives:

1. To acquaint students with the interrelationship between geography and tourism at the global scale.
2. To provide knowledge of major tourist destinations across continents and their accessibility.
3. To develop skills in map reading, time zone calculation, and itinerary planning.

Course Outcomes (COs):

CO1: Identify and analyse key destinations, attractions, and tourism resources across continents.

CO2: Demonstrate competency in interpreting maps, time zones, and transport routes.

CO3: Apply geographic knowledge for tour itinerary preparation and tourism planning.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Fundamentals of Tourism Geography: Concept, scope, and importance of tourism geography - Physical geography and its influence on tourism (climate, landforms, vegetation) - Cultural geography: heritage, language, religion, and festivals - Tools: maps, latitude & longitude, scale, directions

Unit II: Tourism and Time Geography: Time zones and International Date Line - Calculation of GMT variations, flying time, and elapsed time - Impact of time differences on international travel and itineraries - Case studies: Jet lag, long-haul travel, airline scheduling

Unit III: Regional Tourism Geography: Americas & Europe: Major attractions, destinations, and circuits in North & South America - Tourism resources of Canada, USA, Mexico, Caribbean, Brazil, Argentina - Tourism resources of Europe: France, Italy, Spain, UK, Central & Eastern Europe - Accessibility and air/rail routes

Unit IV: Regional Tourism Geography: Asia, Africa & Australasia: Major destinations of Asia: India, China, Japan, Southeast Asia - Africa: Safari circuits, heritage and natural wonders - Australasia & Pacific: Australia, New Zealand, Fiji

Unit V: Global Transport & Tourism Connectivity: International airports, major air routes, and hubs - Global railway & road networks: Trans-Siberian, Pan-American Highway, etc. - Cruise tourism routes and water transport corridors - Contemporary issues in global tourism geography: overtourism, climate change, geopolitical risks

REFERENCES:

1. Boniface, B., & Cooper, C. (2009). *Worldwide destinations: The geography of travel and tourism* (5th ed.). Butterworth-Heinemann.
2. Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space* (4th ed.). Routledge.
3. Lew, A. A., Hall, C. M., & Williams, A. M. (2014). *The Wiley Blackwell companion to tourism geography*. Wiley-Blackwell.
4. Pearce, D. G. (2013). *Tourist districts, territories and destinations*. Routledge.
5. Das, M. (2015). *Fundamentals of tourism geography*. Kalyani Publishers.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	2	2	3	3	2
CO3	3	2	2	3	3	3	3
Avg	3	2	3	3	2	1	1

Course Objectives:

1. To familiarise the students with the basic knowledge of the contemporary French language;
2. To impart oral and written communication skills through experiential learning;
3. To enable students to listen, speak and read in French.

Course Outcomes (COs):

CO1: Learners will acquire proficiency in basic French with regard to reading, writing and speaking.

CO2: By way of experiential learning of the French language, students can enrich their oral and written communication skills.

CO3: Develop fluency in French through interactive sessions, role-plays, and language games, which would hold the students in good standing as competent tourism professionals.

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

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

REFERENCES:

1. SYNCHRONIE method de français 1 with CD
2. Madanagobalane, K. (2008). Synchronie. Chennai: Samhita Publications. Lesson 1 to Lesson 7 (Lessons and Grammar)

Course Objectives:

1. To equip students with effective oral and written communication skills for business and tourism contexts.
2. To train students in drafting business correspondence, reports, and digital communication.
3. To build confidence in handling professional interactions with stakeholders in the travel and tourism industry.

Course Outcomes (COs):

CO1: Demonstrate proficiency in oral and written communication for business and tourism.

CO2: Apply principles of effective presentation, public speaking, and interpersonal communication.

CO3: Draft professional correspondence, reports, and tourism-related business documents.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Fundamentals of Business Communication: Nature, process, and importance of communication in business and tourism - Principles of effective communication - Verbal and non-verbal communication - Barriers to communication and strategies to overcome them

Unit II: Written Communication in Business: Business letters, memos, notices, and circulars - Report writing, proposals, and minutes of meetings - Email etiquette and digital communication in tourism business - Writing press releases and travel/tourism promotional content

Unit III: Oral Communication & Presentation Skills: Public speaking, group discussions, and interviews - Business presentations using audio-visual aids - Effective listening and feedback skills - Customer handling and guest interaction in tourism contexts

Unit IV: Cross-Cultural & Interpersonal Communication: Role of culture in communication - Cross-cultural sensitivity in global tourism - Negotiation, persuasion, and conflict resolution - Team communication and leadership communication

Unit V: Contemporary Business Communication in Tourism: Communication for branding and image building in tourism - Crisis communication and reputation management - Case studies: Successful business communication practices in leading tourism organisations

REFERENCES:

1. Bovee, C. L., & Thill, J. V. (2018). *Business communication today* (14th ed.). Pearson.
2. Chaturvedi, P. D., & Chaturvedi, M. (2017). *Business communication: Concepts, cases and applications* (3rd ed.). Pearson India.
3. Kaul, A. (2015). *Effective business communication*. Prentice Hall of India.
4. Lesikar, R. V., & Flatley, M. E. (2014). *Basic business communication: Skills for empowering the internet generation* (12th ed.). McGraw Hill.
5. Sharma, R. C., & Mohan, K. (2019). *Business correspondence and report writing* (5th ed.). McGraw Hill.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	2	2	2	2	2
CO2	2	3	2	2	2	2	2
CO3	3	3	2	2	3	3	2
Avg	2.3	3	2	2	2.3	2.3	2

MBA (TTM)-417: DESTINATION FAMILIARIZATION VISITS-I

Credits: 03

The course aims to enrich the practical knowledge of the students through destination familiarisation. The students shall visit the destinations, collect first-hand information about the places of tourist importance, people, climate, culture, accessibility, accommodation, transport network, safety and security measures, etc. There shall be three different one-day DFVs in the first semester for initial exposures of the students and familiarisation with the dynamics of tourism destinations.

The students shall submit a detailed report of their visits covering five As (Attractions, Accessibility, Accommodation, Amenities & Activities) along with issues obstructing the destinations to sustain a competitive advantage. The DFVs-I is a three-credit paper with 100 marks divided into 60 marks for the hard copy of the report and 40 marks for the presentation of the report. Each student shall have to prepare the report under the guidance of faculty advisors and submit the same to the Department with the signature of the faculty advisor and the Head of Department. The presentation will be conducted as per the following methods.

1. Participation in Planning, Designing & Executing
2. Collection of information about Destinations
3. Report writing
4. Presentation

SEMESTER II

Course Objectives:

1. To understand basic concepts of human resource management
2. To know the human resource management practices in the tourism industry
3. To be aware of the contribution of human resources in the tourism business.

Course Outcomes (COs):

CO1: Demonstrate a comprehensive understanding of the fundamental concepts, functions, and processes of human resource management in tourism and service organisations.

CO2: Apply contemporary HR practices, including recruitment, training, performance management, and employee relations, in the tourism and hospitality industry.

CO3: Integrate HR functions and strategies into the broader tourism business context to enhance organisational effectiveness, sustainability, and competitiveness.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays, project, workshop, field visits

Unit I: Human Resources Management: Context and Concept of Human Resources Management, Organisation and Functions of the HR – Structure and Strategy in Tourism - HR Manager – Evolution of HR Practices in the Indian Context

Unit II: Human Resource Planning: Job Terminologies – Job Analysis – Job Description and Job Specification - Manpower Planning – Recruitment - Selection and Induction – Hiring Trends in Tourism Industry.

Unit III: Employee Assistance Programmes: Coaching and Mentoring – Performance Appraisal - Career Development – Promotions and Transfers – Employee 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 (QWL).

REFERENCES:

1. Edwin, B.F. (1995). Personnel Management. New Delhi: Tata McGraw Hill.
2. Verma, P. (2002). Personnel Management in Indian Organisations. New Delhi: Oxford & IBM Publishing Co.Ltd.
3. Ratnam, V. R., & Srivatsava, B.K. (2003). Personnel Management and Human Resources. New Delhi: Tata McGraw Hill.
4. Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life. New Delhi: TMH.
5. Mathis, R.L., & Jackson, J.H. (2005). HRM. Nashville: South Western Publication.
6. Mirza, S.S. (2003). HRM. New Delhi: TMH.
7. Dessler, G. (2001). A Framework for HR Management. India: Pearson.
8. Henry, E. (2001). A Dictionary of HRM. London: Oxford University Press

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	2	3	2	2
CO2	3	3	3	3	2	3	2
CO3	3	3	3	3	3	3	3
Avg	3.0	2.7	3.0	2.7	2.7	2.7	2.3

Course Objectives:

1. To help the students become familiar with historical backgrounds, the current scenario of the worldwide travel trade and types of travel agencies.
2. To help the students learn about planning an itinerary, designing a package tour with various cost components and selling with the help of pricing strategies
3. To clarify doubts and provide guidance for the formation of a travel agency and tour operation business

Course Outcomes (COs):

CO1: To enhance the skills and competencies of the students to plan and prepare travel itineraries very differently, with precision, to gain a competitive advantage

CO2: To develop innovative FIT, GIT and SIT package tours with a competitive price for acquiring a larger market share through professional

CO3: To be interested in setting up a professional travel company, with a clear vision and mission for business expansion through networking.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Management games

Unit-I: Historical Perspectives & Concepts of Travel Trade: Emergence of Thomas Cook- Cox and Kings-American Express Company, Full-Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business, Current Travel Trade Trends.

Unit-II: Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivised Tour, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions, National and International Travel Trade Bodies For Business Networking and Promotion: UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI.

Unit-III: Travel Trade Business & Preparation of Tour Itinerary: Functions of Travel Agency & Tour Operation- Types of Itineraries, Do's & Don'ts of Itinerary Preparation, Steps and the Use of Reference Resources for Free Independent Travellers (FITs) & Group Inclusive Tours (GITs), Special Interest Tours (SITs) Itinerary Planning, Software for Package Tour Itinerary Preparation.

Unit-IV: Tour Packaging & Costing: Tour Formulation and Designing Process, Classifications & Components of Package Tours, Concept, Types & Components of Package Tour Costing, Preparation of Cost Sheet, Pricing Strategies, Popular Tour Packages of Thomas Cook, SOTC, MakeMyTrip.

Unit-V: Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Guidelines for Recognition from Ministry of Tourism (Centre & State/UTs)- Formalities for Accreditation from IATA and Airline, Train and Cruise Line Companies for Acting as Sales Agents. Cost Management, Sources of Revenue, Threats in Travel Agency & Tour Operation Business, Business Diversifications

REFERENCES:

1. Bryant, T. (2021). The business of travel agency and tour operations. Murphy & Moore Publishing.
2. Dhiman, M. C., & Chauhan, V. (Eds.). (2019). Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global. <https://doi.org/10.4018/978-1-5225-8541-0>.
3. Dileep, M. R. (2018). Tourism: Concepts, Theory and Practice. IK International Pvt Ltd.
4. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select-P-02.
5. Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons.
6. Holloway, J. C., & Humphreys, C. (2022). The business of tourism (12th ed.). SAGE Publications Ltd.
7. Pender, L., & Sharpley, R. (Eds.). (2016). The Management of Tourism. SAGE Publications.
8. Sunetra, R., Biwal, A., & Joshi, V. (2024). Tourism operations and management. Oxford University Press.
9. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	3	2	2	3	2
CO3	3	3	3	2	2	3	2
Avg	3	2.3	2.7	2	2	3	2

Course Objectives:

1. To provide a comprehensive understanding of the hospitality industry and its role in the travel and tourism sector.
2. To familiarise students with hotel operations, management, and service excellence.
3. To prepare students for professional roles in global hospitality and tourism management.

Course Outcomes (COs):

- CO1:** Understand the scope, structure, and significance of the hospitality industry.
CO2: Demonstrate knowledge of hotel operations and service quality management.
CO3: Analyse hospitality trends, customer expectations, and sustainable practices.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Introduction to the Hospitality Industry: Definition, nature, and scope of hospitality management - Evolution of hospitality and its relationship with tourism - Organisational structure of hotels and resorts - Global trends in hospitality

Unit II: Front Office & Housekeeping Operations: Functions of front office: reservations, check-in, guest services, billing, check-out - Housekeeping: cleaning methods, room maintenance, safety & hygiene standards - Role of technology in operations (PMS – Property Management Systems)

Unit III: Food & Beverage Management: Food production and service management - Types of restaurants and catering operations - Menu planning, pricing, and cost control - Food safety, HACCP, and quality standards

Unit IV: Hospitality Marketing & Human Resource Management: Service marketing in hospitality - Customer relationship management and service excellence - HR practices: recruitment, training, motivation, employee retention - Handling multicultural teams in the hospitality industry

Unit V: Contemporary Issues & Sustainable Practices in Hospitality: Emerging trends: luxury, wellness, MICE (Meetings, Incentives, Conferences, Exhibitions) - Role of technology: AI, automation, and online booking systems - Sustainable tourism and eco-friendly hotel practices - Case studies of leading global hospitality brands

REFERENCES:

1. Walker, J. R. (2019). *Introduction to hospitality* (8th ed.). Pearson.
2. Andrews, S. (2013). *Hotel front office training manual* (2nd ed.). McGraw Hill Education.
3. Hotel Front Office: Operations and Management (by J. R. Tewari) Tewari, J. R. (Ed.). (Year). *Hotel front office: Operations and management*. Oxford University Press.
4. Hotel Housekeeping: Operations and Management (by Raghubalan, G., & Raghubalan, S. (2015). *Hotel housekeeping: Operations and management* (3rd ed.). Oxford University Press.
5. Kotler, P., Bowen, J. T., & Makens, J. C. (2016). *Marketing for hospitality and tourism* (7th ed.). Pearson.
6. Barrows, C. W., & Powers, T. (2009). *Introduction to the hospitality industry* (7th ed.). Wiley.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	3	2	2	3	3	2
CO3	2	2	2	3	3	2	3
Avg	2.6	2.3	2	2.3	2.6	2.6	2.3

Course Objectives:

1. To understand the importance of research in tourism management
2. To introduce the concept of scientific research and the methods of conducting scientific enquiry
3. To enable them to conduct a Business Research Study and prepare the report

Course Outcomes (COs):

CO1: Understand the fundamental concepts of scientific research and the process of scientific inquiry.

CO2: Analyse data and present research findings effectively in the form of a well-structured research report.

CO3: Apply appropriate research methods and techniques to conduct a business research study in the context of tourism.

Teaching Methodologies: Lecture mode, Case discussion, Mini Project

Unit I: Research Approach: Introduction to Research: Nature, scope and significance of research- Research philosophy - Types of research -Research approaches- Types of research design-Research Process - Structure and steps of preparing research proposal

Unit II: Identifying research problem: Literature review- Reference management software - Use of digital libraries/resources and AI-powered search - Research objectives and problems - Identifying real-world tourism problems

Unit III: Scaling, Sampling & Instrument design: Variables in research - Measurement and scaling concepts - Sample size determination and techniques - Questionnaire and instrument design-Validity, and Reliability of instruments -Modern reliability assessment tools

Unit IV: Qualitative approaches and data collection: Ethnography, Case Study, Phenomenology, Narrative methods, Grounded Theory – Qualitative methods of data collection - Research Ethics - Research software and platforms.

Unit V: Data Analysis and Report Writing: Qualitative vs. Quantitative data analyses- an Introduction to Univariate, Bivariate and Multivariate Data analysis - Data Visualisation and infographics - Research report writing

Practical element: The students have to undertake a mini project work on a topic of their interest, whereby they apply the concepts studied in the course

REFERENCES:

1. Flick, U., 2023. Introducing Research Methodology: A Beginner's Guide to Doing a Research Project, Second Edition.
2. Creswell, J.W. and Creswell, J.D., 2017. Research design: Qualitative, quantitative, and mixed methods approaches. Sage Publications.
3. Sekaran, U. and Bougie, R., 2016. Research Methods for Business: A Skill-Building Approach. John Wiley & Sons
4. Krishnaswamy, K.N., 2006. Management Research Methodology: Integration of Principles, Methods and Techniques. Pearson Education India.
5. Kothari, C.R., 2004. Research methodology: Methods and techniques. New Age International.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	2	3	2	2
CO2	3	2	3	2	3	2	2
CO3	3	3	2	3	3	2	2
Avg	3	2.5	2.5	2.5	3	2	2

Course Objectives:

1. To expose the students to the concepts, ventures and dynamics of marketing.
2. To acquaint them with tourism-specific marketing skills and activities.
3. To equip them with the contemporary marketing trends and practices of the tourism industry.

Course Outcomes (COs):

CO1: Learners tend to be proficient with the concepts, components, and functions of marketing.

CO2: Students will be familiarised with tourism-specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.

CO3: They would gather a wholesome idea of the impacts of ICT on tourism and related activities.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: and Concepts of Tourism Marketing: Origin - Marketing for Tourism -Tourism Products - Features of Tourism Marketing - Marketing Functions - Market Research - Tourism Marketing Mix.

Unit II: Understanding the Market and the Consumer: Marketing Environment - Consumer Behaviour - Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

Unit III: Ps of Marketing: Product Designing – Branding and Packaging – New Product Development – Product Life Cycle; Price: Strategies and Approaches; Place: Channels of Distribution; Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Ps of Service Industry: People, Physical Evidence and Process.

Unit IV: Marketing of Tourism & Related Activities: Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism Sub-Sectors and Products.

Unit V: Developing Marketing Skills for Tourism: Self-Motivation - Team Building - Personality Development - Creativity & Innovation - Innovative Products in Tourism - International Perspectives and Contemporary Trends.

REFERENCES:

1. Tourism Marketing (2010), Dasgupta, Pearson.
2. Tourism Marketing – A Strategic Approach (2017), Dilip Kumar Das, Nilanjan Ray, Raj Kumar, Apple Academic Press.
3. Marketing in Travel and Tourism (2012), Victor T.C. Middleton, Jackie R. Clarke, Taylor & Francis.
4. Tourism Marketing – A Collaborative Approach (2005), Alan Fyall, Brian Garrod, Channel View.
5. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.
6. Fyall, A., & Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.
7. Kotler, P. (2006). Marketing Management. Delhi: PHI.
8. Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.
9. Neelamegham, S. (1998). Marketing in India: Cases & Readings. New Delhi: Vikas
10. Ramasamy, V.S., & Namakumar, S. (1990). Marketing Management: Planning & Control. New Delhi: Macmillan..
11. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>, P-

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	1	3	3	3
CO2	3	2	3	3	3	2	3
CO3	3	3	2	3	2	3	3
Avg	3.0	2.3	2.7	2.3	2.7	2.7	3.0

MBA (TTM) - 426: DESTINATION FAMILIARISATION VISIT - II

Credits: 04

The One-week DFV-II with 04 credits, which the students shall have to complete during the second semester, aims to create an enormous scope for the students to sojourn at the destinations for familiarisation of the five As (Attractions, Accessibility, Accommodation, Amenities & Activities) and to get acquainted with other issues hindering the development of tourism destinations to be more competitive.

The duration is one week long for the reason of providing an opportunity to the students to have an in-depth study of the functioning of destinations. This is an independent tour to be undertaken by the students to the places of interest based on nature and cultural attractions in Andhra Pradesh, Tamil Nadu, Kerala & Karnataka. The students shall prepare the itinerary and get approval from the faculty advisors.

The One-Week DFV-II is a four-credit paper with 100 marks, divided into 60 marks for the hard copy of the report and 40 marks for the presentation of the report. Each student shall have to prepare the report under the guidance of faculty advisors and submit the same to the Department with the signature of the faculty advisor and the Head of Department. The students shall have to arrange the train/bus tickets and accommodation on their own. However, the students may take suggestions from the faculty advisors to prepare an itinerary and include places of interest in the itinerary. The cost of train/bus tickets and accommodation, as per the university norms, shall be reimbursed.

The presentation will be conducted as per the following methods.

1. Participation in Planning, Designing & Executing
2. Collection of information about Destinations
3. Report writing
4. Presentation

SEMESTER III

Course Objectives:

1. To facilitate assessment of the tourism potentials of destinations and develop a foundational understanding of destination planning concepts, principles, and frameworks.
2. To familiarise with the policy, governance, and institutional frameworks influencing destination planning and assess the destination branding practices.
3. To introduce advanced analyses and research in the field of destination development endeavours.

Course Outcomes (COs):

CO1: Students would possess the knowledge to assess the tourism potential of destinations.

CO2: They will develop skill sets to prepare tourism development plans as well as marketing strategies.

CO3: While getting familiarised with destination branding, learners would be instilled with the ability to design destination development projects.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I:Destination Development: 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, Regional, and Local Tourism Planning and Development - Assessment of Tourism Potential- Planning for Sustainable Tourism Development - Contingency Planning - Demand and Supply Match - Design and Innovations - Overtourism

Unit III:Destination Image Development: Attributes of Destinations - Person's Determined Image & Destination Determined Image - Measurement of Destination Image – Destination Branding Perspectives 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 of Puducherry as a Brand.

Unit IV: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: Public Private Partnership (PPP) - UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning - Characteristics of Tourism Planning for Alternative Tourism: Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision Focus of Tourism Policy: Competitive Sustainable Destination - Destination Mapping (Practical Assignment).

REFERENCES:

1. Destination Planning and Development (2023), Rohit Manglik, EduGorilla.
2. Marketing & Managing Tourism Destinations (2023), Alastair M. Morrison, Taylor & Francis.
3. Destination Marketing and Management – Theories and Application (2011), CABI.
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6. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge.
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8. Ritchie, J. B., & Crouch, G. I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI.
9. Singh, S., Timothy, D.J. & Dowling, R.S. (2003). Tourism in Destination Communities. London: CABI.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	3	3	2	3
CO2	2	3	3	1	3	3	3
CO3	3	2	2	1	3	3	2
Avg	2.7	2.7	2.3	1.7	3.0	2.7	2.7

Course Objectives:

1. To explain the importance and practical application of sustainable tourist development ideas.
2. To explicate the principles and processes that put regenerative tourism ahead of sustainable tourism.
3. To generate interest in the significance and blueprints of renewable tourism.

Course Outcomes (COs):

CO1: To develop sustainable strategies for managing tourism destinations and businesses sustainably.

CO2: To apply various management tools and practices, such as water, waste, and energy management, and design regenerative action plans for destinations.

CO3: To preserve, promote and enforce principles of regenerative tourism by involving the local community as a key constituent along with tourists, service providers and governments as inclusive development strategies

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I:Introduction to Sustainability: Origin of Concept of Sustainable Development & Sustainable Tourism Development, Mass Tourism Vs Alternative, Major Dimensions of Sustainability, 10 R's

Unit II:Sustainable Tourism Concepts: Goals and Principles of Sustainable Tourism Development, Ecological Footprints, Types of Carrying Capacity, Sustainable Tourism Instruments: Environmental Impact Analysis, Visitor Impact Analysis, CSR

Unit III:Sustainable Tourism Development: Major Historical Milestones in Sustainable Development and Sustainable Tourism Development- Stockholm Conference 1972 - Brundtland Commission-1987, The Rio Declaration 1992 - World Conference on Sustainable Tourism 1995 - WSSD 2002, The Cape Town & Quebec Declarations-2002, GSTC, FEE's Green Key, LEED

Unit IV:Implementation of Regenerative Tourism: Understanding, Goals, Principles and Benefits, Paradigm, Purpose & Approach, Processes, Steps in Implementation, Coexistence with Destination Ecosystem, Technology and innovation,

Unit V:Inclusive Development through Regenerative Tourism: Role of Local Communities, Governments, Tourists and Tourism Service Providers, Challenges and Potential Solutions, Regenerative Tourism Destinations, the Future of Regenerative Tourism

REFERENCES:

1. Ageena, G., & Kumar, S. (2023). Regenerative tourism industry: Pathways to sustainability amid gender and environmental challenges. Emerald Publishing.
2. Bellato, L., Pollock, M., & Luloff, A. (2024). Reimagining tourism: From sustainable to regenerative. Routledge.
3. Bramwell, B., & Lane, B. (2010). Sustainable tourism: An evolving global approach. Journal of Sustainable Tourism, 1(1).
4. Edgell, D. L. (2019). Managing Sustainable Tourism . Routledge.
5. Mandić, A., Castanho, R. A., & Stankov, U. (2022). Cultural Sustainable Tourism . Springer International Publishing.
6. Middleton, V. T. C., & Hawkins, R. (1997). Sustainable tourism: A marketing perspective. Routledge.
7. Page, S., & Connell, J. (2007). Sustainable Tourism . Routledge.
8. Swarbrooke, J. (1998). Sustainable tourism management. CABI Publishing.
9. Swarbrooke, J. (1999). Sustainable Tourism Management . CABI Pub.
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11. Walker, T., Demir, E., Machnik-Kekesi, G., & Kelly, V. (2024). Sustainable Tourism . Springer International Publishing.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	2	2	3	2	2	3
CO2	2	1	2	3	3	2	3
CO3	2	2	2	3	2	2	3
Avg	2	1.7	2.0	3	2.3	2	3

Course Objectives:

1. To understand the structure and dynamics of the aviation industry, including regulatory bodies and global conventions.
2. To gain thorough insight into airline operations, airport management, airfare and ticketing systems.
3. To enable students to acquire advanced knowledge in airline reservation systems, focusing on GDS operations.

Course Outcomes (COs):

CO1: Understand global and Indian aviation structure, regulatory environment, and airline classification.

CO2: Analyse air journey anatomy, ticketing processes, airfare calculations, and airport facilities management.

CO3: Evaluate service management, computer reservation systems, and familiarise with the GDS systems.

Teaching Methodologies: Lecture, Discussion, Case studies, Role plays, and Presentations.

Unit I: Evolution and Introduction: Aviation history and global aviation environment-Open Sky Policy and Freedoms of Air-Functions and roles of International Aviation bodies-Types of airlines and aircraft manufacturers (Boeing, Airbus)-International Conventions: Chicago, Warsaw, Montreal-Licensing of air carriers, limitations of weights, and capacities

Unit II: Anatomy of Air Journey: International sales indicators and global airport codes-Types of airfares and pricing principles: MPM, TPM, EMA, EMS, HIP- Airline-designated codes-Currency regulations and special fare types

Unit III: Airport Management: Travel documentation types and check-in procedures-Classes of service and in-flight amenities- Special passenger requirements and baggage handling- Airport facilities management

Unit IV: Computer Reservation System (CRS): Ticketing, GSAs, online booking systems, and web check-in-Machine Readable Travel Documents (MRTDs)-Frequent flyer programs and miscellaneous charges (MCO, MPD)-Billing and settlement plans-Case studies: Lufthansa, Air India, Deccan Air, Kingfisher

Unit V: GDS Operations: Use of Encoding and decoding functions - Querying flight availability and selling based on availability- Elements for PNR creation in GDS, Importance of editing, retrieval-Fare display, seat assignment, and advance seating requests functions-Queue functions and miscellaneous entries and purposes.

REFERENCES:

1. Rodwell, J.F. (2010). *Essentials of Aviation Management: A Guide for Aviation Service Businesses*. Kendall Hunt Publishing Company.
2. Negi, J. (2005). *Air Travel Ticketing and Fare Construction*. Kanishka Publishers.
3. Cook, G. N., & Billig, B. G. (2017). *Airline Operations and Management*. Routledge.
4. Singh, R. (2008). *Handbook of Global Aviation Industry and Hospitality Services*. Kanishka Publishers.
5. E-Pathshala (2018). *Aviation Hospitality Learning Module*.
6. IATA Training Manual

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1	2	3	3	2
CO2	3	3	2	2	3	3	2
CO3	3	3	2	2	3	3	2
Avg	3	2.6	1.6	2	3	3	2

Course Objectives:

1. Assess personal strengths, values and goals to plan a career
2. Learn to set smart career goals and to build a continuous learning attitude
3. Enhance confidence, interview and networking skills for career advancement

Course Outcomes (COs):

CO1: Students will be able to assess their individual strengths, personal values, and long-term career aspirations to create a personalised and strategic career plan.

CO2: Students will be able to set specific, achievable career goals and a continuous learning attitude to achieve them

CO3: Improving self-confidence, mastering interview techniques, and developing effective networking skills to enhance employability and career progression.

Teaching Methodologies: Activity-based learning, Group presentations, Role plays, Mock interviews

Unit I:Self-Assessment and Career Planning: Self-assessment tools: SWOT analysis, MBTI, Holland Code- Identifying personal values and career motivators- Aligning career choices with strengths and interests - Vision and mission statements for personal growth

Unit II:Goal Setting: Enhancing Your Professional Resume- SMART goal-setting activities- Case studies of professionals with strong growth mindsets

Unit III:Interview Preparation: Pre-Interview, During Interview, Post-Interview preparation- Attitude, Body Language, Common Interview Questions, Closing the Interview & Follow-Ups - Essentials of Business Etiquette, Strategies for Building a Professional Image.

REFERENCES:

1. Lurie, A., Elko, K., & Muzio, E. G. (2012). Making It Work at Work: A Guide to Career Development and Fulfillment (Collection).
2. Reese, A. (2016). Career development: a human resource development perspective, edited by Kimberly McDonald and Linda Hite, Abingdon, Routledge, 1st edition, 2016, 200 pp., (Vol. 99, Issue 2014).
3. Richards, S. (2015). *Personal development plan: How to guide for your career, find yourself, manage your life and achieve success: Career secrets and development techniques*. CreateSpace Independent Publishing Platform
4. Minor, F. J. (2014). *Introduction to the career planning process: The career & education planning process*. Retrieved from <https://www.example.com>
5. Burnett, F. (2014). Career errors: straight talk about the steps and missteps of career development.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	1	2	1	3	2
CO2	2	3	2	1	1	3	2
CO3	2	3	2	1	2	3	2
Avg	2	3	2.5	1.3	1.3	3	2

MBA(TTM)- 535: DESTINATION FAMILIARIZATION VISIT-III

Credits: 04

The primary objective of the two-week DFV-III is to provide ample scope for studying tourism destinations from the perspective of tourist satisfaction, destination loyalty, profitability and feasibility of tourism business establishments, etc. This will help the students familiarise themselves with the 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 four-credit weightage with a 100-mark paper divided into 60 marks for the hard copy of the report and 40 marks for the presentation of the report. Each student shall have to prepare the report under the guidance of faculty advisors and submit the same to the Department with the signature of the faculty advisor and the Head of Department.

During this period, the students are expected to interact with the tourists, community members, service providers, and government tourism officials at the destinations, prepare a report as per the guidelines and make PPT presentations of the same. The students shall have to arrange the train/bus tickets and accommodation on their own. However, the students may take suggestions from the faculty advisors to prepare an itinerary and include places of interest in the itinerary. The cost of train/bus tickets and accommodation, as per the university norms, shall be reimbursed. The presentation will be conducted as per the following methods.

1. Participation in Planning, Designing & Executing
2. Collection of information about Destinations
3. Report writing
4. Presentation

MBA (TTM) – 536: INTERNSHIP

Credits: 05

Internship (05 Credits): The students of MBA (TTM) shall undergo summer training or undertake summer internship at reputed tourism and travel organisations 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 acquainted with complete functional exposures during the internship period and learn the nitty-gritty of the travel, aviation or hospitality sector/NGO/DMO/DoT. At the end of the training period, the students shall make presentations based on the training reports, which shall be submitted after the approval of 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 the external examiner and the 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. The Summer Project Report will be valued for a weightage of 60 marks, followed by the Viva-Voce Examination for 40 marks (Total 100 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).

SEMESTER IV

Course Objectives:

1. To introduce the fundamental concepts and principles of entrepreneurship with a focus on the tourism industry.
2. To develop skills necessary for identifying opportunities, creating business plans, and managing tourism enterprises effectively.
3. To encourage innovative thinking and foster entrepreneurial spirit among students for starting and sustaining tourism ventures.

Course Outcomes (COs):

CO1: Understand the entrepreneurship process and environment specific to the tourism sector.

CO2: Develop capabilities in opportunity recognition, business plan formulation, and resource mobilisation for tourism startups.

CO3: Apply knowledge of legal, financial, and operational aspects to manage and grow successful tourism enterprises.

Teaching Methodologies: Lecture, Discussion, Case studies, Guest lectures, Group projects, Role plays on entrepreneurial Idea Pitching.

Unit I:Introduction to Tourism Entrepreneurship: Concept, importance, and characteristics of entrepreneurship in tourism-Entrepreneurial mindset and role in tourism development-Types of tourism enterprises and ownership structures-Characteristics of Successful Tourism Entrepreneurs-Challenges Faced by Tourism Entrepreneurs

Unit II:Opportunity Identification and Idea Generation: Sources of business ideas in tourism-Techniques for Idea Generation-Screening and Evaluating Business Ideas-Opportunity Scanning and Market Analysis-Feasibility analysis for tourism ventures-Real-World Examples of Opportunity Identification-Capital market investments and procedures

Unit III:Business Planning and Financial Management: Business Planning-Components of a tourism business plan-Market Research and Analysis-Financing options and financial management for startups-Cost estimation, budgeting, and break-even analysis-Cost Management and Control-Capital Structure and Funding Sources-Revenue Management Strategies-Account Opening

Unit IV:Legal and Regulatory Framework: Overview of Legal Environment in Tourism Entrepreneurship-Company Registration - Licensing, permits, and compliance requirements-Taxation and Fiscal Policies-Intellectual property rights in tourism business-Regulations on Foreign Investment and Trade-Compliance and Enforcement Mechanisms - GST Regulations - Detailed Project Report

Unit V:Managing and Growing Tourism Enterprises: Strategic Planning for Tourism Businesses-Diversification of Tourism Offerings-Marketing and Branding Strategies-Customer Experience and Relationship Management-Innovation, technology adoption, and growth planning-Market Expansion and Partnership Development-Social entrepreneurship and sustainable tourism ventures - Case Studies of Enterprises and Entrepreneurs

REFERENCES

1. Kuratko, D. F. (2023). *Entrepreneurship: Theory, Process, Practice* (12th ed.). Cengage Learning.
2. Dollinger, M. J. (2023). *Entrepreneurship: Strategies and Resources*. Pearson.
3. Ritchie, J. R. B., & Crouch, G. I. (2024). *Tourism Business Frontiers*. CABI Publishing.
4. Bhatia, A. K. (2023). *Tourism Entrepreneurship*. Sterling Publishers Pvt. Ltd.
5. Journals: *International Journal of Tourism Management* and *Journal of Small Business and Entrepreneurship*.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	2	2	3	3
CO2	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3
Avg	3	2.6	3	2.6	2.3	3	3

Course Objectives:

1. Understand the concepts, frameworks, and applications of Smart Tourism in the digital era.
2. Develop knowledge of smart technologies and their role in tourism destination management.
3. Acquire skills to design and manage Smart Tourism Destinations and Services, integrating sustainability, inclusivity, and innovation.

Course Outcomes (COs):

CO1: Students will be able to apply smart digital tools and technologies to enhance tourism services and experiences.

CO2: Design and evaluate smart destination strategies integrating sustainability, community involvement, and crisis preparedness.

CO3: Demonstrate managerial skills in implementing smart solutions for travel businesses, ensuring innovation, inclusivity, and ethical practices.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Hands-on workshops

Unit I: Smart Tourism Foundations: Smart Tourism Concepts and Evolution: from e-tourism to smart ecosystems - Smart Destinations: Characteristics, framework, and governance - Physical vs. Digital vs. Smart Economy - Opportunities and challenges in Smart Tourism adoption.

Unit II: Smart Tourist and Consumer Behaviour: Smart tourists: needs, expectations, and behaviour - Online decision-making journey in Smart Tourism - Role of user-generated content, reviews, and reputation management - Smart consumer profiling & predictive analytics.

Unit III: Smart Technologies in Tourism: IoT, AI, Blockchain, AR/VR applications in tourism - Smart mobility, smart hospitality, and smart experiences - Integration of Big Data & Cloud Computing in tourism services. - Smart security, safety, and health monitoring in destinations.

Unit IV: Smart Tourism Marketing and Engagement: Smart Digital Marketing: inbound vs outbound, real-time targeting - Social media, influencer ecosystems, and community engagement - Personalisation using AI and recommender systems - Smart tourism branding and immersive storytelling.

Unit V: Smart Tourism Analytics and Sustainability: Data-driven decision-making in Smart Tourism - Smart Governance, ethics, and data privacy issues - Regenerative and sustainable tourism through smart solutions - Crisis and disaster management in smart destinations - Future trends: Metaverse tourism, Digital Twins, Smart Tourism 5.0.

REFERENCES:

1. Buhalis, D., & Amaranggana, A. (2015). Smart Tourism Destinations. Springer.
2. Xiang, Z., & Tussyadiah, I. (Eds.). (2014). Information and Communication Technologies in Tourism. Springer.
3. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). "Smart Tourism: Foundations and Developments." Electronic Markets, 25(3), 179–188.
4. Gretzel, U., Werthner, H., Koo, C., & Lamsfus, C. (2015). Conceptual Foundations for Smart Tourism Research. Springer.
5. Buhalis, D. (2019). Technology in Tourism: Smart and Ambient Intelligence Tourism. Channel View Publications.
6. Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). Smart Technologies for Personalized Experiences. Information & Communication Technologies in Tourism.
7. UNWTO (2019). Smart Tourism Destinations Report. Madrid: UNWTO.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	1	2	2	3	3	2
CO2	2	2	2	3	2	2	3
CO3	2	3	3	3	2	3	3
Avg	2	2	2.3	2.6	2.3	2.6	2.6

Project (05 Credits): Students are required to undertake a major individual piece of research work- the Project Report or Dissertation in the Fourth Semester. In contrast to the other elements of the programme, where students are guided fairly & closely, the aim of the final Project is to provide them with the opportunities to learn independently and develop confidence in identifying, defining, reflecting, and analysing problems and issues pertaining to tourism destinations, products, and activities and integrate knowledge in the business context. It is an important part of the programme that tests students' abilities to understand and apply the theory, concepts and tools of analysis to a specific gap/problem/situation in tourism management. The Project Work consists of 4 Credits. Students would present the intricacies and implications of the research during the viva-voce conducted at the end of the semester. The project is ideally intended to be a critical exposition, which affords the use of reasoning power and knowledge of the relevant literature in the fields of tourism and allied areas. The emphasis is on applied research and the investigation of some practical problem or issue related to the situation in which an organisation, destination, site or system operates.

The Project provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long, comprehensive, and in-depth study. Thus, the entire research process itself is of utmost significance. Students maintain regular contact with their supervisors and also provide drafts of their work for continuous verification and guidance. Immediately after the completion of the third semester, students shall commence the study and are required to define the area of investigation, carve out a research design, assemble relevant data, analyse the data, draw conclusions and make recommendations. They are expected to demonstrate organisational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The Project Report and Viva-Voce Examination will be evaluated by the external examiner and 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. The Project Report will be valued for a weightage of 60 marks, followed by the Viva-Voce Examination for 40 marks (Total 100 marks).

SOFTCORES

Course Objectives:

- 1.To enable students to understand the concept of personality and its importance in professional life.
2. To train students in soft skills such as communication, leadership, and teamwork.
3. To build professional etiquette, grooming, and presentation skills for the tourism and hospitality industry.

Course Outcomes (COs):

CO1: Understand personality traits, self-concept, and their impact on professional success.

CO2: Apply leadership, teamwork, and problem-solving skills in tourism contexts.

CO3: Exhibit professional etiquette, grooming, and stress management techniques.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I:Foundations of Personality Development: Meaning, nature, and importance of personality - Personality types and traits (introvert, extrovert, etc.) -Self-awareness, self-esteem, and self-motivation - Role of personality in tourism and hospitality careers

Unit II:Communication and Interpersonal Skills: Verbal and non-verbal communication skills - Listening, empathy, and assertiveness - Public speaking, group discussions, and debates - Overcoming communication barriers in professional settings

Unit III:Leadership, Teamwork, and Emotional Intelligence: Leadership styles and qualities - Building effective teams in tourism and hospitality enterprises - Emotional intelligence: understanding and managing emotions - Conflict resolution and problem-solving skills

Unit IV:Professional Etiquette, Grooming, and Stress Management: Corporate and social etiquette for tourism professionals - Grooming and presentation skills - Time management and work–life balance - Stress management techniques for high-pressure work environments

Unit V:Career Readiness and Employability Skills: Resume writing and cover letters- Interview techniques and mock interviews - Presentation skills and use of audio-visual aids

REFERENCES:

1. Hurlock, E. B. (2014). *Personality development*. McGraw Hill.
2. Robbins, S. P., & Judge, T. A. (2019). *Organizational behavior* (18th ed.). Pearson.
3. Aggarwal, R. (2018). *Soft skills and personality development*. S. Chand Publishing.
4. Mohan, K. (2016). *Developing communication skills*. Macmillan India.
5. Goleman, D. (2020). *Emotional intelligence: Why it can matter more than IQ*. Bloomsbury.

CO–PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	2	2	1	2	2
CO2	2	3	3	2	1	3	2
CO3	2	3	2	2	1	2	2
Avg	2	3	2.3	2	1	2.3	2

Course Objectives:

1. To develop a basic understanding of destination mapping concepts and their practical application in creating tourism itineraries and circuits.
2. To enable students to use simple mapping tools and techniques for planning cultural, adventure, and thematic tour packages.
3. To foster skills in destination analysis and tour planning that support sustainable and community-based tourism development.

Course Outcomes (COs):

CO1: Students will understand basic destination mapping concepts and identify the 5 A's (Attractions, Accessibility, Amenities, Activities, Accommodation) of tourist destinations.

CO2: Students will demonstrate the ability to use basic mapping tools like Google Maps and mobile apps to create tourism circuits and itineraries.

CO3: Students will analyse destinations and create practical tour packages for cultural tours, adventure tours, and eco-tourism experiences.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Hands-on mapping exercises, Field visits, Group projects, Peer reviews, and Interactive workshops

Unit I: Fundamentals of Destination Mapping: Definition and scope of destination mapping in tourism - Importance in tourism planning and management - Types of destination maps: Physical/geographical, Cultural/heritage, Thematic tourism circuits - Components of a destination: The 5 A's framework (Attractions, Accessibility, Amenities, Activities, Accommodation) - Basics of map reading: symbols, scale, legends, and interpretation

Unit II: Basic Mapping Tools and Techniques: Introduction to simple digital mapping tools (Google Maps, Google Earth, mobile apps) - Creating custom tourism maps using Google My Maps - Understanding tourist flows and seasonal patterns - Simple destination audit and resource inventory methods

Unit III: Tour Itinerary Planning and Development: Fundamentals of itinerary planning and tour packaging - Creating cultural tours: heritage sites, museums, local traditions, festivals - Designing adventure tours: trekking, wildlife, water sports, mountain activities - Planning eco-tourism experiences: nature trails, bird watching, sustainable practices - Time management, routing, and logistics in tour planning - Cost estimation and pricing basics for tour packages

Unit IV: Themed Tourism Circuits and Experience Design: Understanding tourism circuits and themed routes - Religious and pilgrimage circuit planning - Culinary tourism and food trail development - Rural and village tourism circuit design - Photography and wellness tourism experiences - Community-based tourism integration and local involvement

Unit V: Practical Applications and Case Studies - Case studies from Indian tourism circuits (Golden Triangle, Kerala Backwaters, Rajasthan Heritage Circuit, etc.) - International best practices in destination mapping - Sustainable tourism mapping and responsible travel planning - Using destination maps for tourism promotion and marketing

REFERENCES:

1. Tourism Planning and Development by Gee, Makens & Choy
2. Itinerary Planning and Tour Operations (NIOS Study Material: nios.ac.in)
3. Google My Maps Tutorial Guide (Google Support Documentation)
4. Sustainable Tourism Development Handbook (UNESCO Open Access Publication)
5. Indian Tourism Circuits and Destinations (Ministry of Tourism, Government of India)

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	3	2	2	3	3	2
CO3	3	3	3	3	2	3	3
AVG	3	3	3	2	2	3	2

Course Objectives:

1. To identify the major economic and business trends in Asia
2. To understand the importance of Asia being the largest global market to benefit from these trends
3. To reflect upon Asia's dominant role in the world's economic and business environment, with these trends

Course Outcomes (COs):

CO1: To acquire & enhance knowledge of linkages and complementarity of trends across inter and intra-regions

CO2: To analyse trends determining economic and business growth and development in different regions

CO3: To develop critical and logical thinking and apply them aptly in business decisions for profitability and social change

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Management games

Unit I:Regional Blocs and Institutions: Overview of Economic Trends in Asia, ASEAN, SCO, RCEP, SAARC, ADB, APEC – Origin & History, Current Scenario and Recent Summits – Outcomes and Resolutions, Digital Transformation, Engagement with Global, Giants—China and India, Growth Trajectories, Circular Economy in (SDG's) & Net Zero.

Unit II:Trades and Finance/Commerce: Trends in International trade – Trends in Exports and Imports of major Goods and Services – Growth of Tourism as a tradable service – Trade Deficits and Forex Reserves, Protectionism, Tariff policies & free trade agreements – South Asian Free Trade Agreement (SAFTA), Income inequality, Environmental sustainability

Unit III:Geopolitical Issues and Trends: Regional Political Alliances, Border Issues in both Land and Water, Indian Ocean and the blue economy, Travel Restrictions & Flow of Tourists – Social and Political Factors promoting or inhibiting Tourism – Frictions and cooperation among countries in facilitating tourism sector, Disaster management Strategies and Resource Sharing. Successful Case Studies of India, Vietnam, Thailand, Indonesia, Taiwan, Hong Kong

Unit IV:Business Trends and Opportunities: Intra-regional and Inter-regional Cooperation Policies, Country-wise Tax Policies promoting Businesses Integration of Digital Payments facilitating Trade and Commerce – M&A strategies and Venture Capital – Sequoia Capital, Softbank Vision Fund, etc., Global Supply Chain Integration, Promoting Local Industries and Emerging Trends in Tourism Industry.Hybrid Shopping, Omni Channel Strategies, Generational & Social Shifts

UNIT V:Internship and Capstone Project Work**REFERENCES:**

1. Chang, H.-J. (2006). The East Asian development experience: The miracle, the crisis and the future. Zed Books.
2. Das, G. (2002). India unbound: From independence to the global information age. Penguin Books India.
3. Hoebeke, D. W. (2019). Economic development in Asia (3rd ed.). Routledge.
4. Kaplan, R. D. (2014). Asia's cauldron: The South China Sea and the end of a stable Pacific. Random House.
5. Khanna, P. (2019). The future is Asian: Commerce, conflict and culture in the 21st century. Simon & Schuster.
6. O'Brien, R., & Williams, M. (2016). Global political economy: Evolution and dynamics (5th ed.). Palgrave Macmillan.
7. Studwell, J. (2007). Asian godfathers: Money and power in Hong Kong and Southeast Asia. Atlantic Books.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	2	2	3	3	2
CO3	3	3	3	3	2	3	3
Avg	3	2.3	2.3	2.3	2.3	3	2.3

MBA (TTM) - S105: ENTREPRENEURSHIP & GREEN COMPETENCIES FOR GREENING & SUSTAINABLE TOURISM BUSINESS

Credits: 03

Course Objectives:

1. To analyse the role of entrepreneurship in promoting sustainable tourism practices.
2. To identify and define key green competencies essential for sustainable tourism development.
3. To explore case studies or best practices of green and sustainable tourism businesses and gain an acquaintance with strategies & policy interventions for fostering green entrepreneurship in tourism.

Course Outcomes (COs):

CO1: Demonstrate understanding of sustainability principles and their application within the domain of tourism entrepreneurship, including environmental, social, and economic dimensions.

CO2: Apply entrepreneurial skills to identify, design, and develop sustainable tourism business models that align with the circular economy and low-impact practices.

CO3: Evaluate tourism operations for environmental performance, and recommend green innovations or practices that reduce ecological footprints and develop know-how on the delivery of eco-friendly immersion experiences via the incorporation of greening attributes.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Understanding Entrepreneurship and Sustainable Tourism: Introduction to Entrepreneurship - Definition and concept of entrepreneurship - Role of Entrepreneurship in Socio-cultural and Economic Development - Role of Creativity & Innovations in Travel & Tourism Businesses. - Tourism and environmental sustainability - Entrepreneurship in the Tourism Context - Challenges in Sustainable Tourism Entrepreneurship - Case Studies and Best Practices.

Unit II: Green Competencies and Responsible Business Practices: Green skills and competencies for entrepreneurs - Environmental ethics in tourism business - Ecological Attributes - Sustainable Development Goals - Pollution control - Ecological Foot Prints- Mass Tourism vs Ecotourism - Role of eco-certifications and environmental standards (e.g., ISO, GSTC) - CSR in tourism and hospitality - Carrying Capacity - Alternative Tourism - Responsible Ecotourism - Community Participation - Ecotourism Projects - Case Studies on Periyar Tiger Reserve and NP - Ranthambore National Park, Sunderbans, Thenmala Ecotourism Project, Kruger National Park, South Africa. Serengiti NP, Tanzania – Maasai Mara Reserve, Kenya.

Unit III: Business Planning and Environmental Management: Sustainable business planning process. Circular Economy - Environmental Management Systems (EMS) Major Dimensions of Sustainability - 10 R's - Efficacy of planning and controlled development in tourism - Policy making and implications for sustainable tourism - Role of National Green Tribunal- Sustainable Hospitality Alliance and best practices - Case studies of Ecotels - Visitor Management Strategies - Sustainable Agriculture and Farm Tourism - Land use planning – Zoning - Solid waste management - Bio-cultural regions - Implications of Greenwashing - Resource-efficient operations (water, waste, energy) - Start-ups and Knowledge Hubs.

Unit IV: Socio-Cultural Dimensions; Risk and Policy Frameworks for Green Entrepreneurship: Risk management in green businesses - Growth, scaling, and exit strategies- Government policies, subsidies, and startup schemes (e.g., Startup India, MSME) - Environmental policy compliance under SEBI & BRSR - Socio-economic, religious, and political influences on sustainability - Community engagement in tourism Impact Analysis- EIA - Performance Indicators: Sustainability Accreditations, Certifications and Standards – Benchmarking Best Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNEP, IUCN - Departments of Forest and Environment, Government of India- Consultancies - Case studies of failures and successes in green tourism.

Unit V: Internship & Project Work: Exposure to real-world planning and strategic development of greening initiatives for sustainable tourism - SWOT analysis - Greening considerations and approaches in Tourism Entrepreneurship for Sustainable Development - Sustainable Management of Tourism and Hospitality ventures - Innovation and Creativity adoption by tourism entrepreneurs for green projects.

REFERENCES:

1. The Emerald Handbook of Entrepreneurship in Tourism, Travel, and Hospitality – Skills for Successful Ventures (2018), Marios Sotiriadis, Emerald Publishing Limited,.
2. Greening Our Economy for a Sustainable Future (2024), Ercan Ozen, Kiran Sood, Rebecca Emily, Simon Grime, Elsevier.
3. Greening Business - Research, Theory and Practice (2012), Ian Worthington, OUP.
4. Rural Tourism and Sustainable Business (2005), Derek R. Hall, Irene Kirkpatrick, Morag Mitchell, Channel View.
5. Tourism in the Green Economy (2015), Keith Wikes, Maharaj Vijay Reddy, Taylor & Francis.
6. Competence-Based Innovation in Hospitality and Tourism (2016), Harald Pechlaner, Taylor & Francis.

7. Schaper, M. (Ed.). (2016). Making Ecopreneurs: Developing Sustainable Entrepreneurship. Routledge.
8. NITI Aayog. (2022). India's Green Economy: Progress and Pathways.

CO -PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	2	2	3	2
CO2	2	3	3	3	2	2	3
CO3	3	2	3	2	3	3	3
Avg	2.7	2.3	3.0	2.3	2.3	2.7	2.7

Course Objectives:

1. To provide an understanding of the global cruise tourism industry, its structure, and growth.
2. To familiarise students with itineraries, destinations, and cruise market segmentation.
3. To prepare students for careers in cruise line management and allied services.

Course Outcomes (COs):

CO1: Explain the evolution, scope, and significance of cruise tourism.

CO2: Demonstrate knowledge of cruise operations, onboard services, and safety procedures.

CO3: Analyse global cruise markets, itineraries, and emerging destinations

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Introduction to Cruise Tourism: Concept and history of cruise tourism - Types of cruises: luxury, expedition, river, adventure, theme-based - Contribution of cruise tourism to global tourism economy

Unit II: Cruise Operations and Management: Structure of cruise lines and fleet management - Onboard departments: hotel operations, food & beverage, entertainment, housekeeping- Safety, health, and security on cruises (SOLAS, MARPOL regulations)

Unit III: Cruise Destinations and Itineraries: Major cruise regions: Caribbean, Mediterranean, Alaska, Asia-Pacific, Indian Ocean - Cruise itineraries and shore excursion planning - Role of destinations in shaping passenger experiences

Unit IV: Cruise Marketing and Customer Experience: Market segmentation: luxury, mass-market, niche cruises - Branding and positioning strategies of leading cruise lines - Guest experience management: entertainment, wellness, culinary tourism

Unit V: Contemporary Issues and Future of Cruise Tourism: Environmental concerns and sustainable cruise practices - Crisis management in cruise tourism (COVID-19, accidents, geopolitical risks) - Emerging trends: river cruises, expedition cruises, Asian cruise market growth

REFERENCES:

1. Dowling, R. K. (Ed.). (2020). *Cruise ship tourism* (3rd ed.). CABI.
2. Papathanassis, A. (2011). *The long tail of tourism: Holiday niches and their impact on mainstream tourism*. Springer.
3. Gibson, P. (2012). *Cruise operations management*. Routledge.
4. Holloway, J. C., Humphreys, C., & Davidson, R. (2016). *The business of tourism* (10th ed.). Pearson.
5. Vukonić, B., & Cavlek, N. (2001). *Tourism and recreation*. Pergamon.

CO - PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	2	2	3	3	2
CO3	3	2	2	3	3	3	3
Avg	3	2	2	2.3	2.6	3	2.3

Course Objectives:

1. To develop a foundational understanding of the concepts, dimensions, and significance of tourist experiences in the contemporary tourism landscape.
2. To analyse the process of designing, staging, and managing memorable and transformative experiences for diverse tourist segments.
3. To equip students with the tools and frameworks to evaluate experience quality, manage operational challenges, and leverage technology for enhanced experience delivery.

Course Outcomes (COs):

CO1: Students will be able to deconstruct and analyse the core components and touchpoints of a tourist experience.

CO2: They will develop the skill sets to design and blueprint a thematic, immersive tourist experience for a specific target market.

CO3: Learners will be instilled with the ability to manage and evaluate the quality of an experience, applying principles of co-creation and service recovery.

Teaching Methodologies: Lecture, Discussion, Case Studies, Fieldwork, Experience Audits, Guest Lectures from Experience Designers, and Prototyping Workshops.

Unit I: Foundations of Tourist Experiences: The Evolution from Service to Experience - The Experience Economy (Pine & Gilmore) - Types of Tourist Experiences (4Es: Education, Esthetics, Escape, Entertainment) - Characteristics of Memorable Experiences - The Role of Emotion and Meaning.

Unit II: Designing Experiential Touchpoints: The Experience Pyramid - Scripting and Staging Experiences - Theming and Thematic Integrity - The Role of Sensory Cues (Sensory Marketing) - Human Interaction and the Role of the "Experience Stager" - Introduction to Experience Blueprinting.

Unit III: Co-Creation and Personalisation: The Tourist as a Co-Creator of Value - Facilitating Co-Creation Opportunities - Customer Journeys and Moments of Truth - Data-Driven Personalisation - Managing Customer Input - Challenges of Co-Creation.

Unit IV: Experience Quality and Management: Measuring Experience Quality - Tools for Evaluation: NPS, Sentiment Analysis, Mystery Shopping - The Expectation-Confirmation Model - Managing Operational Flows and Capacity - Handling Experience Disruptions and Recovery Strategies.

Unit V: Contemporary Issues and The Future: Technology-Enhanced Experiences: AR/VR, AI, and Interactive Installations - Ethical Experiences: Overtourism, Authenticity, and Commodification - Dark Tourism - The Future of Experiential Travel: Hyper-Personalisation and Transformative Travel.

REFERENCES:

1. Pine, B. J., & Gilmore, J. H. (2011). *The Experience Economy*. Harvard Business Review Press.
2. Morgan, M., Lugosi, P., & Ritchie, B. W. (2010). *The Tourism and Leisure Experience: Consumer and Managerial Perspectives*. Channel View Publications.
3. Schmitt, B. H. (2011). *Experience Marketing: Concepts, Frameworks and Consumer Insights*. Now Publishers.
4. Tung, V. W. S., & Ritchie, J. R. B. (2011). *Exploring the Essence of Memorable Tourism Experiences*. Annals of Tourism Research.
5. Prahalad, C. K., & Ramaswamy, V. (2004). *The Future of Competition: Co-Creating Unique Value with Customers*. Harvard Business School Press.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	3	2	2	3	2
CO3	2	3	2	2	2	3	3
Avg	2.7	2.3	2.3	2	2	3	2.3

Course Objectives:

1. To introduce learners to fundamental macro & micro economic principles and their relationship to tourism and economics.
2. To clarify doubts of students on the current socio-cultural, economic, and environmental consequences on tourism industries.
3. To train the students how to use economic instruments to make managerial decisions.

Course Outcomes (COs):

CO1: To analyse the impact of socio-economic, political, and legal trends and government policies on tourism business operations in India.

CO2: To evaluate the business strategies formulated by international tourism organisations and trade blocs in shaping the future of the global tourism business environment

CO3: To apply knowledge to making business environmental analysis and to critically examine tourism business issues and challenges, and to evolve relevant solutions for it

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Management games

Unit I: Microeconomic Instruments: Law of Demand & Supply-Elasticity of Demand and Supply- Law of Diminishing Marginal Utility- Concept of Cost- Law of Variable Proportions - Returns to Scale - Break-Even Analysis - Different Market Structures & Pricing Strategies.

Unit II: Macroeconomic Instruments: Circular Flow of Economy in Different Economic Systems- National Income Analysis: GDP- GNP- Per Capita Income-Balance of Payment - Multiplier Effects-Business Cycles- Fiscal and Monetary Policies.

Unit III: Trade Policies and Blocs: FEMA- GATT-MRTP-GST, the Roles of General Agreement on Tariffs and Trade (GATT) in Tourism- Vikishit and Atmanirbhar Bharta- SWACHATA Tourism, Public-Private Participation (PPP)-Competitive Structure of Tourism Industries-Strategic Tourism Business Management-Tourism Business Ethics and Corporate Governance-Social Responsibilities of Business- International Trade Blocs: ASEAN, SCO, RCEP, SAARC, ADB, APEC, BRICS.

Unit IV: Impacts of Tourism Business Environment: Growth of Tourism Business During Post Liberalization & Post Globalization Period- Highlights of National Tourism Policy-2022 - Roles of NITI AYOGE in Tourism Development, FICCI & CII for Tourism Development- Displacement Effect-Costs and Benefits of Tourism Development to Local Community- Environmental Economics- Circular Economy, Net Zero - Commercial and Legal frameworks in Tourism Business

Unit V: Investment Initiatives & Opportunities in Tourism in India: Mega Tourism Projects, Schemes, Programmes of Ministry of Tourism, Government of India (Innovation & Start-Ups in Tourism (Successful and Failed)-Foreign Direct Investment (FDIs) and Foreign Institutional Investment in Tourism in India.

REFERENCES:

1. Dixit, S. K. (2007). Tourism and economics. New Delhi: New Age International Publishers.
2. Mukhopadhyay, S. (2007). Tourism economics. New Delhi: ANE Books.
3. Bull, A. (1995). The economics of travel and tourism (2nd ed.). Harlow: Longman.
4. Candela, G., & Figini, P. (2012). The economics of tourism destinations. Berlin, Heidelberg: Springer.
5. Dholakia, R. H., & Oza, A. L. (2006). Microeconomics for management. New Delhi: Oxford University Press.
6. Mankiw, N. G. (2019). Macroeconomics (10th ed.). New York: Worth Publishers.
7. Tribe, J. (2016). The economics of recreation, leisure and tourism (5th ed.). London & New York: Routledge.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	3
CO2	3	2	3	2	2	3	2
CO3	3	2	3	2	3	3	2
Avg	3	2	2.7	2.3	2.3	3	2.3

Course Objectives:

1. To provide foundational knowledge of accounting principles with a focus on tourism and hospitality business environments.
2. To develop practical skills in recording, analysing, and interpreting financial transactions specific to tourism enterprises.
3. To enable students to use accounting information for operational and strategic decision-making in the tourism industry.

Course Outcomes (COs):

CO1: Understand and apply accounting concepts, principles, and the regulatory framework relevant to tourism businesses.

CO2: Develop proficiency in preparing and interpreting books of accounts, financial statements, and reports tailored to tourism enterprises.

CO3: Utilise accounting data to analyse financial performance, budgeting, and cost control for effective tourism business management.

Teaching Methodologies: Lecture, Case studies, Practical exercises, Group discussions, Use of accounting software and spreadsheets.

Unit I: Introduction to Accounting in Tourism Business: Importance and nature of accounting in the tourism and hospitality sector- Basic accounting concepts and principles-Accounting cycle for tourism business-Overview of tourism business types and their accounting requirements-Accounting Information System-Types of Accounts

Unit II: Recording Financial Transactions: Transaction Identification-Source Documents-Books of prime entry: journals and subsidiary books-Ledger posting and preparation of the trial balance-Practical exercises on tourism-related transactions (hotel bookings, tour packages, event management)

Unit III: Preparation of Financial Statements: Construction of the income statement and balance sheet for tourism enterprises-Accounting for revenue streams specific to tourism-Treatment of fixed assets, depreciation, and liabilities in tourism firms-Practical case analysis and problem-solving

Unit IV: Costing and Budgeting in Tourism Business: Basics of cost accounting applicable to tourism operations-Cost classification (fixed, variable, direct, indirect) in the tourism context-Preparation and control of budgets-Tools for cost control in tourism service delivery

Unit V: Contemporary Trends and Accounting Technology in Tourism: Use of digital accounting tools and software in tourism businesses-Accounting for tourism, e-commerce and online transactions-Financial analysis and forecasting for tourism demand fluctuations-Introduction to sustainability accounting and reporting in tourism

REFERENCES:

1. Bhattacharya, S.K., & Dearden, J. (2023). Accounting for Managers: Concepts and Applications. Pearson.
2. Gopalakrishnan, V. (2024). Accounting and Financial Management for Tourism and Hospitality. Sage Publications.
3. Horngren, C.T., Sundem, G.L., & Elliott, J. (2022). Introduction to Financial Accounting. Pearson.
4. Tourism Accounting and Financial Management, Journal of Tourism Finance and Accounting.
5. Jain, P.K. (2023). Costing and Budgeting in Service Industries. McGraw-Hill Education.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	2	2	1	1	2	1
CO2	3	2	3	2	2	3	2
CO3	3	3	3	3	2	3	3
Avg	2.6	2.3	2.6	2	1.6	2.6	2

Course Objectives:

1. Identify and analyse the roles, importance, and influence of various stakeholders within the tourism ecosystem
2. Apply principles of resilience and smart tourism to stakeholder management.
3. Design stakeholder engagement plans, strategies and models suitable for the region using participatory methods, technology and innovation.

Course Outcomes (COs):

CO1: Learners will gain the ability to explore and interpret various models and frameworks that support collaborative stakeholder engagement

CO2: Students will develop the competence to incorporate resilience-building and smart tourism concepts into effective stakeholder management practices.

CO3: Participants will be equipped to formulate context-specific stakeholder engagement strategies that integrate participatory approaches, technological tools, and innovative solutions

Teaching Methodologies: Interactive Lectures, Regional Planning Simulations, Role-Playing and Scenario-Based Learning

Unit I: Introduction to Stakeholder Engagement in Tourism: Definition and classification of stakeholders in tourism-Roles and responsibilities of stakeholders-Theoretical perspectives on stakeholders in tourism management-Stakeholder theory and engagement spectrum- Case studies: Successful collaborative destination/ business development and marketing

Unit II: Inclusive Business approach in tourism: Dimensions of Inclusivity in tourism - gender, accessibility, cultural sensitivity and community engagements-Role of partnership in promoting inclusivity in tourism-Stakeholder engagements in sustainable tourism development-Ethical considerations in tourism stakeholder engagements -Importance of collaborative governance in tourism-Ethical concerns, engagement, and collaborations

Unit III: Designing Stakeholder Engagement Strategies: Stakeholder Engagement planning process- Step-by-step stakeholder engagement strategy development-Policy frameworks and international best practices (UNWTO, GSTC) - Mapping and analysing stakeholders using the Stakeholder Matrix and the Power-Interest Grid - Role play and simulation: Building stakeholder consensus

Unit IV: Smart and resilient tourism through stakeholder collaborations and partnerships: Indicators of effective collaboration and resilience -Resilience building through collaborative planning- Engaging stakeholders during crises: communication and coordination -Building adaptive capacity and resilience in tourism communities through collaboration -Recovery frameworks and resilience planning

Unit V: Applied Stakeholder Engagement: Critical Evaluation for Tourism: Real-world stakeholder collaboration initiatives - Stakeholder engagement plan for a smart and resilient tourism initiative across major destinations-Stakeholder mapping, engagement strategy, governance model, risk management, and technology integration-SWOT analysis - Conflict Resolution and Negotiation Techniques

REFERENCES:

1. Spadaro, I., Pirlone, F., Bruno, F., Saba, G., Poggio, B., & Bruzzone, S. (2023). Stakeholder Participation in Planning of a Sustainable and Competitive Tourism Destination: The Genoa Integrated Action Plan. *Sustainability*, 15(6), 5005. <https://doi.org/10.3390/su1506500>
2. Boom, S., Weijsschede, J., Melissen, F., Koens, K., & Mayer, I. (2020). Identifying stakeholder perspectives and worldviews on sustainable urban tourism development using a Q-sort methodology. *Current Issues in Tourism*, 24(4), 520–535. <https://doi.org/10.1080/13683500.2020.1722076>.
3. Victoria M. Waligo, Jackie Clarke, Rebecca Hawkins, Implementing sustainable tourism: A multi-stakeholder involvement management framework, *Tourism Management*, Volume 36, 2013, Pages 342-353, ISSN 0261-5177, <https://doi.org/10.1016/j.tourman.2012.10.008>.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	3	3	2	3	2
CO3	3	2	3	3	2	3	2
Avg	3	2	3	3	2	3	3

Course Objectives:

1. To introduce fundamental concepts of business analytics focused on strategic decision-making in tourism and hospitality businesses.
2. To develop analytical thinking and skills in applying descriptive and predictive models to tourism business challenges.
3. To enable students to interpret business intelligence for enhancing marketing, customer experience, and operational efficiency in tourism enterprises.

Course Outcomes (COs):

CO1: Understand business analytics frameworks and strategic tourism business analysis tools.

CO2: Apply descriptive and predictive analytics techniques to analyse tourism market trends and customer behaviour.

CO3: Formulate data-driven strategies for marketing, pricing, and service optimisation in tourism.

Teaching Methodologies: Lecture, Discussion, Case studies on tourism market analytics, Hands-on workshops on dashboard creation, Group projects

Unit I: Foundations of Business Analytics: Role of business analytics in tourism and hospitality sectors-Business intelligence concepts and systems-Data Collection and Management-Data Processing and Cleaning- Diagnostic Analytics- Analytics lifecycle and decision-making framework-Statistical analysis software

Unit II: Descriptive Analytics and Dashboarding: Data summarisation and visualisation techniques-Dashboard tools: Tableau, Power BI applications in tourism-Key performance indicators (KPIs) for tourism business metrics

Unit III: Predictive Analytics for Business Decisions: ARIMA for forecasting tourism demand and revenue, Classification techniques for customer profiling and segmentation- ARCH & GARCH models to identify seasonality and trends in tourism

Unit IV: Prescriptive Analytics and Optimisation: Prescriptive models and optimisation techniques for resource allocation, Marketing mix modelling for campaign effectiveness, Simulation and scenario analysis in tourism business planning

Unit V: Business Analytics Applications in Tourism: Case studies: Market segmentation, customer lifetime value analysis, Pricing strategies driven by analytics insights, Enhancing service quality and customer experience using analytics

REFERENCES:

1. Sharda, R., Delen, D., & Turban, E. (2023). *Business Intelligence and Analytics: Systems for Decision Support* (11th ed.). Pearson.
2. Everson, M. (2024). *Strategic Analytics for Tourism and Hospitality*. Routledge.
3. Powers, D. M. W. (2022). *Applied Market Segmentation*. Springer.
4. Tourism Marketing Analytics, *Journal of Travel Research*, Elsevier

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	2	2	3	3
CO2	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3
Avg	3	2.6	3	2.6	2.3	3	3

Course Objectives:

1. Understand the concept and significance of inclusive tourism from a business and social perspective.
2. Analyse tourism models that integrate social, cultural, and economic inclusion
3. Develop business plans that address inclusivity across different traveller segments.

Course Outcomes (COs):

CO1: Demonstrate a comprehensive understanding of the principles, significance, and impact of inclusive tourism in both business and social contexts.

CO2: Critically analyse and compare diverse models of inclusive tourism, identifying their strengths, challenges, and applicability in various contexts.

CO3: Develop and present practical business plans or tourism initiatives that address the needs of diverse traveller segments, promoting accessibility and inclusion

Teaching Methodologies: Lecture-Case Study-Group Discussions and Debates

Unit I: Foundations of Inclusive Tourism: Introduction to inclusive tourism: Concepts, scope, and global importance- UNWTO, SDGs, and ethical tourism frameworks - Types of exclusion in tourism -The scope of Inclusion - The reason for inclusion—2030 agenda for inclusion

Unit II: Principles of Inclusive Tourism: Inclusive innovation in the tourism sector - Guidelines for development of Inclusive Tourism- Inclusive marketing strategies and ethics

Unit III: Dimensions of Inclusion in Tourism: Persons with Disabilities- Elderly Tourists-Women Travelers- LGBTQIA+ - Children and Families with Young Kids-Low-Income Travelers- Culturally and Linguistically Diverse Travelers- Rural and Indigenous Communities

Unit IV: Different models of inclusion: Universal Design Model- Community-Based Tourism (CBT) Model- Pro-Poor Tourism Model- Accessible Tourism Model- Inclusive Business Model

Unit V: Case studies: Barcelona, Spain: Model city for accessible tourism, Kerala, India: Responsible Tourism Mission includes local women and differently-abled guides, TravelUnity (USA): Promoting diversity and inclusion in travel through certification

REFERENCES:

1. Buhalis, D., & Darcy, S. (2011). *Accessible tourism: Concepts and issues*. Channel View Publications.
2. Richards, G., & Hall, D. (2000). *Tourism and sustainable community development*. Routledge.
3. United Nations World Tourism Organization (UNWTO). (2016). *Manual on accessible tourism for all: Principles, tools and best practices*. UNWTO. <https://www.unwto.org>
4. Darcy, S., & Buhalis, D. (2011). *Introduction: From disabled tourists to accessible tourism*. In D. Buhalis & S. Darcy (Eds.), *Accessible tourism: Concepts and issues* (pp. 1–20). Channel View Publications.
5. World Tourism Organization (UNWTO). (2020). *One planet vision for a responsible recovery of the tourism sector*. <https://www.unwto.org/oneplanet-responsible-recovery>
6. Richards, S. (2015). *Personal development plan: How to guide for your career, find yourself, manage your life and achieve success: Career secrets and development techniques*. CreateSpace Independent Publishing Platform.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	1	3	3	2	3	3
CO2	3	2	3	3	2	3	3
CO3	3	2	3	3	2	3	3
Avg	3	2.5	3	3	2	3	3

Course Objectives:

- 1.To provide a comprehensive understanding of Travel Journalism and its role in tourism promotion and familiarise with ethical and professional standards, including objectivity, accuracy, and responsible reporting.
- 2.To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.
3. To expose the students to the nitty-gritty of travel blogging and E-documentation of tourism destinations.

Course Outcomes (COs):

CO1:Learners would develop a sound understanding of travel journalism and its role in tourism promotion.

CO2: Students shall be equipped with the practical skills and capabilities of travel writing as well as the dynamics of making travelogues.

CO3: Learners would master the essential skills of travel writing, photography, and content creation for diverse media platforms and get exposed to the trends and practices in travel blogging and E-documentation of tourism destinations.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I:Introduction to Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books – Travel journalism and the Internet - Researching and Approaching Markets - Travel Books: Guide Books, Accommodation Guides, Business Travel Guides, Coffee Table Books, Autobiographical Tales, Anthologies - FAM Tour & Press trips.

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 - Organising research material-The importance of specialising.

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:Portraying 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:

1. Travel Journalism Informing Tourists in the Digital Age (2018), Bryan Pirolli, Taylor & Francis.
2. Travel Journalism - Exploring Production, Impact and Culture (2014), FursichE.,FolkerHanusch, Palgrave Macmillan.
3. Travel Journalism and Travel Media Identities, Places and Imaginings (2020), Ben Cocking, Palgrave Macmillan.
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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	1	3	2	3	1	3
CO2	2	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2
Avg	2.3	2.3	3.0	2.7	3.0	2.3	2.7

Course Objectives:

- 1.To understand the ethical foundations and legal framework governing sustainable tourism in India.
2. To identify key regulations and compliance requirements for tourism businesses.
3. To develop strategies for implementing sustainable and legally compliant tourism operations.

Course Outcomes (COs):

- CO1:** Students will be able to apply ethical principles to tourism business decisions.
- CO2:** They will demonstrate knowledge of essential Indian laws affecting tourism operations.
- CO3:** Learners will develop compliance checklists for sustainable tourism businesses.

Teaching Methodologies: Case studies, Legal document analysis, Field visits, and Guest lectures from industry experts.

Unit I:Ethical Foundations & Legal Framework: Ethics in Tourism: Principles and Significance - Business Ethics Theories - Motivation and Ethical Decision-making - Sources of Tourism Laws - Overview of Commercial and Company Laws relevant to Tourism.

Unit II:Hospitality & Tourist Regulations: Ministry of Tourism Guidelines: Hotel Classification, Hygiene Standards - Food Safety and Standards Act (FSSAI) - Incredible India B&B Scheme - Foreigners Act & Registration Rules - Visa Regulations - Passport Act.

Unit III:Environmental Compliance: Environment Protection Act - Wildlife Protection Act - Forest Conservation Act - Coastal Regulation Zone (CRZ) Norms - Restricted Area Permits for Foreign Tourists - Sustainable Tourism Practices.

Unit IV:Consumer Protection & Financial Regulations: Consumer Protection Act 2019 - Travel Insurance Regulations - GST for Tourism Services - FEMA Regulations for Tourism Businesses - Right to Information Act - Heritage Protection Laws.

Unit V:Transport & International Regulations: Carriage by Air Act - DGCA Regulations for Passenger Rights - Surface Transport Laws - UNWTO Global Code of Ethics for Tourism - ICAO Standards - Sustainable Transport Practices.

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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	2	1	3	1	1	3
CO2	2	1	1	3	2	2	3
CO3	2	1	1	3	2	2	3
Avg	2	1.3	1	3	1.7	1.7	3

Course Objectives:

1. To develop a theoretical understanding of selling techniques and negotiation principles in tourism operations.
2. To build practical competence in communication, persuasion, and closing sales.
3. To integrate ethical and customer-oriented practices in tourism sales management.

Course Outcomes (COs):

- CO1:** Apply negotiation strategies to real-world tourism contexts, including dealing with customers, suppliers, and stakeholders.
- CO2:** Analyse sales and negotiation challenges in tourism using case studies, and propose innovative, ethical, and sustainable solutions.
- CO3:** Demonstrate effective communication and persuasion skills in sales situations, incorporating cross-cultural sensitivity relevant to tourism operations.

Teaching Methodology: Lecture, Discussion, Case studies, Presentation, Role plays, project, workshop, field visits

Unit I: Fundamentals of selling: Concept Framework of selling - Role of selling in travel & tour operations - Consumer buying behaviour in tourism - Sales process stages: Prospecting, Pre-approach, Approach, Presentation, Handling objections, Closing & Follow-up – Theoretical Models: AIDA model, SPIN selling, relationship selling - Ethics in selling and service orientation in tourism

Unit II: Communication & Persuasion: Verbal and non-verbal communication in selling - Active listening & questioning techniques - Building rapport with clients – Persuasion Theories: Cialdini's principle of influence, Elaboration Likelihood Model - Cross-cultural & Intercultural communication in tourism – Role of digital communication: emails, CRM tools, virtual presentations

Unit III: Principles of Negotiation: Nature and scope of negotiation in tourism business - Negotiation styles: Distributive vs. Integrative – Theories: Game Theory, Principled Negotiation (Harvard Model), Behavioural Approaches – Stages of Negotiation Process - Power dynamics: BATNA (Best Alternative to a Negotiated Agreement) – Conflict management: Strategies, Collaboration, Compromise, Avoidance, Competition

Unit IV: Selling & Negotiation in Tour Operations: Selling tour packages (FIT & GIT), MICE, airline tickets, hotel inventory - Negotiating with suppliers: hotels, transport providers, guides, DMCs - Contracting and rate agreement in inbound/outbound tours - CRM and relationship marketing in tour operations – Handling objections, complaints, service recovery in negotiation - B2B & B2C negotiation practices

Unit V: Advanced Sales Techniques & Contemporary Issues: Strategic selling: Key account management, Consultative selling - Digital selling and technology, Mediated negotiations: e-negotiation, virtual collaboration tools – Use of AI, Chatbots, Data-driven Tools in sales - Ethics, sustainability, and responsible selling practices - Future trajectories: Global Trends, Technological disruptions and customer expectations.

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3. Schiffman, L. G., & Wisenblit, J. L. (2019). Consumer Behavior. Pearson.
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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	2	2	1	3	2
CO2	2	2	3	3	1	3	3
CO3	2	3	2	2	1	2	3
Avg	3	2.7	2.3	2.3	1	2.7	2.7

PROGRAM-SPECIFIC SOFTCORES

Course Objectives:

1. To understand the dynamic processes of designing various package tours with distinctive features and appeals.
2. To delve into innovative package tours with inclusion and exclusion of elements of services, unique selling features and minimisation of cost for better profit margin.
3. To gain a competitive advantage in making bumper sales of package tours by undertaking promotional measures.

Course Outcomes (COs):

CO1: To acquire advanced skills and competencies to conceptualise and develop package tours in many common and special interest areas seamlessly.

CO2: To establish better coordination with vendors of services for a better deal for premium service and net profit margin.

CO3: To explore new tourism destinations through familiarisation tours and feedback analysis for foraying into new markets and enhancing capacities for handling large markets through promotional measures.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Management games.

Unit I:Tour Designing Process: Tour Formulation and Designing Process, Importance, Benefits and Scope of Tour Packaging, Classifications of Tour Packages, Components of Package Tours, Call for Quotations, Criteria for Finalisation of Quotation, Tour Packaging Designed for FITs & GITs– SITs

Unit II:Package Tour Mechanics: Management of Pre-Tour, Ground Operation & Post-Tour, Relationship Management with Retailers, Wholesalers and Principal Service Providers, Operation of Package Tour.

Unit III:Booking and Costing: Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies, Fund and Revenue Management, Use of Latest Software: Peek Pro, Travelopro, and Trawex,

Unit IV:Developing Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Vendors of Services, Discussions with Tour Leader, Guide, Driver & Transporter and Share of Tour Itinerary and Vouchers for Vendors, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Do's and Don'ts of Sightseeing, Use of Software: Rezdy, Peek Pro, Sembark Travel CRM, and Toogo

Unit V:Promotion and Operation: Participation in Tour & Travel Fair, Promotion Contents, Social Media Marketing, FAM Tours,Crisis Management Strategies, Analysis of Guest Feedback, Use of Travel apps

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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	1	2	3	1
CO2	2	3	2	1	2	3	1
CO3	3	2	3	1	2	3	1
Avg	2.7	2.3	2.3	1	2	3	1

Course Objectives:

1. To understand the fundamentals of tour itinerary planning and preparation for FITs and GITs
2. To explain the structure and types of tour itineraries, with programming activities, selecting modes of transportation, and arranging accommodations.
3. To make a careful analysis of the dos and don'ts of itinerary planning

Course Outcomes (COs):

CO1: To design personalised/tailored itineraries to cater to the specific needs, tastes, and interests of different travellers or tourist groups

CO2: To enable and empower the students to draw short-haul and long-haul itinerary flawlessly, by reducing package tour costs and adding value to the experiences.

CO3: To be adaptable to the latest technologies for drawing customised or ready-made itineraries more logically.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Management games.

Unit I: Itinerary Planning: Objective Settings, Defining the Purpose and Goals of a Tour, Types of Itineraries - Resources and Key Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation. Budgeting and Costing, Sustainable Development Goals, Green Marketing, Responsibility of Tourists in Preparation of Itineraries,

Unit II: Issues with Itinerary Preparation: Poor Infrastructure (Transport, Accommodation, Connectivity), Frontier Formalities, Delay in Licensing, Shortages of Skilled Staff, Operational Bottlenecks, Capacity Constraints, Rising Costs due to Inflation, Geopolitical Disruption, Climate Change, Technology Adoption, and Strict Sustainable Tourism Practices.

Unit III: Inbound Tour Itineraries: Inclusion and Exclusion of Services, Guest-Centric Planning, Desired Activities Local Knowledge & Expertise, Local Supplier Relationships, On-ground Support, Model Itineraries for Golden Triangle of India, Buddhist Tours in India, Wildlife Tours in India, Heritage Tour of Rajasthan and Gujarat, Temples Tours of Tamil Nadu, Tea Garden Tours in Northeastern India, Culinary Tours in Tamil Nadu, Ayurvedic Tourism Tours in Kerala, Tribal Tours of Odisha, Chhattisgarh and Madhya Pradesh, Textile Tour of India, Handicrafts Tours of India, & Yoga Tours of India

Unit IV: Outbound Itineraries: Elements and Components, Inclusion and Exclusion of Services, Contingency Planning, Experiential Elements, Model Leisure and Business Tour Itineraries to East Asia, South East Asia, Central Asia, Western, Central and Eastern Europe, USA, Brazil, Wildlife Tours of Africa, Egypt, Middle East, Far West, Australia, MICE Tours

Unit V: Domestic Tour Itineraries: Cultural & Natural Diversity, Preferences and Motivations, Model Leisure or Business Tour Itineraries for Pilgrimage Tour, Beach Tours, Wildlife Tours, Buddhist Tours, Temple Tours, MICE Tours,

REFERENCES:

1. Chand, M. (2007). Travel agency management: An introductory text [Book]. Anmol Publications Pvt Ltd.
2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csno=1827> Select- P-02.
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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	1	2	3	1
CO2	3	2	2	1	2	3	1
CO3	2	2	2	1	3	3	1
Avg	2.7	2	2	1	2.3	3	1

Course Objectives:

1. To gain a deep understanding of the roles, functions and duties of a tour guide and tour leader to handle FITs and GITs.
2. To understand the behaviour and motivations of tourists and handle them professionally.
3. To work for protecting the business interests of tour operators and providing maximum satisfaction through personal attention.

Course Outcomes (COs):

CO1: To develop strong leadership and group management skills to handle emergency situations

CO2: To be familiar with tourism destinations, airport formalities and ground handling techniques

CO3: To precisely oversee itineraries while fostering environmental consciousness, cultural sensitivity, and safe guiding techniques.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Management games

Unit I: Tour Guiding System in India: Principles of Tour Guiding, Tour Guiding System in India, Differences between Tour Guiding and Tour Escorting, MoT for Tourist Guide Training and Issuance of Licensed Guide.

Unit II: Scope of Tour Guiding & Its Skills: Scope & Practical Tips for Tour Guiding, Historical, Archaeological & Cultural Knowledge, Storytelling and interpretation Skills, Mechanics of Tour Guiding, Designing and Conducting Nature & Heritage Walk, guiding at a Monument- Religious Site- Museum- Archaeological Site, Protected Areas, Engaging Conversations with the Tourists, Handling Common and Special Interests Tourists.

Unit III: Knowledge & Skills for Tour Leadership: Understanding Cross-Cultural Differences, Soft Skills: Adaptability, Problem-Solving, Empathy, Cultural Sensitivity, Communication, Customer Service, Organising and Planning, Adaptability and Flexibility, Guided Coach Tour, Taking Care of Local Travel Logistics, Professional Daily Briefing, Handling GIT & FIT Tours.

Unit IV: Handling Difficult Tourists & Situations: Handling Questions, Handling Emergencies, Group Control and Setting Limits, Designing Listening Skills- Conflict Resolution, Handling Emergency Situations

Unit V: Responsible Guiding & Tour Leadership: SoP of Tour: Preparations for Arrival, Departure, Sightseeing, Activities, Responsible Practices, Code of Conduct for Tour Guides in India (MoT), Ethical and Professional Considerations, Safety of Guests, Do's And Do Not's, Feedback Collections

REFERENCES:

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select-P-09.
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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	2	2	1	2	2
CO2	3	2	1	1	2	3	1
CO3	2	2	2	3	1	2	3
Avg	2.3	2.3	1.7	2	1.3	2.3	2

Course Objectives:

1. To understand different types of travel documents and their relevance and regulatory requirements for undertaking inbound, outbound and domestic travel
2. To be familiar with the documentation processes of the essential documents for obtaining a Visa while adhering to safety, health, and regulatory standards as per the tour itineraries
3. To understand various rules and regulations of foreign exchange to get a currency certificate for international travel

Course Outcomes (COs):

CO1: To identify and familiarise with the validity and legality of travel-related documents like passports, visas, health, insurance and currency certificates.

CO2: To process and submit all essential documents, such as insurance, hotel confirmation, air tickets, invitation, bank account statements, along with Visa forms issued by VFS flawlessly for obtaining visa

CO3: To process essential documents for the issuance of currency certificates by applying foreign exchange rules

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Management games

Unit I:Passport Rules in India: Application Form and Required Documents for Passport in India, Types, Use and Validity of Passport, Familiarization with Passport Booklet, Passport Regulations & Acts After Independence, Exemptions To Possession of A Passport Or Travel Document, Issue of Passports To Non-Nationals, procedure Amendment of Passport Reissuance of Passport, Issue of Passport to Minors, Excluded Categories, Miscellaneous Services On Passports

Unit II:VISA for Outbound Travel: Types, Purpose, Validity, Visa, Key Stakeholders in the Visa Process in India (FRROs/FROs), Country-Specific Visa Regulations Visa On Arrival Countries, China, South Korea, Singapore, Schengen Region, UK, USA, Canada, Australia, & New Zealand, Filling Visa Application Forms, Role of VFS, Required Documents, Arrangement of Documents, Visa Interviews, Familiarization with TIM (Travel Information Manual),

Unit III:Health & Insurance for Inbound and Outbound Travel in India: Procedures of the Infectious Diseases Certificates - Yellow Fever, Cholera, Certificate of Vaccination, List of Infectious Diseases as Per WHO, Transit Health Certificate, Surveillance Quarantine, International Health Regulations by WHO - Insurance: Understand Meaning, Needs & Policy related to Age & Travel Itinerary & Health Restrictions, Policy Timelines, Inclusion and Exclusion, Types of Overseas Travel Insurance & Travels Travel Insurance, Claim and Renewal Rules, Criteria for Selection of Best Insurance Policies.

Unit IV:Customs & Immigration for Inbound and Outbound Travel in India: Purpose and Procedures in Green Channel & Red Channel, Mandatory Declaration Forms: Currency, Dutiable Goods, Prohibited & Restricted Items,, Disembarkation Card & From, Permission from Foreigners Registration Office (FRRO), Protected Area Permit (PAP), Foreign Travel Tax (FTT), Prohibited Goods, Restricted Goods, Penal Provisions

Unit V:Foreign Exchange Rules for Currency Certificate in India:Foreign Exchange Management Act (FEMA) of 1999. Banker's Buying and Selling Rate, Liberalised Remittance Scheme (LRS) for Basic Travel Quota, filling out a Currency Declaration Form (CDF) for Carrying INR for Outbound Travel and Foreign Currency for Inbound Travel, How to Become an Authorised Dealer for Foreign Exchange,

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1. Goeldner, C. R., & Ritchie, J. B. (2007). Tourism principles, practices, philosophies. John Wiley & Sons.
2. Holloway, J.C. (2008). The Business of Tourism, London: Person Education Limited.
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4. Mohinder Chand (2007) Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.
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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1	3	2	2	3
CO2	3	2	1	3	2	2	3
CO3	3	2	1	3	2	2	3
Avg	3	2	1	3	2	2	3

Course Objectives:

1. To introduce the structure, functions, and strategic context of airline operations and management in global tourism.
2. To develop analytical and managerial skills relevant to airline planning, regulatory compliance, and sustainability.
3. To equip students with knowledge of emerging trends, technology, and customer-centric strategies in aviation.

Course Outcomes (COs):

CO1: Understand airline structures, regulatory frameworks, and core operational processes.

CO2: Analyse and apply management practices for airline revenue, scheduling, and safety performance.

CO3: Evaluate innovation, digital transformation, and sustainability opportunities in airline management.

Teaching Methodologies: Lecture, Discussion, Case studies of airlines, Group presentations, Role plays

Unit I: Airline Industry Overview and Regulations: Evolution of the airline industry-Major global and Indian airline business models- Network Carriers (Full-Service Carriers)-Low-Cost Carriers (LCCs)-Ultra-Low-Cost Carriers (ULCCs)-Regional Carriers-Charter Airlines and ACMI Providers-Cargo Airlines and Integrators-Regulatory bodies and compliance-Aviation policies, safety and security frameworks-

Unit II: Airline Operations and Service Delivery: Airport and in-flight operations management-Scheduling, rostering, and resource allocation-Ground handling, baggage, and cargo management- Aircraft Maintenance- Airline Service Delivery Process-Service quality and customer experience-Delivery and Operations Integration

Unit III: Revenue Management and Financial Performance: Yield management-Financial Performance Factors- ticket pricing strategies-Demand forecasting and capacity planning-Ancillary revenue streams (loyalty, merchandising)-Revenue Diversification - Cost control and financial analysis

Unit IV: Technology and Digital Transformation in Airlines: Digital tools for operations (AI, blockchain, IoT applications)- Reservation systems and CRS/GDS-E-tickets, mobile check-in, Biometrics and Automation - and digital customer service-Augmented Reality (AR) and Virtual Reality (VR)-Digital Twins-Cybersecurity and data management-Data-Driven Decision Making

Unit V: Sustainability and Current Trends in Airline Management: Sustainable aviation fuels and green operations-Airline crisis management (COVID-19, disruptions)-End-to-End Process- Automation-Social responsibility and inclusive service-Future skills and career pathways in airline management-

REFERENCES:

1. Doganis, R. (2023). *The Airline Business* (4th ed.). Routledge.
2. O'Connell, J. F., & Williams, G. (2024). *Air Transport Management: An International Perspective*. Kogan Page.
3. Vasigh, B., Fleming, K., & Tacker, T. (2022). *Introduction to Air Transport Economics*. Routledge.
4. ICAO (2025). *Annual Reports and Aviation Outlook*.
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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	2	2	3	2
CO2	3	3	3	2	2	3	3
CO3	3	3	3	3	3	3	3
Avg	3	3	2.6	2.3	2.3	3	2.6

Course Objectives:

1. To introduce students to organisational structures, functions, and regulatory frameworks of airport management in the tourism sector.
2. To develop management competencies in airport operations, passenger services, safety and security, and commercial activities.
3. To familiarise learners with the latest innovations, technology integration, and sustainability strategies in modern airports.

Course Outcomes (COs):

CO1: Explain airport organisational structures, regulatory frameworks, and major operational functions.

CO2: Apply managerial techniques to improve airport performance, passenger experience, and safety standards.

CO3: Analyse emerging opportunities, challenges, and sustainable practices for future-ready airport management.

Teaching Methodologies: Lecture, Discussion, Case studies, Group presentations, Role plays

Unit I: Airport Industry Structure and Governance: Introduction to Airport - types of airports-Regulatory authorities (ICAO, AAI, FAA, IATA) and compliance-Ownership models (public, private, PPP)-Organisational structure and key functional areas of Airport

Unit II: Airport Operations and Service Management: Terminal operations (passenger flow, baggage handling, retail/commercial zones)-Aircraft ground handling and turnaround-Airside/landside logistics-Service quality standards and passenger experience

Unit III: Safety, Security, and Emergency Management: International and national airport safety frameworks -Security protocols, screening, and surveillance technology-Emergency preparedness and crisis communication - Risk assessment and mitigation strategies-Handling of dangerous goods- Case studies on Airport safety issues and threats.

Unit IV: Commercial and Financial Management: Airport revenue streams (aeronautical, non-aeronautical, retail, real estate)-Marketing and business development strategies-Financial analysis, budgeting, benchmarking-Capital investments and PPP models

Unit V: Innovation and Sustainability in Airports: Integration of smart technologies (IoT, biometrics, AI for passenger processing)-Green airports and environmental initiatives-Social responsibility and community relations-Career pathways and future trends in airport management- Case studies on Airport Technology integrations

REFERENCES:

1. Ashford, N., Stanton, H., & Moore, C. (2022). *Airport Operations* (4th ed.). McGraw-Hill Education.
2. Graham, A. (2023). *Managing Airports: An International Perspective* (5th ed.). Routledge.
3. Vasigh, B., & Fleming, K. (2024). *Introduction to Air Transport Economics, Policy, and Airport Management*. Routledge.
4. ICAO (2025). *Global Airport Reports and Standards*.
5. Journal: *International Journal of Airport Management*

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	2	2	3	2
CO2	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3
Avg	3	3	2.6	2.6	2.3	3	2.6

Course Objectives:

1. To provide foundational and advanced knowledge of air ticketing principles, airline fare structures, and reservation mechanics.
2. To develop practical skills in using Global Distribution Systems (GDS) for flight booking, itinerary management, and automated ticketing.
3. To prepare students for evolving trends in digital air ticketing, e-commerce solutions, and customer service excellence.

Course Outcomes (COs):

CO1: Explain the structure and mechanics of air ticketing, fare calculations, and industry code applications.

CO2: Demonstrate proficiency in GDS platforms (Amadeus) for booking, reservation, and ticket issuance.

CO3: Analyse digital developments, regulatory standards, and service strategies shaping the air ticketing sector.

Teaching Methodologies: Lecture, Discussion, Industry case studies, Hands-on GDS workshops, Group presentations, Role plays

Unit I: Fundamentals of Air Ticketing: Airline ticketing terminology and documents-IATA codes: airline, airline classes, airport codes-Ticket types: paper, electronic, open jaw, round trip-Fare rules and industry standards- Flight Booking- Passenger Name Record (PNR)-Ticketing Process - Fare Components -Ticket Number and Booking Reference-Interline and Codeshare Ticketing.

Unit II: Fare Construction and Calculation: Mileage principles, fare construction basics-Taxes, surcharges, and commissions-Changing fare and ticketing trends: Fare Buckets/Classes- dynamic pricing, NDC (New Distribution Capability)-Interpretation of airline fare bulletins-Fare Calculation Process

Unit III: Global Distribution Systems (GDS) Operations: Introduction to major GDS platforms: (Amadeus, Galileo, Sabre)-Amadeus Reservation procedures (PNR creation, itinerary building, seat assignment)-Ticketing and automated issuance-Integrating ancillary services (hotels, car rental, insurance)

Unit IV: Customer Service and Regulatory Compliance: Handling customer queries and complaints-Refunds, exchanges, and involuntary changes (schedule change, cancellation)-Regulatory and legal compliance (IATA, DGCA guidelines, consumer protection)-Risk management and fraud prevention

Unit V: Digital Innovations and Future Trends: E-ticketing, mobile applications, online portals- GDS advancements, cloud-based solutions, API integration, AI-powered customer support and chatbot implementation-Emerging opportunities: blockchain and secure payment systems

REFERENCES:

1. McLean, J. (2024). *Practical Air Ticketing and Passenger Services*. Aviation Press.
2. IATA Training Manuals (2023). *Foundation in Travel and Tourism*. IATA Publishing.
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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	2	2	3	2
CO2	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3
Avg	2	2.6	3	2.6	2.3	3	2.6

Course Objectives:

1. To impart knowledge of the principles and practices of air cargo operations, regulations, and logistics in global tourism and trade.
2. To develop skills for managing air cargo resources, documentation, technology, and client relations, meeting industry standards.
3. To enable students to analyse trends and innovations driving efficiency, sustainability, and competitiveness in air cargo management.

Course Outcomes (COs):

CO1: Explain the framework of air cargo operations, industry regulations, and market structures.

CO2: Demonstrate ability to manage cargo handling, documentation, multimodal logistics, and customer interactions.

CO3: Evaluate innovations, digital transformation, and sustainability strategies in air cargo logistics.

Teaching Methodologies: Lecture, Discussion, Industry case studies, Hands-on workshops (cargo documentation, system simulation), Group presentations, Role plays

Unit I: Air Cargo Industry Landscape and Regulations: Historical evolution and market overview, Trade-Regulatory authorities of cargo, Industry-FIATA-Cargo business models: scheduled, charter, express, integrated carriers, international conventions and trade agreements

Unit II: Cargo Handling and Warehouse Management: Ground handling procedures, loading/unloading, Warehouse and inventory control, Perishable, hazardous, valuable cargo management, Cargo manifest, packing, and labelling standards, Cargo terminologies

Unit III: Documentation and Multimodal Logistics: Air waybill (AWB), bill of lading, Commercial Invoice, Packing List, Certificate of Origin, customs documents, Dangerous Goods Declaration and Safety Data Sheets, Lithium Battery Declaration -Tariffs, rates, and freight calculation - Integrating air cargo with sea, land, and rail - Digital documentation systems and e-freight initiatives

Unit IV: Technology and Digitalisation in Air Cargo: Cargo management systems (CMS), tracking, RFID, Internet of Things (IoT) and Real-Time Tracking-Online booking portals, Advanced Automation and Robotics-CRM solutions-Data analytics for capacity, scheduling, and market intelligence-Blockchain and cybersecurity in cargo logistics

Unit V: Sustainability, Risk, and Future Trends: Green logistics practices and carbon footprint reduction-Security management and risk mitigation-Crisis response (supply chain disruptions, pandemic impact)-Innovations: drones, autonomous vehicles, AI in air cargo

REFERENCES:

1. Liu, H., & McMullen, B. S. (2023). *Air Cargo Management: Freight and Logistics*. Routledge.
2. IATA (2024). *Cargo Handling Manual*. IATA Publications.
3. Abeyratne, R. (2022). *Critical Issues in Air Transport and Cargo Management*. Elsevier.
4. Graham, A. (2023). *Managing Airports: An International Perspective* (Relevant Chapters). Routledge.
5. Journal: *Air Cargo World* and *Journal of Air Transport Management*.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	2	2	3	2
CO2	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3
Avg	3	3	2.6	2.6	2.3	3	2.6

Course Objectives:

- 1.To introduce the concept, scope, and evolution of Special Interest Tourism (SIT) and its role in tourism diversification.
2. To provide students with an understanding of various forms, motivations, and management aspects of SIT.
3. To orient them to analyse the opportunities, challenges, and future trends of SIT with special reference to India.

Course Outcomes (COs):

- CO1:** Explain the fundamentals and importance of SIT within the tourism industry.
- CO2:** Evaluate different types of SIT and their contribution to sustainable tourism development.
- CO3:** Apply SIT concepts in designing, managing, and marketing niche tourism products/destinations.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I:Introduction to Special Interest Tourism: Definition, nature, and scope of SIT-Evolution and growth of SIT globally and in India-Difference between mass tourism and SIT-Motivations and demand patterns of SIT tourists-Role of SIT in tourism diversification

Unit II:Typologies of Special Interest Tourism: Cultural and Heritage Tourism, Eco-Tourism and Wildlife Tourism, Adventure and Sports Tourism, Rural and Agro-Tourism, Medical and Wellness Tourism, Film and Literary Tourism-Dark Tourism, Gastronomy Tourism, Coffee/Tea Tourism (emerging forms)

Unit III:Demand & Supply Aspects of SIT: Tourist motivations and market segmentation-Supply-side elements: infrastructure, services, human resources-Role of technology and digital platforms in SIT promotion

Unit IV:Management and Marketing of SIT: Product design and development in SIT-Destination branding and positioning strategies-Role of DMO (Destination Management Organisations)-Niche marketing, experiential marketing, storytelling

Unit V:Challenges, Trends & Future of SIT: Case studies of successful SIT destinations (domestic & international)- Practical activity: Students will analyse a real-world destination known for a specific SIT type and evaluate how it caters to its niche market

REFERENCES:

1. Gantait, A., Singh, K., & Sharma, R. (2024). *Special interest tourism: Exploring dimensions, impacts, and future trends*. Astitva Prakashan
2. Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). *Special interest tourism: Concepts, contexts and cases*. CABI Publishing.
3. Douglas, N., Douglas, N., & Derrett, R. (2001). *Special Interest Tourism: Context and Cases*. Wiley.
4. Novelli, M. (2005). *Niche Tourism: Contemporary Issues, Trends and Cases*. Elsevier.
5. Swarbrooke, J., & Horner, S. (2007). *Consumer Behaviour in Tourism*. Routledge.
6. Hall, C. M., & Weiler, B. (1992). *Special Interest Tourism*. Belhaven Press

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	2	3	2	3	3
CO3	3	3	3	3	2	3	3
Avg	3	2.3	2.3	2.7	2	3	2.7

Course Objectives:

1. Understand the concepts, trends, and scope of adventure and sports tourism at national and international levels.
2. Develop practical skills in planning, managing, and promoting adventure and sports tourism products.
3. Apply principles of sustainability, safety, and community participation in designing adventure and sports tourism experiences.

Course Outcomes (COs):

CO1: Explain key concepts, classifications, and trends in adventure and sports tourism.

CO2: Apply managerial, operational, and safety practices in adventure and sports tourism product development.

CO3: Design sustainable, market-oriented adventure and sports tourism packages and analyse case studies.

Teaching Methodologies: Lectures, discussions, simulations, and case studies, Field visits to adventure sites & sports facilities, Guest lectures from industry practitioners, Group projects & presentations, Experiential learning: trekking, stadium/event volunteering, safety drills

Unit I:Introduction to Adventure Tourism: Concept, scope, and growth of Adventure Tourism (India & global)- Classification of activities: land, water, and air-based adventures-Adventure landscapes: mountains, rivers, deserts, oceans, islands-Risk, safety, ethics, and sustainability in adventure tourism

Unit II:Adventure Tourism Products & Management: Adventure tourism product development and infrastructure needs-Basic Minimum Standards (BMS) for adventure activities in India-Tools, equipment, and rescue operations in adventure tourism-Adventure training institutes & organisations -Marketing & branding adventure destinations

Unit III:Introduction to Sports Tourism: Concept, scope, and categories of Sports Tourism-Mega events, Recreational sports, Nostalgia sports, Active participation of media, sponsorship, and technology in sports tourism growth

Unit IV:Sports Tourism Products & Event Management: Designing sports tourism products: fan packages, camps, stadium tours-Infrastructure for sports tourism: stadiums, arenas, fan zones, logistics-Event management: operations, safety, crowd control, risk management-Federations & institutions: IOC, FIFA, ICC, BCCI, SAI, AIFF-Policies and government initiatives for sports tourism in India

Unit V:Impacts & Global Case Studies: Adventure and Sports Tourism as niche markets in global tourism-Sustainability, ethics, and community participation in adventure & sports tourism-Economic, socio-cultural, and environmental impacts - Global and Indian Case Studies

REFERENCES:

1. Douglas, N Ed. (2001). *Special Interest Tourism*, John Wiley & Sons, Australia.
2. Ralf Buckley(2010).*Adventure Tourism Management*, Routledge, USA.
3. Simon Hudson(2012),*Sport and Adventure Tourism*, Haworth press, New York
4. Ball, S (2007). *Encyclopedia of Tourism Resources in India*, B/H.
5. Weed, M., & Bull, C. (2009). *Sports Tourism: Participants, Policy and Providers*. Routledge.
6. Pomfret, G., Doran, A., & Cater, C. (Eds.). (2025). *Routledge international handbook of adventure tourism*. Taylor & Francis.
2. Ralf Buckley(2010).*Adventure Tourism Management*, Routledge, USA.
7. Sharma, A., Lesjak, M., & Borovčanin, D. (Eds.). (2024). *Sport tourism, events and sustainable development goals: An emerging foundation*. Routledge. <https://doi.org/10.4324/9781003384786>
8. Melo, R., & Sobry, C. (Eds.). (2017). *Sport tourism: New challenges in a globalized world*. Cambridge Scholars Publishing

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	3	2	2	2	3	2
CO3	3	2	3	3	2	3	3
Avg	3	2	2.3	2.3	2	3	2.3

Course Objectives:

- 1.To introduce the concept, scope, and evolution of health, medical, and wellness tourism.
2. To provide knowledge on stakeholders, products, services, accreditation, and management of medical and wellness tourism.
3. To analyse opportunities, challenges, ethical issues, and future prospects of medical and wellness tourism in India and globally.

Course Outcomes (COs):

CO1: Understand the fundamentals, determinants, and growth of medical and wellness tourism.

CO2: Evaluate medical and wellness tourism services, accreditation standards, and their contribution to economic development.

CO3: Apply concepts in designing, managing, and marketing medical and wellness tourism products/destinations.

Teaching Methodologies: Interactive lectures and discussion, Case study analysis (domestic & international medical/wellness hubs), Field visits to hospitals, Ayurvedic centres, yoga institutes, or spas, mini projects on medical/wellness tourism product development

Unit I:Introduction to Health, Medical & Wellness Tourism: Historical overview of health tourism-Definitions and concepts of health & wellness-Determinants of health and wellness-Health, medical, and wellness tourism – differences and interrelationships-Evolution and significance of health tourism in India and abroad

Unit II:Medical Tourism Business: Growth and benefits of medical tourism-Factors responsible for the growth of health and medical tourism-Global medical tourism scenario-Stakeholders in medical tourism: hospitals, facilitators, governments, intermediaries-Certification and accreditation in health and medical tourism (NABH, JCI, ISO)

Unit III:Tourism and Wellness: Dimensions of wellness: physical, emotional, spiritual, nutritional-Spa tourism experiences- Spa typologies -Wellness traditions: yoga, Ayurveda, naturopathy, meditation-Health and wellness programs – preventive and curative approaches

Unit IV:Medical & Wellness Tourism Market and Operations: Tourist profile and market analysis-Designing medical and wellness tour packages-Approvals, formalities, and pre-tour arrangements- Tour operations and post-tour management- Health insurance in medical tourism-Role of government, public–private partnerships, and incentives in health tourism-Case studies

Unit V:Case study and practical learning: Discussing successful case studies of Medical and wellness tourism destinations-Students shall develop and pitch a Health, Medical, or Wellness Tourism Business Model for a potential destination

REFERENCES:

1. DeMicco, F. J. (Ed.). (2017). *Medical tourism and wellness: Hospitality bridging healthcare (H2H)*. Apple Academic Press. <https://doi.org/10.1201/9781315365671>
2. Ministry of Tourism, Government of India. (2022, January). *National strategy and roadmap for medical and wellness tourism: An initiative towards Aatmanirbhar Bharat*.
3. Zhong, L., Deng, B., Morrison, A. M., Coca-Stefaniak, J. A., & Yang, L. (2021). Medical, health and wellness tourism research—A review of the literature (1970–2020) and research agenda. *International Journal of Environmental Research and Public Health*, 18(20), 10875. <https://doi.org/10.3390/ijerph182010875>
4. Anspaugh, D., Hamrick, M., & Rosato, F. (2004). *Wellness: Concepts and Applications* 6th ed. Boston: McGraw Hill. Ralf Buckley(2010)*Adventure Tourism Management*, Routledge, USA.
5. Smith, M., Puczko, L. (2009): *Health and Wellness Tourism*, London: Butterworth-Heinemann.
- 6.Myers, J.E.; Sweeney, T.J. (2005): *Counselling for wellness: theory, research and practice*, American Counselling Association, Alexandria

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	2	3	2	3	3
CO3	3	3	3	3	2	3	3
Avg	3	2.3	2.3	2.7	2	3	2.7

Course Objectives:

1. To introduce the concept, scope, and evolution of rural and experiential tourism in India and globally.
2. To provide knowledge on rural and experiential tourism products, stakeholder roles, and sustainable practices.
3. To analyse challenges, opportunities, and strategies for marketing and managing rural and experiential tourism.

Course Outcomes (COs):

CO1: Understand the fundamentals and importance of rural and experiential tourism.

CO2: Evaluate rural and experiential tourism products and their role in sustainable development.

CO3: Apply concepts in planning, managing, and marketing rural and experiential tourism destinations.

Teaching Methodologies: Lectures and interactive discussions, Case studies (Indian rural tourism villages, international experiential models), Group projects on designing experiential tourism itineraries

Unit I: Introduction to Rural and Experiential Tourism: Concept, nature, and scope of rural tourism--Concept and evolution of experiential tourism-Differences between mass, alternative, and experiential tourism-Role of rural and experiential tourism in community development

Unit II: Products and Experiences in Rural Tourism: Rural lifestyle tourism: culture, heritage, folklore, crafts, and cuisine-Agro-tourism and farm-based experiences-Homestays, eco-lodges, and village trails-Community-led festivals, fairs, and traditional practices

Unit III: Dimensions of Experiential Tourism: The concept of “experience economy”-Adventure, cultural immersion, storytelling, and participatory tourism-Experiential travel motivations and tourist profiles-Role of authenticity, creativity, and interpretation in experience design-Emerging experiential niches: coffee tourism, wine tourism, volunteer tourism, craft workshops

Unit IV: Management and Marketing of Rural & Experiential Tourism: Destination planning and development strategies-Stakeholders: local communities, government, NGOs, private sector-Role of technology, digital platforms, and storytelling in experience marketing-Designing rural/experiential tourism packages-Government policies and schemes promoting rural tourism (India’s Swadesh Darshan, Rural Tourism Cluster programs)

Unit V: Case study and practical learning Best practices, Indian and global cases of Rural Tourism -Students will identify a rural destination with tourism potential and develop a tourism product or a 3–5 day special interest itinerary.

REFERENCES:

1. Lane, B., & Kastenholz, E. (Eds.). (2018). *Rural tourism: New concepts, new research, new practice*. Routledge. <https://doi.org/10.4324/9781315111865>
2. Dimitrova, M. G. (2023). *Experiential tourism*. WASP/Whistleblowers Aid Support Protection..
3. Katherine Dashper (2014) *Rural Tourism: An International Perspective*, Cambridge Scholars Publishing, New York.
4. Lesley Roberts, Derek Hall(2001), *Rural Tourism and Recreation: Principles to Practice*, CAB Publishing, London.
5. Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy*. Harvard Business Press.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	2	2	3	2	3	3
CO3	3	3	3	3	2	3	3
Avg	3	2.3	2.3	2.7	2	3	2.7

Course Objectives:

1. To introduce students to the fundamental principles and scope of event management.
2. To familiarise students with event stakeholders and their responsibilities.
3. To prepare students for entry-level event planning and coordination roles.

Course Outcomes (COs):

CO1: Explain the scope, history, and significance of event management.

CO2: Identify and classify various types of events in tourism and business contexts.

CO3: Demonstrate understanding of event stakeholders and their interrelationships.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I:Introduction to Event Management: Definition, nature, and scope of event management - Historical evolution and growth of events - Importance of events in tourism and hospitality

Unit II:Types of Events: Corporate events, conferences, and seminars - Festivals, cultural and social events - Sports and entertainment events - Exhibitions, trade fairs, and mega-events

Unit III:Event Stakeholders and Roles: Clients, sponsors, vendors, and service providers - MEDIA, GOVERNMENT, AND REGULATORY BODIES - ROLES AND RESPONSIBILITIES OF EVENT MANAGERS

Unit IV:Finance and Budgeting: Event budget preparation and cost estimation - Revenue generation: sponsorships, ticketing, partnerships - Financial risk and accountability

Unit V:Legal and Ethical Aspects: Permissions, licenses, and contracts - Safety, security, and insurance in events - Ethical issues in event management

REFERENCES:

1. Wagen, L. (2010). Event management for tourism, cultural, business and sporting events. Pearson.
2. Silvers, J. R. (2012). Professional event coordination. Wiley.
3. Kilkenny, S. (2012). The complete guide to successful event planning. Atlantic.
4. Shone, A., & Parry, B. (2013). Successful event management: A practical handbook. Cengage.

CO - PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	1	3	2
CO2	3	2	2	2	1	3	2
CO3	2	3	2	2	1	2	2
Avg	2.6	2.3	2	2	1	2.6	2

Course Objectives:

1. To provide students with the fundamentals of planning and designing events.
2. To develop creativity in conceptualising themes and engaging audiences.
3. To train students in sustainable and culturally inclusive event design.

Course Outcomes (COs):

CO1: Understand the principles and process of event planning.

CO2: Demonstrate creativity in conceptualising themes and designing events.

CO3: Incorporate sustainability and inclusivity in event planning and design.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Event Planning Foundations: Principles of event planning - Feasibility analysis and objectives - Event planning models and timelines

Unit II: Creative Conceptualisation: Event themes, concepts, and branding - Cultural influences and destination-based themes - Audience engagement through design elements

Unit III: Venue and Logistics Design: Venue selection and layout planning - Seating arrangements, décor, and stage design - Catering layout and guest flow management

Unit IV: Technology in Event Design: Audio-visuals, lighting, and special effects - Event design software and applications - Role of digital and virtual design in modern events

Unit V: Sustainable and Inclusive Event Planning: Green event practices and eco-friendly materials - Accessibility and inclusivity in design - Case studies of successful sustainable event designs

REFERENCES:

1. Kilkenny, S. (2012). The complete guide to successful event planning. Atlantic Publishing.
2. Goldblatt, J. (2014). Special events: Creating and sustaining a new world for celebration (7th ed.). Wiley.
3. Shone, A., & Parry, B. (2013). Successful event management: A practical handbook (4th ed.). Cengage.
4. Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2018). Events management: An introduction (2nd ed.). Routledge.
5. Bhatia, A. K. (2012). Event management. Sterling Publishers, New Delhi.
6. Chaturvedi, S. (2009). Event management. Global Vision Publishing House, New Delhi.

CO - PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	2	3	3	2	2	3	2
CO3	2	2	2	3	2	2	3
Avg	2.3	2.3	2.3	2.3	2	2.6	2.3

Course Objectives:

1. To provide a structured understanding of the event management cycle.
2. To develop planning, scheduling, and operational execution skills.
3. To impart knowledge on risk management, safety, and contingency planning.

Course Outcomes (COs):

CO1: Explain the stages and lifecycle of event management.

CO2: Plan and schedule resources effectively for events.

CO3: Apply risk management and crisis handling strategies in event execution.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Event Lifecycle and Process: Concept and scope of event management process - Event lifecycle stages: conceptualisation, planning, execution, evaluation - Models of event management process

Unit II: Planning, Scheduling, and Resource Allocation: Event feasibility and proposal development - Time management tools: Gantt charts, PERT, CPM - Staffing, human resource allocation, equipment, and logistics

Unit III: Vendor, Supplier, and Contract Management: Vendor selection and negotiations- Outsourcing, Procurement, And Service Provider Management- Legal Issues In Vendor Contracts And Agreements

Unit IV: Risk and Crisis Management: Identifying risks in events (financial, legal, operational, safety)- Contingency planning and insurance- Crisis communication and recovery strategies

Unit V: Monitoring, Evaluation, and Legacy: Event evaluation techniques (ROI, KPIs, audience feedback) - Post-event reports and performance audits - Knowledge management and creating event legacy

REFERENCES:

1. Ferdinand, N., & Kitchin, P. (2017). Events management: An international approach (2nd ed.). Sage.
2. Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2018). Events management: An introduction (2nd ed.). Routledge.
3. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2019). Events management (5th ed.). Routledge.
4. Ramkumar, D. (2024). *Basics of event management*. Vijaynicole publication
5. Bhiwandiwalla, H. (2017). *Event management*. Nirali Prakashan publication.

CO - PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	3	2	2	3	3	2
CO3	2	2	2	3	2	2	3
Avg	2.6	2.3	2	2.3	2.3	2.6	2.3

Course Objectives:

1. To introduce the concept and scope of MICE (Meetings, Incentives, Conferences, Exhibitions).
2. To develop operational and managerial skills for planning and executing MICE events.
3. To prepare students for careers in convention centres, corporate events, and destination management.

Course Outcomes (COs):

CO1: Understand the structure, scope, and significance of the MICE industry.

CO2: Apply management skills in handling stakeholders, budgets, and technology in MICE.

CO3: Evaluate sustainability, opportunities, and challenges in the MICE sector.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Role plays and Demonstration

Unit I: Introduction to MICE: Definition, scope, and importance of MICE- History and evolution of MICE tourism - Components of MICE and its role in tourism development- Stakeholders in MICE

Unit II: Meetings & Conferences: Conference planning process and program design- Venue selection and logistics management- Role of convention bureaus and professional conference organisers (PCOs) - Technology in conferences (apps, virtual tools, hybrid meetings)

Unit III: Incentive Travel: Concept and scope of incentive tourism- Designing incentive travel packages - Corporate retreats, motivational tours, and employee engagement- Case studies of successful incentive programs

Unit IV: Exhibitions & Trade Fairs: Planning and organising exhibitions and trade shows- Marketing, sponsorship, and promotion of exhibitions- Logistics, security, and service provider management- Measuring ROI of exhibitions and trade fairs

Unit V: Global Trends & Sustainable MICE: Major MICE destinations worldwide and their competitiveness- Contemporary issues in MICE (geopolitics, pandemics, technology shifts)- Sustainable practices in MICE operations- Case studies of innovative global MICE events

REFERENCES:

1. Rogers, T. (2013). Conferences and conventions: A global industry (3rd ed.). Routledge.
2. Davidson, R., & Cope, B. (2012). Business travel and tourism. Routledge.
3. Fenich, G. G. (2015). Meetings, expositions, events and conventions: An introduction to the MICE industry. Pearson.
4. Getz, D., & Page, S. J. (2016). Event studies: Theory, research and policy for planned events (3rd ed.). Routledge.
5. Bhiwandiwalla, H. (2017). Event management. Nirali Prakashan.

CO - PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	3	2	2	3	3	2
CO3	2	2	2	3	2	2	3
Avg	2.6	2.3	2	2.3	2.3	2.6	2.3

Course Objectives:

1. To familiarise with Smart Tourism Technology
2. To acquaint oneself with the core technologies of Smart Tourism

Course Outcomes (COs):

CO1: Get familiarised with the concepts of Smart Tourism

CO2: Acquire proficiency in different innovations and business models based on Smart technologies

CO3: Apply smart technologies to create innovative, sustainable, and immersive tourism experiences.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation

Unit I: Introduction to Smart Tourism: Introduction to Smart Tourism – Definition of Smart Tourism - Evolution of Smart Tourism – Strategic and operational use of Smart Technologies in Tourism

Unit II: Core technologies of Smart Tourism: Artificial Intelligence (AI) - Big Data – Internet of Things (IoT) - Radio Frequency Identification (RFID) – Non-Fungible Token (NFT) – Cloud Computing – Edge Computing - Blockchain technology – Mobile Applications

Unit III: Immersive Technologies in Tourism and Hospitality: Augmented Reality (AR) – Virtual Reality (VR) – Extended Reality (XR) – Mixed Reality (MR) - Metaverse in Tourism – Digital Twin – Spatial Computing - Holographic Technology.

Unit IV: Recent innovations in Smart Tourism: Generative AI and Conversational Travel Assistants - Smart Hotel Ecosystems - Wearable Device Integration - Quantum Computing Applications - Contactless Experience – Robotics and Automation

Unit V: Smart Tourism Business models: Revenue models and digital monetisation strategies - Sustainable and responsible business practices - Collaborative models: B2B, B2C, P2P, and platform-based innovations - Case Studies and Global Best Practices (Barcelona, Singapore).

REFERENCES:

1. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: foundations and developments. *Electronic Markets*, 25(3), 179–188. <https://doi.org/10.1007/s12525-015-0196-8>
2. Handbook of e-Tourism - Editors: Zheng Xiang, Matthias Fuchs, Ulrike Gretzel, Wolfram Höpken - Springer Nature Link – 2020
3. The Emerald Handbook of ICT in Tourism and Hospitality - Anukrati Sharma, Azizul Hassan - ISBN: 9781839826900, 1839826908 – 2020
4. Buhalis D. (2004), E-Tourism: Information Technology For Strategic Tourism Management, Prentice Hall India.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	1	2	1	3	2	1
CO2	2	1	3	1	3	3	1
CO3	2	1	2	1	3	3	1
Avg	2	1	2.3	1	3	2.6	1

Course Objectives:

1. To familiarise with the Smart Tourism Destination concept
2. To gain knowledge on the Planning, Development and Governance of STD

Course Outcomes (COs):

CO1: Students will get acquainted with the Smart Destination Development process

CO2: Students will be equipped with the skills for crisis and conflict management

CO3: Students will be able to design strategies for resilient and sustainable smart destination ecosystems that integrate technology, community participation, and visitor experience.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation

Unit I: Introduction to Smart Tourism Destination (STD): Integration of ICT in Destination Management - eDestinations to Smart Destination – Smart City - Definition of Smart Tourism Destination (STD) – Evolution of STD – Stakeholders of STD - Systemic STD model – Challenges and Opportunities

Unit II: Smart Tourism Destination Ecosystem: The Spanish Smart Tourist Destinations framework - Smart tourism destination platform - Smart Tourism Pillars in Practice - Tourist Information - Experience enhancement – Marketing - Visitors & Site management - Destination intelligence – Smart Tourist

Unit III: Smart Tourism Destination – Planning, Development & Governance: Scope – Territorial Approach – Sustainability – Technology – Guidelines – Selection Criteria – Social Participation – Collaboration between administrators – Monitoring system – Use of Indicators – Average financing -EDUSI Programme – RED.ES Scheme - SD SEGITTUR programme - National Integrated Database of Hospitality Industry (NIDHI)

Unit IV: Smart Tourism Destination Evaluation, Sustainability and Resilience: Performance Measurement Frameworks - Smart Tourism Assessment Tools - Sustainability Integration & Monitoring - Resilience Planning - Regenerative Tourism Approaches - Crisis Management & Risk Preparedness (Smart systems for Natural Disasters, Pandemic & over tourism) - Future Trends and Innovation - Data Privacy, Digital Rights and Ethics

Unit V: Smart Tourism Destination Case Studies and Best Practices: Barcelona Smart City Tourism Model - Singapore Smart Nation Tourism - Amsterdam Smart City Platform - Dubai Smart Tourism Leadership - Tokyo Smart Service Project - The Smart Cities Mission (SCM) of India.

REFERENCES:

1. Smart destinations and the evolution of ICTs: a new scenario for destination management? Josep A. Ivars-Baidal ORCID Icon, Marco | <https://doi.org/10.1080/13683500.2017.1388771>
2. https://www.itu.int/dms_pub/itu-t/opb/tut/T-TUT-SMARTCITY-2022-07-PDF-E.pdf

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	1	2	2	3	3	2
CO2	2	3	3	3	2	2	2
CO3	2	2	3	2	2	3	2
Avg	2.3	2	2.6	2.3	2.3	2.6	2

Course Objectives:

1. To familiarise with the Smart Tourism Infrastructure concept
2. To gain in-depth knowledge of the different technologies used in the Smart Tourism ecosystem

Course Outcomes (COs):

CO1: The Students will get acquainted with the Smart Tourism components

CO2: They will get familiarisation with the implementation and management of Smart technologies in Tourism

CO3: Assess the role of smart infrastructure in enhancing sustainability, accessibility, and inclusivity in tourism destinations.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Invited Talks

Unit I:Foundations of Smart Tourism Infrastructure: Definition of Smart Tourism – Smart Tourism Infrastructure – Benefits and challenges of STD development - Smart City Infrastructure components (Physical, digital, and social infrastructure platforms) - Smart Tourism Framework (STF) of Larissa Neuburger - key stakeholders in smart tourism infrastructure - The digital travel distribution system

Unit II:Core Technologies and Digital Infrastructure: IoT sensors and environmental monitoring systems - Smart buildings and accommodation facilities - Visitor counting and flow management systems - Predictive maintenance and automation - 5G, NBIoT, and LTE applications in tourism - GPS, NFC, BLE, and proximity technologies - Real-time information systems and dashboards - Big data analytics in tourism

Unit III:Smart Destination Management Systems: Mobile applications and digital services - Augmented Reality (AR) and Virtual Reality (VR) implementations - Digital kiosks and interactive information systems - AI-powered customer service and chatbots - Intelligent Transportation Systems (ITS) - Real-time public transport information - Smart parking and traffic management - Digital payment systems and smart finance - Interactive maps and navigation systems

Unit IV:Sustainability and Environmental Monitoring: Real-time environmental data monitoring - Air quality, temperature, humidity sensors - Crowd density management - Energy management and smart grids in tourism facilities - Water management and waste monitoring systems - Carbon footprint tracking and reduction strategies

Unit V:Implementation, Management and Future Trends: Feasibility studies and impact assessments - Investment strategies and funding mechanisms - Risk management and cybersecurity considerations - Regulatory frameworks and compliance (GDPR, data privacy) - ROI assessment and economic impact analysis - Visitor satisfaction measurement through digital platforms

REFERENCES:

1. Gretzel, U., Werthner, H., Koo, C., &Lamsfus, C. (Eds.). (2015). Smart Tourism: Foundations and Developments. Springer.
2. Smart Tourism Design: A new experience-centred approach for destinations - Neuburger, Larissa;Pennington - Gray, Lori

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	1	2	2	3	3	2
CO2	3	2	2	2	3	3	2
CO3	3	2	2	2	3	3	2
Avg	3	1.6	2	2	3	3	2

MBA (TTM)-E20: POLICY, ETHICS, AND PRIVACY IN SMART TOURISM

Credits: 03

Course Objectives:

1. Develop a comprehensive understanding of policy frameworks governing smart Tourism.
2. Analyse ethical implications of AI and digital technologies in the Tourism context.

Course Outcomes (COs):

- CO1:** Understand policy frameworks, ethical principles, and privacy concerns in Smart Tourism ecosystems.
- CO2:** Apply knowledge of governance, data protection, and ethical guidelines in managing Smart Tourism technologies
- CO3:** Critically evaluate ethical dilemmas and privacy challenges in Smart Tourism and propose responsible policy-driven solutions.

Teaching Methodologies: Lecture, Discussion, Case studies, Presentation, Invited Talks

Unit I:Policy Frameworks and Governance in Smart Tourism: National Digital Tourism Mission frameworks - Smart destination policy implementation strategies - Cross-border data sharing regulations and agreements - Tourism digitalisation policies and strategic frameworks - International standards for smart destinations.

Unit II:Data Privacy and Protection in Tourism: General Data Protection Regulation (GDPR) - Rights of data - Biometric data usage in travel and hospitality - Blockchain for secure data management – Data protection laws and regulations of India – International Data protection regulations – USA, Europe, Asia.

Unit III:Ethics-AI and Responsible Technology in Tourism: Types and sources of bias in tourism algorithms - Fairness and transparency in AI decision-making - EU guidelines for trustworthy AI in tourism - Employment implications of AI automation - Digital divide and technology accessibility - Community consent and participation in smart Tourism.

Unit IV:Digital Rights and Consumer Protection: Stakeholder engagement and participation processes – The Digital Personal Data Protection Act, 2023 - Data protection officer roles and responsibilities – NITI Aayog's Principles for Responsible AI implementation -

Unit V:Emerging Issues and Future Challenges: Metaverse and virtual tourism ethics - Traveller Data Exposure - Real-time Security Failures - Trust Erosion - Identity Theft - Financial Fraud - Virtual Asset Rights - Biometric Data Explosion - Psychological Profiling - AI Energy Consumption - Cross-jurisdictional Challenges - Enforcement Challenges.

REFERENCES:

1. Gretzel, U., Werthner, H., Koo, C., &Lamsfus, C. (Eds.). (2015). Smart Tourism: Foundations and Developments. Springer.
2. Buhalis, D., & Leung, R. (2018). Smart Hospitality: Interconnectivity and Interoperability Towards an Ecosystem. Springer.
3. Koo, C., Mendes-Filho, L., &Buhalis, D. (2019). "Smart Tourism and Data Ethics." Information Technology & Tourism, 21(4), 445–452.
4. Mittelstadt, B. D., &Floridi, L. (2016). The Ethics of Big Data: Balancing Risk and Innovation. Routledge.
5. Tussyadiah, I., &Inversini, A. (Eds.). (2015). Information and Communication Technologies in Tourism. Springer.
6. Tussyadiah, I. (2017). "Technology and Behavioral Design in Tourism: Ethics, Privacy, and Persuasion." Journal of Travel Research, 56(6), 735–748.
7. Zuboff, S. (2019). The Age of Surveillance Capitalism. PublicAffairs.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	2	1	3	2	2	3
CO2	2	2	1	3	2	2	3
CO3	2	2	1	3	2	2	3
Avg	2	2	1	3	2	2	3

Course Objectives:

1. To develop theoretical and practical understanding of consumer decision neuroscience and behavioral economics principles.
2. To analyze sophisticated psychological, sociological, and cultural frameworks that drive contemporary consumer choices in digital environments.
3. To design evidence-based marketing interventions that leverage behavioral insights for enhanced customer engagement and organizational value creation.

Course Outcomes (COs):

CO1: Critically evaluate and apply advanced consumer behavior theories to real-world marketing challenges.

CO2: Design and execute consumer research using neuroscientific and behavioral economic methodologies.

CO3: Formulate data-driven marketing strategies that account for cognitive biases and heuristics.

Teaching Methodologies: Case-based learning, data analytics workshops, guest lectures from industry practitioners, and research project development.

Unit I: Introduction to Consumer Behaviour: The Scope and Application of Consumer Behaviour - Consumer Needs and Motivation - Overview of Consumer Decision-Making Process (CDP) - Consumer Research Methodologies.

Unit II: Advanced Behavioral Economics Applications: Prospect Theory and Loss Aversion - Choice Architecture and Nudge Theory - Temporal Discounting and Self-Control - Social Preferences and Fairness - Mental Accounting Frameworks

Unit III: Digital Consumer Analytics: Big Data in Consumer Research - Predictive Analytics for Behavior Modeling - Customer Journey Mapping in Omnichannel Environments - AI and Machine Learning Applications - Privacy and Ethical Considerations in Digital Tracking

Unit IV: Cross-Cultural Consumer Psychology: Cultural Dimensions and Consumption Patterns - Global vs. Local Brand Strategies - Acculturation and Consumer Behavior - Emerging Market Consumer Dynamics - Cross-Cultural Research Methodologies

Unit V: Ethical Consumption and Sustainable Behavior: Green Consumer Behavior - Corporate Social Responsibility Perceptions - Ethical Decision Making - Sustainable Consumption Patterns - Behavioral Change for Social Impact

REFERENCES:

1. Ariely, D. (2008). *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. Harper Collins.
2. Kahneman, D. (2011). *Thinking, Fast and Slow*. Farrar, Straus and Giroux.
3. Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. Yale University Press.
4. Plassmann, H., Venkatraman, V., Huettel, S., & Yoon, C. (2015). *Consumer Neuroscience: Applications, Challenges, and Opportunities*. MIT Press.
5. Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and Organizations: Software of the Mind* (3rd ed.). McGraw-Hill.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	3	3	2
CO2	3	2	2	2	3	3	2
CO3	3	3	2	2	3	3	3
Avg	3.0	2.3	2.0	2.0	3.0	3.0	2.3

Course Objectives:

1. To develop advanced understanding of service-dominant logic and value co-creation frameworks in contemporary service ecosystems.
2. To master strategic design and implementation of service marketing strategies that leverage technology, data analytics, and experiential elements.
3. To analyze and optimize service operations, customer experience journeys, and relationship management systems for competitive advantage.

Course Outcomes (COs):

CO1: Design and implement comprehensive service marketing strategies aligned with organizational objectives.

CO2: Develop and optimize customer experience journeys using service blueprinting and touchpoint analysis.

CO3: Apply data-driven approaches to service quality management and customer relationship marketing.

Teaching Methodologies: Case-based learning, service design workshops, customer journey mapping exercises, guest lectures from service industry executives.

Unit I:Service-Dominant Logic & Value Co-Creation: Foundations of Service-Dominant Logic - Service Ecosystems - Value Co-Creation Frameworks - Resource Integration - Service Innovation Strategies

Unit II:Advanced Service Design & Experience Engineering: Service Blueprinting 2.0 - Emotional Experience Design - Sensory Marketing Integration - Service Scape Optimization - Technology-Enabled Experience Design

Unit III:Service Analytics & Customer Intelligence: Customer Lifetime Value Modeling - Service Quality Analytics - Sentiment Analysis & Text Mining - Predictive Service Analytics - ROI Measurement in Services

Unit IV:Digital Service Transformation: AI and Automation in Services - Platform-Based Service Models - IoT and Smart Services - Digital Service Innovation - Cybersecurity in Service Delivery

Unit V:Service Leadership & Governance: Service Culture Development - Service Leadership Models - Ethical Considerations in Service Marketing - Service Governance Frameworks - Sustainable Service Strategies

REFERENCES:

1. Vargo, S. L., & Lusch, R. F. (2018). *The SAGE Handbook of Service-Dominant Logic*. SAGE Publications.
2. Ostrom, A. L., et al. (2015). *Service Research Priorities in a Rapidly Changing Context*. Journal of Service Research.
3. Bitner, M. J., Ostrom, A. L., & Morgan, F. N. (2008). *Service Blueprinting: A Practical Technique for Service Innovation*. California Management Review.
4. Rust, R. T., & Huang, M. H. (2014). *The Service Revolution and the Transformation of Marketing Science*. Marketing Science.
5. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	2	3	3	2
CO2	3	2	2	2	3	3	3
CO3	3	3	2	3	3	3	3
Avg	3.0	2.7	2.3	2.3	3.0	3.0	2.7

Course Objectives:

1. To develop a comprehensive understanding of the digital marketing ecosystem, including its core channels, platforms, and technologies.
2. To master the skills required to plan, create, execute, and manage integrated digital marketing campaigns.
3. To analyse the impact of digital marketing efforts and understand the ethical considerations of the digital landscape.

Course Outcomes (COs):

CO1: Develop a multi-channel digital marketing plan aligned with business objectives.

CO2: Create and optimise content for various digital platforms, including social media, search engines, and email and execute and manage paid advertising campaigns on key platforms.

CO3: Evaluate emerging digital trends and their potential application in a marketing context and apply basic analytics to measure campaign performance and inform decision-making.

Teaching Methodologies: Lecture, Discussion, Hands-on platform tutorials, Campaign simulations, Case studies, and Guest lectures from Industry experts.

Unit I: The Digital Marketing Landscape: Introduction to the Digital Ecosystem - Digital vs. Traditional Marketing - The Digital Consumer Journey - Digital Marketing Funnel (Awareness, Consideration, Conversion, Loyalty) - Ethical and Legal Considerations (Privacy, GDPR, Data Ethics).

Unit II: Content & Social Media Marketing: Content Marketing Strategy - Content Creation (Blogging, Video, Podcasting) - Social Media Strategy per Platform (Facebook, Instagram, LinkedIn, Twitter, TikTok) - Community Management - Influencer Marketing - User-Generated Content.

Unit III: Search & Owned Media Marketing: Search Engine Optimisation (SEO): On-Page, Off-Page, and Technical Basics - Keyword Research - Search Engine Marketing (SEM) & Google Ads - Website User Experience (UX) Principles - Email Marketing: List Building, Automation, and Campaign Management.

Unit IV: Digital Advertising & Analytics: Social Media Advertising (Facebook/Instagram Ads) - Programmatic Display Advertising - Measurement Frameworks (KPIs, OKRs) - Web Analytics with Google Analytics - A/B Testing Fundamentals - Reporting Insights.

Unit V: Emerging Trends & Strategy Integration: Marketing Automation Tools - Introduction to AI in Marketing (Chatbots, Predictive Analytics) - Voice Search Optimization - Video Marketing (YouTube, Shorts) - Synthesizing Channels into an Integrated Plan.

REFERENCES:

1. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.). Pearson.
2. Ryan, D. (2020). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (5th ed.). Kogan Page.
3. Handley, A. (2014). *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. Wiley.
4. Scott, D. M. (2020). *The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly* (8th ed.). Wiley.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	2	3	3	2
CO2	3	2	2	2	3	3	3
CO3	3	2	2	2	3	3	3
Avg	3.0	2.3	2.3	2.0	3.0	3.0	2.7

Course Objectives:

1. To develop an advanced understanding of marketing frameworks and their integration with the overall business strategy.
2. To master data-driven decision making through advanced digital analytics and performance measurement techniques.
3. To design and implement comprehensive digital marketing campaigns across multiple channels and platforms.

Course Outcomes (COs):

CO1: Develop and execute integrated digital marketing strategies aligned with organisational goals.

CO2: Analyse and optimise digital marketing performance using advanced analytics tools. Design and manage multi-channel digital campaigns across paid, owned, and earned media.

CO3: Apply ethical, consumer-centric, and sustainability-oriented practices in designing marketing strategies and analytics-driven decisions.

Teaching Methodologies: Case-based learning, hands-on analytics labs, campaign simulation exercises, industry tool certifications, guest lectures from digital marketing executives, and live campaign management.

Unit I: Digital Marketing Strategy Framework: Digital Transformation in Marketing - Customer Digital Journey Mapping - Integrated Digital Strategy Development - Budget Allocation and ROI Measurement - Organisational Capabilities for Digital Excellence

Unit II: Advanced Digital Analytics & Measurement: Web and Mobile Analytics - Conversion Rate Optimization - Attribution Modeling - Predictive Analytics in Marketing - Marketing Mix Modeling - Data Visualization and Reporting

Unit III: Multi-Channel Campaign Management: Search Marketing (SEO/PPC) - Social Media Advertising - Programmatic Display Advertising - Email Marketing Automation - Content Marketing Strategy - Influencer Marketing Ecosystems

Unit IV: Emerging Technologies & Innovation: AI and Machine Learning in Marketing - Voice Search Optimisation - AR/VR Marketing Applications - Blockchain in Marketing - IoT and Smart Device Marketing - Privacy-First Marketing Strategies

Unit V: Digital Leadership & Governance: Digital Marketing Ethics and Compliance - Marketing Technology Stack Management - Team Structure for Digital Excellence - Crisis Management in Digital Channels - Future Trends and Adaptation Strategies

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1. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.). Pearson.
2. Peterson, E. T. (2020). *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*. Que Publishing.
3. Sterne, J. (2017). *Artificial Intelligence for Marketing: Practical Applications*. Wiley.
4. Kingsnorth, S. (2022). *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page.
5. Ryan, D. (2020). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (5th ed.). Kogan Page.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	2	3	3	2
CO2	3	2	2	2	3	3	3
CO3	3	3	2	2	3	3	2
Avg	3	2.6	2.3	2	3	3	2.3