

**ANNA UNIVERSITY, CHENNAI**  
**UNIVERSITY DEPARTMENTS**  
**MASTER OF BUSINESS ADMINISTRATION – TOURSIM MANAGEMENT**  
**REGULATIONS – 2023**  
**CHOICE BASED CREDIT SYSTEM**

**VISION**

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

**MISSION**

- To focus on developing holistic and specialized management graduates.
- To collaborate with all stake-holders in mangement education for mutually beneficial outcomes.
- To be a management Institute with a societal perspective.

SN	Subject Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
1	Tourism Principles and Practices	3	2.6	2.4	2.4	2.4	1.8	1.4	2.8
2	Management Functions and Behaviour	2.67	2	1.67	2	3	1.6	1	1
3	Accounting and Financial Management	3	3	1	1		2.6	2.6	
4	Managerial Economics	3	2.8	2	2.4	1.4	2.2	2.2	2.6
5	Legal Aspects of Tourism		1	1	2	1	2.6	2.6	2
6	Tourism Marketing	2.6	2.4	1.8	2.2	2.4	1.2	1.8	1.8
7	Hospitality Management	3	2.2	2.2	2	2.8	2.4	1.8	1.4
8	Soft skills 1 – Executive Communication			1	3	2	2.2	2.2	
9	Soft skills 2 - Destination Visit 1	1.2	2	1.8	1.6	1.8	2	1.6	1.4
10	e-Tourism	2.4	2.8	2.2	2.4	2.4	2	1.8	2.2
11	Event Management	1.8	1.4	1.6	2.2	2.4	2.4	2.6	1.8
12	Human Resource Management in Tourism	1.8	1.2	1.8	1.6	1.8	1.4	1.6	1.4
13	Tourism Research and Analytics	2.8	2.6	3	2		2	1.4	1.5
14	Tourism Services Operations and Quality Management	2.2	2.2	1	1	2.2	2	2.6	2
15	Travel Management	3	2.4	1.6	2	2.4	1.2	1.2	1.6
16	Soft skills 3: Data Analytics for Tourism	3	2.6	2	3	2	1.8	1.8	3
17	Community Engagement			2			1	1.4	3
18	Tourism Products	2	2.2	2	2.4	2.2	1.2	1.8	1.8
19	Culture and Heritage: Tourism Perspective	1.8	1.6	1.6	2.2	1.2	2	1.8	1.6
20	Summer Internship								
21	Soft skills 4 - Destination Visit 2	1.8	2	1.6	2	1.4	1.8	1.6	2
22	Project								
23	Micro, Small and Medium Enterprises	2	2.2	1		1	2	3	3
24	Media Management	2	2	1	2.6	2	2.8	2.6	2
25	Entrepreneurship Management	1.8	1.8	1.8	1.8	1.6	1.4	2	1.6
26	Sustainable Management	3	3	1.67	3	2.5	2.25	1.4	3
27	Accommodation and House Keeping Management	3	2.2	2.2	2.8	2.8	2	1.2	1.2
28	Food and Beverage Management	2.4	3	1.6	1.4	1.4	3	2.4	1.2
29	Medical and Wellness Tourism	2.4	2.2	2	2.4	2.2	1.4	1.8	1.8
30	Front Office Management	2.6	3	1.8	1.6	1.8	2.4	2.6	2.8
31	Tour Operations	1.2	1.8	1.6	1.6	1.6	2	1.8	1.8
32	Destination Planning and Management	2.2	2.6	2.4	2.4	2.4	2.2	2.2	2.8
33	Tourism Geography	2.6	2.6	1.25	1	1	3	3	2

34	Ticketing and Reservation System	1.4	1.8	1.8	2	2	1.8	1.4	2
35	Adventure and Sports Tourism	2.4	2.6	2	2.2	2.6	1.4	2	1.8
36	International Tourism	3	2	2.4	1.6	3	2.2	1.6	3
37	Leisure and Recreational Tourism	1.8	1.75		1.4	2	3	2	1
38	Meetings, Incentives, Conferences and Exhibitions	2.4	2.4	2.4	2.2	2.6	2	1.8	2.2
39	Eco-tourism and Sustainable Development	1.6	2	2	2	1.2	2.4	2	2

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**CHOICE BASED CREDIT SYSTEM**  
**CURRICULUM AND SYLLABI**  
**SEMESTER – I**

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
1.	TM3101	Tourism Principles and Practices	PCC	4	0	0	4	4
2.	TM3102	Management Functions and Behaviour	PCC	4	0	0	4	4
3.	TM3103	Accounting and Financial Management	PCC	4	0	0	4	4
4.	BA3151	Managerial Economics	PCC	4	0	0	4	4
5.	TM3104	Legal Aspects of Tourism	PCC	4	0	0	4	4
6.	TM3105	Tourism Marketing	PCC	3	0	0	3	3
7.	TM 3106	Hospitality Management	PCC	3	0	0	3	3
<b>PRACTICALS</b>								
8.	BA3161	Soft skills I – Executive Communication	EEC	0	0	4	4	2
9.	TM3111	Soft skills II - Destination Visit 1	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>26</b>	<b>0</b>	<b>8</b>	<b>29</b>	<b>30</b>

**SEMESTER - II**

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
1.	TM3201	e-Tourism	PCC	4	0	0	4	4
2.	TM3206	Event Management	PCC	4	0	0	4	4
3.	TM3202	Human Resource Management in Tourism	PCC	4	0	0	4	4
4.	TM3203	Tourism research and analytics	PCC	4	0	0	4	4
5.	TM3204	Tourism services operations and quality management	PCC	4	0	0	4	4
6.	TM3205	Travel Management	PCC	4	0	0	4	4
7.		Employability skills elective*	EEC	3	0	0	3	3
<b>PRACTICALS</b>								
8.	TM3211	Soft skills III : Data Analytics for Tourism	EEC	0	0	4	4	2
9.	TM3212	Community Engagement	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>27</b>	<b>0</b>	<b>8</b>	<b>35</b>	<b>31</b>

**NOTE: \*Students need to choose one elective from the Employability Skills Elective list**

**SEMESTER - III**

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
1.	TM3301	Tourism Products of India	PCC	3	0	0	3	3
2.	TM3302	Culture and heritage: Tourism perspective	PCC	3	0	0	3	3
3.		Elective 1**	PEC	3	0	0	3	3
4.		Elective 2**	PEC	3	0	0	3	3
5.		Elective 3**	PEC	3	0	0	3	3
6.		Elective 4**	PEC	3	0	0	3	3
7.		Elective 5**	PEC	3	0	0	3	3
8.		Elective 6**	PEC	3	0	0	3	3
<b>PRACTICALS</b>								
9.	TM3311	Summer Internship	EEC	0	0	6	6	3
10.	TM3312	Soft skills IV - Destination Visit 2	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>24</b>	<b>0</b>	<b>10</b>	<b>34</b>	<b>29</b>

**\*\* Students should choose two PE Courses from each of the vertical's list of functional electives in consultation with the Head of the Institution.**

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

**SEMESTER – IV**

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
1.	TM3411	Project Work	EEC	0	0	24	24	12
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>24</b>	<b>24</b>	<b>12</b>

**Total credits = 30 + 31 + 29 + 12 = 102 credits**

**Employability Skills Electives**

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	TM3001	Micro, Small and Medium Enterprises	PEC	3	0	0	3	3
2.	TM3002	Media Management	PEC	3	0	0	3	3
3.	TM3003	Entrepreneurship Management	PEC	3	0	0	3	3
4.	BA3071	Sustainable Management	PEC	3	0	0	3	3

### FUNCTIONAL ELECTIVES

There will be three verticals and students have to choose 2 subjects from the three verticals.

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>Vertical 1: Hospitality (4 subjects)</b>								
1.	TM3004	Accommodation and House Keeping Management	PEC	3	0	0	3	3
2.	TM3005	Food and Beverage Management	PEC	3	0	0	3	3
3.	TM3006	Medical and Wellness Tourism	PEC	3	0	0	3	3
4.	TM3007	Front Office Management	PEC	3	0	0	3	3
<b>Vertical 2: Travel (4 subjects)</b>								
1.	TM3008	Tour Operations	PEC	3	0	0	3	3
2.	TM3009	Destination Planning and Management	PEC	3	0	0	3	3
3.	TM3010	Tourism Geography	PEC	3	0	0	3	3
4.	TM3011	Ticketing and Reservation System	PEC	3	0	0	3	3
<b>Vertical 3: Special Interest Tourism (5 subjects)</b>								
1.	TM3012	Adventure and Sports Tourism	PEC	3	0	0	3	3
2.	TM3013	International Tourism	PEC	3	0	0	3	3
3.	TM3014	Leisure and Recreational Tourism	PEC	3	0	0	3	3
4.	TM3015	Meetings, Incentives, Conferences and Exhibitions	PEC	3	0	0	3	3
5.	TM3016	Eco tourism and Sustainable Development	PEC	3	0	0	3	3

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

MBA – TM – Full Time						
S.No	Subject Area	Credits per Semester				Credits Total
		I	II	III	IV	
1	PCC	26	24	6		56
2	PEC			18		18
3	EEC	4	7	5	12	28
	<b>Total</b>	30	31	29	12	<b>102</b>

## SEMESTER 1

TM3101

**TOURISM PRINCIPLES AND PRACTICES**

**L T P C**  
**4 0 0 4**

### **OBJECTIVES:**

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

#### **UNIT I INTRODUCTION**

**12**

Tourist/ Visitor/ Traveller/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches - Motivations and Deterrents to Travel –Emerging Areas and Practices: Shared economy and its impact on tourism.

#### **UNIT II FORMS OF TOURISM**

**12**

Inbound, Outbound, National, International - Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

#### **UNIT III TOURISM INDUSTRY**

**12**

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

#### **UNIT IV TOURISM THEORY**

**12**

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

#### **UNIT V TOURISM POLICIES**

**12**

Overview of Five-Year Plans with special reference to Tourism Development and Promotion, National Action Plan, State Government and National Government Tourism Policy - Code of conduct for safe and honorable Tourism for India – Global Sustainable Tourism Criteria.

**TOTAL HOURS: 60**

### **COURSE OUTCOMES:**

On completion of course, students should be able to:

**CO1:** Learn the nature and concept of tourism.

**CO2:** Understand the various forms of tourism and its demand.

**CO3:** Understand the primary structures, functions and operations of tourism industry.

**CO4:** Explore the various theories of tourism.

**CO5:** Gain insights of the Tourism policies in the national and international context

#### **CO-PO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	3	2	2	3	2	1	1	3
<b>CO 2</b>	3	3	1	3	2	2	1	3
<b>CO 3</b>	3	2	3	1	3	2	2	3
<b>CO 4</b>	3	3	3	3	2	1	1	3
<b>CO 5</b>	3	3	3	2	3	3	2	2
<b>Avg.</b>	3	2.6	2.4	2.4	2.4	1.8	1.4	2.8

## REFERENCES

1. M.R. Dileep, Tourism: Concepts, Theory and Practice, I.K. International Publishing House Pvt. Ltd, 2018.
2. Abhoy Das Jhangi, Tourism Education: Principles, Theories and Practices, Pacific Books International, 2019.
3. Dr, Peter Robinson, Dr Michael Luck, Stephen Smith, Tourism, CABI Publishing, 2<sup>nd</sup> Edition, 2020.
4. Zeeshan Norris, Tourism Concepts and Principles, ED Tech Press, 2021.
5. Dr, Anshumali Pandey, Introduction to Tourism Studies, Notion Press, 2023.

**TM3102**

**MANAGEMENT FUNCTIONS AND BEHAVIOUR**

**L T P C**  
**4 0 0 4**

## COURSE OBJECTIVES

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

### UNIT – I MANAGEMENT CONCEPTS AND FUNCTIONS

**12**

Nature and Levels in Management – Managerial Roles and Skills – Tasks of A Professional Manager — Thoughts of Management - Manager and Environment of Tourism Business- Ethics in Tourism Business.

### UNIT – II PLANNING AND ORGANIZING:

**12**

Steps in Planning Process – Scope and Limitations – Short Range and Long-Range Planning – MBO – Policies & Strategies - Decision Making- Ethics in 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:

**12**

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 ORGANIZATIONAL BEHAVIOUR:

**12**

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

### UNIT – V GROUP DYNAMICS:

**12**

Group Behaviour – Group Formation - Understanding Work Teams– Conflict Management- Negotiation and Interpersonal Behaviour - Management of Change – Resistance to Change – Power and Politics, Conflict: concept, sources, Types, Stages of conflict, Management of conflict, Organisational Change and Development.

**TOTAL HOURS: 60**

## COURSE OUTCOMES:

On completion of course, students should be able to:

**CO1** Understand various management concepts, skills required and ethics in tourism business.

**CO2** Understand and develop an In-depth knowledge of the planning and organizing functions of management in a real time management context.

**CO3** Develop insights on directing and controlling functions of management in a real time management context.

**CO4** Understand the complexities associated with management of individual behaviour in the organizations.

**CO5** Develop the skillsets to manage group behaviour in Organizations

**CO-PO MAPPING**

CO	PO							
	1	2	3	4	5	6	7	8
1	3	1	2	2		1		
2	2	3		1		2		
3	3	2		3		1		
4			1		3	2	1	1
5			2		3	2	1	
<b>Avg.</b>	2.67	2	1.67	2	3	1.6	1	1

**REFERENCES:**

1. Stephen P. Robbins, Mary Coulter, Amy Randel, Rajeesh Viswanathan, Management, 15th Edition, Pearson, 2022.
2. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012.
3. Steven McShane, Mary Ann Von Glinow, Himanshu Rai, Organizational Behaviour, 9th Edition, Tata McGraw Hill, 2022.
4. Stephen P. Robbins, Timothy Judge, Neharika Vohra, Organisational Behavior, 18th Edition, Pearson, 2022..
5. Harold Koontz, Heinz Weihrich, Mark V. Cannice, Essentials of Management, 11th Edition, Tata McGraw Hill, 2020.
6. Peter F. Drucker, Management, Revised Edition, 2008, Harper Collins
7. Ricky W. Griffin, Management: Principles and Practice with Coursemate, 11th Edition, Cengage Learning, 2013.

**TM3103****ACCOUNTING AND FINANCIAL MANAGEMENT****L T P C  
4 0 0 4****COURSE OBJECTIVE:**

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

**UNIT I FINANCIAL ACCOUNTING****12**

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

**UNIT II FINANCIAL ANALYSIS AND WORKING CAPITAL****12**

Financial statement Analysis - Financial ratio analysis, Interpretation of ratio for financial decisions - Cash flow analysis - Principles of working capital: Concepts, Needs, Determinants, Issues and Estimation of working capital

**UNIT III COST ACCOUNTING****12**

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

**UNIT IV FOUNDATIONS OF FINANCE****12**

Introduction Financial Management – Nature, Scope and Functions of Finance, Organization of financial functions, Objectives of Financial Management, Major financial decisions – Time Value of Money – Concept of Risk and Return – Single Asset and of a Portfolio.

**UNIT V FINANCING AND INVESTMENT DECISION****12**

Capital Structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital Structure. Capital Budgeting: Principles and techniques - Nature of capital budgeting - Identifying relevant cash flows - Evaluation Techniques

**TOTAL HOURS: 60**

**COURSE OUTCOMES:**

On completion of course, students should be able to:

**CO1:** Understand, analyze and interpret financial statements

**CO2:** Recall the tools and techniques of financial analysis and analyse the financial performance

**CO3:** Understand and analyse the cost accounting information and estimate the performance using various tools

**CO4:** Recall the basic concepts of financial management and estimate the risk and return of securities

**CO5:** Understand and apply the concept of capital structure and cost of capital and evaluate investment projects

**CO PO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	3	3		1		3	2	
<b>CO 2</b>	3	3	1			3	2	
<b>CO 3</b>	3	3				3	3	
<b>CO 4</b>						2	3	
<b>CO 5</b>	2	3				2	3	
<b>Avg</b>	3	3	1	1		2.6	2.6	

**REFERENCES:**

1. R. Narayanaswamy, Financial Accounting, PHI, 6<sup>th</sup> Edition, 2017.
2. M.Y. Khan and P.K. Jain, Management Accounting, Tata McGraw Hill, 8<sup>th</sup> edition, 2018.
3. Gupta, A., Financial Accounting for Management: An Analytical Perspective, 5th Edition, Pearson, 2016
4. I M. Pandey, Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018.
5. M.Y. Khan and P.K. Jain Financial management, Text, Problems and cases, Tata McGraw Hill, 8th edition, 2017.
6. S. N. Maheshwari, Financial Management –Principles and Practice, Sultan Chand and Sons, 15<sup>th</sup> edition, 2019.

**BA3151****MANAGERIAL ECONOMICS****L T P C  
4 0 0 4****COURSE OBJECTIVE**

To make the Students learn about microeconomic and Macroeconomic implications in Business Decision

**UNIT I INTRODUCTION****12**

Definition of Managerial Economics. Decision Making and the Fundamental Concepts Affecting Business Decisions – the Incremental Concept, Marginalism, Equi-marginal Concept, the Time Perspective, Discounting Principle, Opportunity Cost Principle- Micro and Macro Economics.

**UNIT II UTILITY ANALYSIS AND THE DEMAND CURVE****12**

Elasticity of Demand - Demand Analysis: Basic Concepts, and tools of analysis for demand forecasting. Use of Business Indicators: Demand forecasting for consumer, Consumer Durable and Capital Goods. Input-Output Analysis – Consumer Behavior-Consumer Equilibrium

**UNIT III THE PRODUCTION FUNCTION****12**

Production with One Variable Input – Law of Variable Proportions – Production with Two Variable Inputs – Production Isoquants – Isocost Lines Estimating Production Functions- Returns to Scale– Economies Vs Diseconomies of Scale – Cost Concepts – Analysis of cost – Short and long run costs. Market Structure: Perfect and Imperfect Competition – Monopoly, Duopoly, Monopolistic Competition – Pricing Methods.

**UNIT IV MACRO ECONOMIC VARIABLES 12**  
 National Income- Concepts – Gross Domestic Product, Gross National Product, Net National Product – Measurement of National Income, Savings, Investment - Business Cycles and Contracyclical Policies – Role of Economic Policy – Indian Economic Planning

**UNIT V COMMODITY AND MONEY MARKET 12**  
 Demand and Supply of Money – Money Market Equilibrium – Monetary Policy – Inflation – Deflation – Stagflation-Role of Fiscal Policies- Indian Fiscal Policies - Government Policy towards Foreign Capital and Foreign Collaborations – Globalization and its Impact. Cashless economy and digitalized cash transfers; Economic models and its steps; FEMA-GST-Industrial Policy in India and its effects on growth.

**TOTAL HOURS: 60**

**COURSE OUTCOMES:**

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

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

**CO-PO MAPPING**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	1	3	1	2	1	2
CO2	3	2	1	3	2	2	1	3
CO3	3	3	2	2	2	3	3	3
CO4	3	3	3	2	1	3	3	2
CO5	3	3	3	2	1	1	3	3
Avg.	3	2.8	2	2.4	1.4	2.2	2.2	2.6

**REFERENCES:**

1. Damodaran, S., Managerial Economics, 2nd Edition, Oxford University Press, 2011.
2. Dwivedi, D.N., Managerial Economics, Vikas Publishing House, 2011.
3. R. L. Varshney , K.L. Maheshwari., Managerial Economics, Sultan Chand & Sons, 2014.
4. William F. Samuelson, Stephen G. Marks, Jay L., Zagorsky., Managerial Economics, Wiley Publishers, 9th Edition, 2021.
5. H. L. Ahuja., Managerial Economics., Atlantic Publishers and distributors(P) Ltd., 2017.
6. Dominick Salvatore, Managerial Economics: Principles and worldwide applications, 9E Adaptation, Oxford University Press, 9th Edition, 2020.

**TM3104 LEGAL ASPECTS OF TOURISM L T P C**  
**4 0 0 4**

**COURSE OBJECTIVE:**

To provide students insights to the basic principles of various Laws, Codes, rules and regulations relating to tourism planning and operations.

**UNIT I INTRODUCTION 12**

Introduction – Law and society - Branches of Law – Commercial Law, Company Law- Industrial Law – Environmental Law - Basic Principles of Company Law - Registration of Company – Types of companies – Types and administration of Meetings – winding up of companies

**UNIT II LAWS ON CONTRACT AND CONSUMER PROTECTION 12**  
 General Principles of Contract Act - Essential elements of Contract – Breach of Contract – Performance of Contract – Indemnity and Guarantee – Bailment - Negotiation Instruments Act 1881, GST, Consumer Protection Act- 11286

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

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

**UNIT V ENVIRONMENT ACT 12**  
 Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act – Safety and security of tourist - Tourist Police - place of Tourism in the constitution - need of tourism legislation - General suggestions to improve tourism in India.

**TOTAL HOURS: 60**

**COURSE OUTCOMES**

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

- CO1.** Outline the Branches of Law and its basic principles
- CO2.** Discuss the laws related to contract and consumer protection
- CO3.** Elaborate on the laws related to accommodation and transport
- CO4.** Recall and relate the fundamentals of customs and laws relating to adventure tourism
- CO5.** Show the need for Environment Act and tourism legislation

**CO-PO MAPPING**

CO	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
I	-	1	1	2	1	3	2	2
II	-	1	1	2	1	2	2	2
III	-	-	1	2	1	3	3	2
IV	-	-	1	2	1	2	3	2
V	-	-	1	2	1	3	3	2
<b>Avg.</b>	-	1	1	2	1	2.6	2.6	2

**REFERENCES :**

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2020.
2. Shashank Garg, 2017, Tourism Law In India - A Comprehensive Manual Of Concepts, Regulations and Guidelines-Universal Law Publishing
3. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2017. 3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2018.
4. Kumar, Ravinder (2016). Legal Aspects of Business, 4/e; New Delhi: Cengage Learning
5. Mukesh Ranga, Legal Perspectives In Indian Tourism, 2004, Abhijeet Publications
6. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
7. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation, GOI.

**COURSE OBJECTIVE**

To build a comprehensive tourism marketing plan incorporating marketing mix and extended marketing mix elements, target audience analysis and positioning strategies.

**UNIT I INTRODUCTION TO TOURISM MARKETING 9**

Understanding Tourism Marketing Nature and Marketing Process – Growth – Strategic Planning– Orientations; Tourism Product–Characteristics; Challenges in Tourism Marketing; Tourism Marketing Environment – Micro Environment– Macro-Environment– Environment Analysis.

**UNIT II TOURISM MARKETS and TOURIST BEHAVIOR 9**

Tourism Markets – Types; Tourist Behavior–Risks Involved in Travel Purchase; Tourist Buying Process–Factors influencing Tourist Buying Behavior–Environmental Factors– Individual Factors; Tourist Decision Making Models – Demand Forecasting; Market Segmentation – Targeting–Market Positioning for Competitive Advantage.

**UNIT III TOURISM MARKETING MIX-I 9**

Tourism Product – Design–New Product Development – Destination Development–Product Life Cycle–Destination Life Cycle–Tourism Area Life Cycle; Pricing Tourism Products–Pricing Considerations and Approaches, Pricing Strategies and Methods of Price Fixation; Tourism Distribution– Distribution Chain /Channels– Channel Design Decisions– Channels in India – Managing Channels; Tourism Promotion–Factors Affecting and Components of Promotion Mix – Advertising – Public Relations – Sales Promotion – Personal Selling – Important Promotion Tools in Tourism.

**UNIT IV TOURISM MARKETING MIX-II 9**

People in Tourism – Service Quality Ingredients – Service Encounters –Managing People and Encounters in Tourism Experience–CRM–Internal Marketing–Capacity Building; Process in Tourism– Elements of Process– Managing Process– Development in Service Processes– Capacity Demand Management; Role of Physical Evidence in Tourism – Functions – Service Scope - Components – Building Physical Evidences.

**UNIT V TOURISM MARKETING STRATEGIES 9**

Market Competition and Competitive Tourism Marketing Strategies; Technology in Tourism Marketing – Electronic Tourism – Using Websites; Tourism Marketing and Development–Socially Responsible Marketing – Green Marketing – Government Bodies and NGOs in Tourism

**TOTAL HOURS: 45****COURSE OUTCOMES:**

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

**CO1.** Identify and relate the key concepts and terminology in tourism marketing

**CO2.** Illustrate the fundamental principles and theories underlying tourism marketing strategies

**CO3.** Apply tourism marketing techniques to design effective promotional campaigns for various tourism products and destinations

**CO4.** Discover the effectiveness of different marketing channels and tools in the tourism industry and propose improvements based on data-driven insights

**CO5.** Interpret the impact of tourism marketing campaigns on consumer behavior and assess their contribution to the overall success of tourism businesses

**CO-PO MAPPING**

CO	PO							
	1	2	3	4	5	6	7	8
1	3	2	2	2	3	1	1	1
2	2	3	3	2	2	1	2	1
3	3	2	1	2	2	2	3	2
4	3	3	2	3	3	1	1	2
5	2	2	1	2	2	1	2	3
<b>Avg.</b>	2.6	2.4	1.8	2.2	2.4	1.2	1.8	1.8

## REFERENCES :

1. Manjula Chaudhary. *Tourism Marketing*, Oxford University Press, New Delhi, 2010.
2. Philip Kotler, John T. Bowen, and James C. Makens, *Marketing for Hospitality and Tourism*, Pearson, 8<sup>th</sup> Edition, New Delhi, 2021.
3. Ramasamy, V.S., and Namakumar, S., *Marketing Management, 6<sup>th</sup> Edition* New Delhi: Macmillan, 2018.
4. S.M. Jha. *Tourism Marketing*, Himalaya Publishing House, 2011.
5. Devashish Dasgupta. *Tourism Marketing*, Pearson, New Delhi, 2011.

TM3106

HOSPITALITY MANAGEMENT

L T P C

3 0 0 3

## COURSE OBJECTIVE

To gain exposure to the various departments of all hotel categories and learn about the hospitality sector's contribution to the promotion of travel.

### UNIT I INTRODUCTION TO HOSPITALITY AND TOURISM 9

Hospitality and Tourism - Origin, Growth and Importance – Industries related to Tourism – Evolution and Growth of Hotels – Evolution of Tourism – Factors Affecting Hospitality and Tourism Industry – Employment Opportunities in Hospitality and Tourism.

### UNIT II HOTEL INDUSTRY 9

Clarification of Hotels – Major Departments of a Hotel – Star Ratings of Hotels – Global Standards for Hotels – Managing Value Added Services – Specialty Resorts – Book Sellers – Spa – Beauty Clinics – Gymnasiums.

### UNIT III FOOD SERVICE AND LODGING 9

The Restaurant Business – Restaurant Operations – Restaurant Industry Organization – Competitive Foods – Issues Facing Food Industry – Onsite Food Service – Lodging – Meeting Guest Needs – Forces Shaping the Hotel Business – Competition in the Lodging Business

### UNIT IV HOUSEKEEPING and FRONT OFFICE MANAGEMENT 9

Housekeeping Department - Operations and Management – Budgeting – Changing Trends - Role of Service in Hospitality Industry – Accommodation Management – Planning – Front Office Management – Concierge - Computer Applications - Security and Control

### UNIT V HOSPITALITY AND RELATED SECTORS 9

Theme Parks – Conventions Centres – Cruises – Event Management – Recreation and leisure activities – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

**TOTAL HOURS: 45**

## COURSE OUTCOMES :

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

**CO1:** Understand why service has become such an important facet of the hospitality industry.

**CO2:** Understand hotel ownership and developments via hotel franchising and management contracts.

**CO3:** Students will learn the different characteristics of chain and independent restaurants.

**CO4:** Explore the areas of housekeeping department.

**CO5:** Understand the relationship of recreation and leisure to wellness.

## CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	3	2	2	1	2
CO 2	3	1	3	1	3	3	3	2
CO 3	3	1	2	2	3	3	2	1
CO 4	3	3	1	2	3	2	2	1
CO 5	3	3	3	2	3	2	1	1
Avg	3	2.2	2.2	2	2.8	2.4	1.8	1.4

## REFERENCES :

1. John R. Walker, Josielyn Walker, Introduction to Hospitality, Pearson, 8th edition 2019.
2. Maya Ivanova, Stanislav Ivanov, Vincent P. Magnini, The Routledge Handbook of Hotel Chain Management, Routledge, 2016.
3. M. P. Verma , Mamta Bhatnagar, Introduction to Hospitality Management and Tourism, Shroff Publishers, 2019.
4. Jatashankar Tewari, Hotel Front Office: Operations And Management, 2nd Edition, Oxford University Press, 2016.
5. R. Singaravelavan, Food And Beverage Service, 2nd Edition, Oxford University Press, 2016.

**BA3161**

**SOFT SKILLS I – EXECUTIVE COMMUNICATION**

**L T P C**  
**0 0 4 2**

### **COURSE OBJECTIVE:**

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

### **UNIT I INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION**

Introduction to Business Communication: Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, Feedback. - Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz. Types of managerial speeches - Presentations and Extempore - speech of introduction, speech of thanks, occasional speech, theme speech. - Group communication: Meetings, group discussions. - Other Aspects of Communication: Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical and Legal Issues in Business Communication.

### **UNIT II BUSINESS COMMUNICATION WRITING MODELS AND TOOLS**

Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV , job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes

### **UNIT III EFFECTIVE PRESENTATIONS**

Principles of Effective Presentations, Principles governing the use of audio-visual media.

### **UNIT IV INTERVIEW SKILLS**

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

### **UNIT V REPORT WRITING**

Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.

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

#### **Practical: Module 1**

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

#### **Practical - Module 2**

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

### Practical - Module 3

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

**TOTAL HOURS: 60**

### COURSE OUTCOMES:

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

**CO1:** Develop good managerial communication skills

**CO2:** Ability to excel in different forms of written communication required in a business context

**CO3:** Develop good presentation skills

**CO4:** Understand interview skills

**CO5:** Prepare Business reports

### CO-PO MAPPING

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1			1	3	2	2	2	
CO2			1	3	2	2	2	
CO3				3	2	2	2	
CO4				3	2	2	2	
CO5				3	2	3	3	
Average			1	3	2	2.2	2.2	

### REFERENCES :

1. Rajendra Pal, and J.S. Korlahalli, Essentials of Business Communication by, Sultan Chand and Sons, 15th Edition, 2017
2. Meenakshi Raman, and Prakash Singh, Business Communication by, Oxford, 3RD edition, 2018
3. Raymond V. and Lesikar, Flatley, Basic Business Communication Skills for Empowering the Internet Generation by, M.E., TMGH , New Delhi , 10 th edition, 2004
4. Ludlow R., The Essence of Effective Communications , Prentice Hall of India Pvt. Ltd. 2, 1995
5. C. S. Rayadu, Communication by, HPH, 2015
6. R. C. Sharma, Krishna Mohan ,Business Correspondence and Report Writing , Tata McGraw Hill, 5th Edition, 2017
7. Malcolm Goodale, Developing Communication Skills, 2nd Edition Professional Presentations, Cambridge University Press

### Supplementary Reading Material

Business Communication - Harvard Business Essentials Series, HBS Press

Adair, J , Effective Communication. , Pan Macmillan Excellence in Business Communication by Thill,

J. V. and Bovee, G. L, McGraw Hill, New York. Business Communications: From Process to Product by Bowman, J.P. and Branchaw, P.P., Dryden Press, Chicago.

TM3111

SOFT SKILLS II - DESTINATION VISIT 1

L T P C

0 0 4 2

### COURE OBJECTIVES:

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

## LIST OF DESTINATIONS

Serial Number	CATERGORIES OF DESTINATIONS
1	PRISTINE LANDSCAPES
2	WILDERNESS TOURISM
3	ARCHEOLOGICAL EXCELLENCE
4	ANCIENT HERITAGE
5	FESTIVALS
6	HISTORICAL SITES
7	RELIGIOUS SITES
8	ROYAL ABODES
9	CHARMING LOCALES
10	ECOTOURISM SPOTS
11	RESPONSIBLE TOURISM SPOTS
12	OTHERS (UNEXPLORED / NEW LOCATIONS)

**TOTAL HOURS: 60**

### **COURSE OUTCOMES:**

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

**CO1:** Recall and evaluate the destinations as potential tourism spots

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

**CO3:** Understand the challenges in different destinations for tourism development

**CO4:** Develop itineraries for promoting these destinations

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

### **NOTE : NO End Semester Examination is required**

#### **Pattern of Evaluation :**

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

**CO-PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	1	2	1	3	2	2	2	1
<b>CO2</b>	1	1	2	1	1	1	1	3
<b>CO3</b>	1	2	2	1	2	3	1	1
<b>CO4</b>	1	3	1	2	2	2	3	1
<b>CO5</b>	2	2	3	1	2	2	1	1
<b>Average</b>	1.5	2	1.83	1.67	1.8	2	1.8	1.4

**SEMESTER II****TM3201****E-TOURISM****L T P C  
4 0 0 4****COURSE OBJECTIVES:**

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

**UNIT I INTRODUCTION TO E-TOURISM****12**

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

**UNIT II E-MARKETING STRATEGIES FOR TOURISM****12**

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

**UNIT III E-TOURISM DISTRIBUTION CHANNELS****12**

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

**UNIT IV E-TOURISM EXPERIENCE MANAGEMENT****12**

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

**UNIT V E-TOURISM AND SUSTAINABILITY****12**

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

**TOTAL HOURS: 60**

## COURSE OUTCOMES

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

- CO1:** Understand e-tourism's definition, scope, evolution, importance, and technology's impact on the tourism sector.
- CO2:** Explain various e-tourism models and platforms (B2C, B2B, C2C, websites, mobile apps, social media) and compare their features.
- CO3:** Apply e-marketing strategies (digital marketing, SEO, SEM, social media, influencer marketing, content marketing) to the tourism context.
- CO4:** Analyze the role of online travel agencies (OTAs), partnership models, and challenges/opportunities in working with OTAs.
- CO5:** Develop user-friendly tourism websites/apps using UX design, create engaging interfaces, and explore VR/AR applications for enhanced tourist experiences.

## CO PO MAPPING

CO	PO							
	1	2	3	4	5	6	7	8
1	3	2	2	2	2	3	1	1
2	2	3	3	3	3	1	2	3
3	3	3	2	2	2	3	3	2
4	2	3	3	3	3	1	1	2
5	2	3	1	2	2	2	2	3
<b>Avg.</b>	2.4	2.8	2.2	2.4	2.4	2	1.8	2.2

## REFERENCE BOOKS:

1. E-Tourism: Information Technology for Strategic Tourism Management by Dimitrios Buhalis and D. R. Connolly. Pearson Education Limited, 2007.
2. Tourism Information Technology by Pierre J. Benckendorff, Pauline J. Sheldon, and Daniel R. Fesenmaier. CABI, Reprinted in 2019.
3. E-Tourism: Case Studies by Lorenzo Cantoni and Zheng Xiang. Springer, 2012.
4. E-Tourism: Principles, Practice, and Perspectives by Roman Egger, Dimitrios Buhalis, and Astrid Dickinger, Springer, 2021.
5. Tourism and Hospitality Marketing: A Global Perspective by Simon Hudson and Louise Hudson. SAGE Publications Ltd., 2020. (Reprinted in 2022)

**TM3206**

**EVENT MANAGEMENT**

**L T P C  
4 0 0 4**

## COURSE OBJECTIVE:

- This course is designed to provide an introduction to the principles of event management.
- The course aims to impart knowledge on the various events and how these events can be organized successfully.

## UNIT I EVENT CONTEXT

**12**

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

## UNIT II EVENT PLANNING and LEGAL ISSUES

**12**

Develop event concepts- needs and opportunities for events, creative approaches to event concepts- event-Conceptualizing the event – Host, sponsor, Media, Guest, Participants , Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – regulatory requirements.

**UNIT III EVENT MARKETING****12**

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods and budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring and Evaluating sponsorship.

**UNIT IV EVENT OPERATION****12**

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography and Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food and Beverage – Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control of event logistics – Evaluation and Logistics.

**UNIT V SAFETY and EVENT EVALUATION****12**

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.

**TOTAL: 60 PERIODS****COURSE OUTCOMES:**

The students will be able to,

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

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

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

**CO4:** Develop and evaluate skills related to event operations

**CO5:** Analyze and evaluate the safety measure of event management

**CO6:** Outline the essentials of event management business

**CO-PO MAPPING**

CO	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>I</b>	1	1	3	2	2	2	3	2
<b>II</b>	2	1	1	1	2	2	2	2
<b>III</b>	2	2	1	3	3	3	3	2
<b>IV</b>	2	2	2	3	3	3	3	2
<b>V</b>	2	1	1	2	2	2	2	1
<b>VI</b>	1	1	2	3	3	3	3	3
<b>Avg.</b>	1.6	1.3	1.6	2.3	2.5	2.5	2.6	2

**REFERENCES :**

1. Lynn Van DerWagen& Lauren White, Event Management, Event Management for Tourism, Cultural, Business & Sporting Events, 5<sup>th</sup> edition, Cengage, 2018
2. Allison, The Event Marketing Handbook: Beyond Logistics & Planning, 2019.
3. G.A.J. Bowdin, Events Management ,Elseiver Butterworth, 2018.
4. John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.
5. Judy Allen, Event Planning, 2nd Edition, Wiley & Sons, Canada, 2014.
6. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
7. Shannon Kilkenny, The complete guide to successful event planning, 2017.
8. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series, 2016.

**COURSE OBJECTIVES:**

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

<b>UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT</b>	<b>12</b>
Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies- Computer applications in human resource management – Human resource accounting and audit – HR in shared economy.	
<b>UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT</b>	<b>12</b>
Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand - Internal and External sources- Organisational Attraction-. Recruitment, Selection, Induction and Socialisation - Theories, Methods and Process.	
<b>UNIT III TRAINING AND DEVELOPMENT</b>	<b>12</b>
Types of training methods –purpose- benefits- resistance - Executive development programme – Common practices - Benefits – Self-development – Knowledge management.	
<b>UNIT IV EMPLOYEE ENGAGEMENT</b>	<b>12</b>
Compensation plan – Reward – Career management – Mentoring - Development of mentor –Job design, Job Satisfaction, Employee Engagement – Contract work force - Health and Well-being - Organisational Citizenship Behavior: Theories, Models – Green HR practices.	
<b>UNIT V PERFORMANCE EVALUATION AND CONTROL</b>	<b>12</b>
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. Control process– Importance– Methods– Requirement of effective control systems- Grievances– Causes – Implications – Redressal methods.	

**TOTAL: 60 HOURS**

**COURSE OUTCOMES:**

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

**CO1:** Apply the knowledge of the various aspects of HRM

**CO2:** Understand and apply the concepts and tools used in different HR functions

**CO3:** Develop the skills needed for a successful HR manager

**CO4:** Evaluate business problems and suggest solutions using HR concepts

**CO5:** Understand and evaluate the impact the emerging concepts in the field of HRM

**REFERENCES :**

- 1) Gary Dessler and Biju Varkkey, Human Resource Management, 16<sup>th</sup> Edition, Pearson Education Limited, 2020.
- 2) David A. Decenzo, Stephen.P. Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 14<sup>th</sup> Edition, 2021.
- 3) Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource, PHI Learning, 2012.
- 4) Wayne Cascio, Managing Human Resource, 12<sup>th</sup> Edition, McGraw Hill, 2022.
- 5) Uday Kumar Haldar, and Juthika Sarkar, Human Resource management, Oxford, 2016.
- 6) Gupta C.B., Human Resource Management ,Text and Cases, Sultan Chand & Sons, 2023.
- 7) Bernadin, Human Resource Management, Tata McGraw Hill ,8th edition 2012.

**CO-PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	3	2	1	1	2
CO2	1	1	2	1	1	1	2	1
CO3	3	1	2	1	3	1	1	1
CO4	2	2	1	1	1	3	1	2
CO5	1	1	1	2	2	1	3	1
Avg	1.8	1.2	1.8	1.6	1.8	1.4	1.6	1.4

**TM3203****TOURISM RESEARCH AND ANALYTICS****L T P C**  
**4 0 0 4****COURE OBJECTIVE:**

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

**UNIT I INTRODUCTION TO RESEARCH AND ETHICS IN RESEARCH****12**

Business Research – Definition and Significance – types of variables - the research process – Types of Research – Research questions / Problems – Research objectives – Research hypotheses – the role of theory in research – Research Proposal - Ethics in research.

**UNIT II RESEARCH DESIGN AND MEASUREMENT****12**

Research design – Definition – types of research design –experimental design – different types of experimental design – Measurement and scaling – Types of scales – Construction of instrument – Validity and Reliability of instrument.

**UNIT III DATA COLLECTION & DATA PREPARATION****12**

Types of data – Methods of primary data collection – Survey, Observation, Interview – Secondary Data Collection - Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods. Data Preparation – Data Pre-processing - Data Processing – Normalization – Outlier Detection - Data Visualization.

**UNIT IV DATA ANALYSIS – I****12**

Central Tendency Measures – Measures of Variability - Hypothesis Testing – one and two sample tests for mean z,t – Paired t test – ANOVA- one way, two way – correlation – regression.

**UNIT V DATA ANALYSIS II & REPORT WRITING****12**

Non parametric tests – Sign test for paired data, preferences – Runs test - Mann Whitney Test – Kruskal Wallis test – Chi Square test : Goodness of fit, test of independence, test of homogeneity, test for single population variation. Research report – types – content.

**TOTAL HOURS: 60****COURSE OUTCOMES:**

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

**CO1:** Students understand and appreciate scientific inquiry, to write research proposals and develop a knowledge of ethics involved in research.

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

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

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

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

**REFERENCES:**

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research Methods, 12th Edition, Tata Mc Graw Hill, New Delhi, 2017.
2. Alan Bryman and Emma Bell, Business Research Methods, 3rd Edition, Oxford University Press, New Delhi, 2015.
3. Uma Sekaran and Roger Bougie, Research Methods for Business, 8th Edition, Wiley India, New Delhi, 2019.
4. William G Zikmund, Barry J Babin, Jon C.Carr, AtanuAdhikari,Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.
5. Prem.S.Mann, Introductory Statistics, Wiley Publications, 9<sup>th</sup> Edition, 2018.
6. Peter Bruce, Andrew Bruce, Peter Gedeck, Statistics for Data Scientists, O'Reily, 2<sup>nd</sup> Edition, 2020.
7. Panneerselvam. R, Research Methodology, 2nd Edition, PHI Learning, 2014.

**CO-PO MAPPING:**

CO	PO							
	1	2	3	4	5	6	7	8
1	3	2	3	2		2	2	2
2	3	2		1		2	1	1
3	2	3		2		2	2	
4	3	3		2		2	1	
5	3	3		3		2	1	
<b>Avg</b>	2.8	2.6	3	2		2	1.4	1.5

**TM3204      TOURISM SERVICES OPERATIONS AND QUALITY MANAGEMENT      L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES**

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

**UNIT I      UNDERSTANDING SERVICES      12**

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

**UNIT II      DESIGNING THE SERVICE FIRM      12**

Service Design Elements – Service Blueprinting –Technology in service Encounter- Service scapes - Facility design – process analysis – Service facility layout- Service Facility Location – facility location techniques.

**UNIT III      MANAGING SERVICE OPERATIONS      12**

Managing capacity and demand – Managing Waiting Lines –Queuing systems – Essential features, psychology of waiting –Managing for growth- expansion strategies, franchising, globalization;

**UNIT IV      INTRODUCTION TO QUALITY MANAGEMENT      12**

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention-Dimensions of product and service quality- Cost of services quality.

**UNIT V      CONCEPTS OF SERVICES QUALITY      12**

Definitions -Significance -Measuring Service Quality -Service Quality Gap Model - Service Quality Standards - Strategies for Improving Service Quality - Monitoring Service Quality. Concepts of Quality circle, Japanese 5S principles applicable to services.

**TOTAL HOURS: 60**

**COURSE OUTCOMES:**

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

**CO1:** Relate and infer the nature of service operations

**CO2:** Design and develop services firms

**CO3:** Develop and Manage service operations

**CO4:** Recall and relate the concepts of quality management

**CO5:** Combine and Inculcate quality in service design and delivery

**CO-PO MAPPING**

CO	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
I	1	1	1	1	1	2	2	2
II	3	3	1	1	2	2	3	2
III	3	3	1	1	2	2	3	2
IV	2	2	1	1	3	2	3	2
V	2	2	1	1	3	2	2	2
<b>Avg.</b>	2.2	2.2	1	1	2.2	2	2.6	2

**REFERENCES:**

1. James A. Fitzsimmons and Mona J. Fitzsimmons, Service Management – Operations, Strategy, Information Technology, McGraw Hill Education (India) – 7e Edition 2017.
2. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, 5<sup>th</sup> Edition, Pearson Education, 2018
3. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, 2017.
4. Valarie A Zeithmal and Parasuraman, Delivering quality service, Free press Newyork, 2010
5. M. Raghavachari& KV Ramani, Delivering Service Quality: Managerial Challenges for 21st Century, Macmillan Publishers India, 3<sup>rd</sup> Edition, 2011.
6. CengizHaksever, Barry Render, Roberta S. Russell, Rebert G. Murdick, Service Management and Operations, Pearson Education, 2<sup>nd</sup> Edition, 2015.
7. Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton Successful Service Operations Management, South-Western, Cengage Learning, 2nd Edition

**TM3205****TRAVEL MANAGEMENT****L T P C  
4 0 0 4****COURSE OBJECTIVE**

To get awareness of general travel and tourism industry trends

**UNIT I INTRODUCTION****12**

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

**UNIT II TRAVEL AGENCY****12**

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

**UNIT III COMPONENTS OF TRAVEL MANAGEMENT****12**

Market Survey and Research , A Guide to Marketing of Leisure Activities, Marketing Techniques of a Travel management - Marketing of Conferences, Congress, Conventions, Incentive Travel, Workshops, Seminars, MICE, Fare constructions and Scheduling - railway and airlines, consumer mix, Rules and regulations for registration - International Travel Formalities- Foreign Exchange Regulations, passport, visas, Clearances and other Procedures.

**UNIT IV CARGO MANAGEMENT****12**

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

**UNIT V MODERNIZATION AND TRENDS IN TRAVEL INDUSTRY****12**

Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Takeovers, Consolidations, and Acquisitions in Travel Industry.

**TOTAL HOURS: 60****COURSE OUTCOMES:**

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

**CO1:** Describe the management components within the organizations of transportation

**CO2:** Understand the foundations for marketing assessments of the tourist, travel segments and vendor products and services.

**CO3:** Appreciate the role of cargo management in the domain of travel management

**CO4:** Define tourism along with appropriate industry models.

**CO5:** Understand the modernization and trends in travel industry

**CO-PO MAPPING:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	3	3	2	2	2	1	2	1
<b>CO 2</b>	3	2	2	2	3	1	1	2
<b>CO 3</b>	3	2	1	2	2	1	1	2
<b>CO 4</b>	3	3	2	2	3	2	1	1
<b>CO 5</b>	3	2	1	2	2	1	1	2
<b>Avg</b>	3	2.4	1.6	2	2.4	1.2	1.2	1.6

**REFERENCES :**

1. Akhil Bali, Tourism and Travel Management : A Management Prospective, Notion Press, 2021
2. Dr. Apsara Saleth Mary, The Principles of Travel Agency and Tour Operation Management, White Falcon Publishing, 2021
3. M. R. Dileep, Tourism, Transport and Travel Management, Routledge, 2019
4. Prof. Veenith Sharan, Travel Agency and Tour Operations, Laxmi Publications Pvt. Ltd, 2022
5. Md. Abu Barkat Ali, Travel and Tourism Management, PHI Learning, 2015

**TM3211 SOFT SKILLS III : DATA ANALYTICS FOR TOURISM****L T P C  
0 0 4 2****COURSE OBJECTIVE:**

To have hands-on experience in data analysis

SL.	Exp. No.	Details of experiments	Duration
		Name	
1	1	Descriptive Statistics	4
2	2	Parametric Tests	4
3	3	Non-parametric Tests	4
4	4	Correlation & Regression	4
5	5	Forecasting	4

6		Extended Experiments -1	4
7	6	Transportation & Assignment, Queuing Theory	4
8	7	Queuing Theory	4
9	8	Revenue Management using Pivot table	4
10		Extended Experiments -2	4
11	9	HTML Formatting	4
12	10	HTML Links	4
13	11	HTML Tables	3
14	12	HTML Forms	3
15	-	Extended experiments – 3 Other recent Data Analysis Tools	3
16	1	Computerised Ticketing System using Galileo software	3

**TOTAL: 60 PERIODS**

**COURSE OUTCOMES:**

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

**CO1:** Apply knowledge of spreadsheets for business decision making

**CO2:** Apply knowledge about descriptive statistics

**CO3:** Understand and apply knowledge of tools and techniques

**CO4:** Understand and apply industry relevant techniques like revenue management

**CO5:** Knowledge of Launching a web page

**CO-PO MAPPING**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	3	1	-	3	2	1	1	3
<b>CO2</b>	3	3	2	3	2	2	2	3
<b>CO3</b>	3	3	2	3	2	2	2	3
<b>CO4</b>	3	3	2	3	2	2	2	3
<b>CO5</b>	3	3	2	3	2	2	2	3
<b>Avg</b>	3	2.6	2	3	2	1.8	1.8	3

**REFERENCES :**

1. David R. Anderson, et al, An Introduction to Management Sciences: Quantitative approaches to Decision Making, 14th edition, South-Western College Pub, 2019
2. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2016.
3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
4. David M. Levine et al, "Statistics for Managers using MS Excel" (8th Edition) Pearson, 2016
5. Minnick, C. WebKit for Dummies. John Wiley & Sons, (2012).
6. Wyne L. Winston " Microsoft Excel 2019: Data Analysis and Business Model, 6<sup>th</sup> Edition , PHI. 2019
7. Alan Murry, Advanced Excel Success -A practical guide to master Excel, Apress, 2020.

**OBJECTIVES:**

- To develop an appreciation of culture, life-style and wisdom among students, and to apply classroom knowledge of courses to field realities and thereby improve learning

**COURSE CONTENT:**

1. Dynamics of society: Social, economic, political and cultural; Identifying groups in the community like women, children, elderly and disabled	6
2. Community goal setting: Inner Engineering	6
3. Participatory learning and social mapping: Approaches and methods, community mapping, project proposal and project management, concept and steps, Thematic maps	12
4. National development programs: History, status and way forward	6
5. Resource Mapping: Natural and Human resource mapping and management	6
6. Institutions: Engagement with school/ street/ Health center/ Panchayat/ SHGs	6
7. Community Awareness: Health & Hygiene/ Rights/ Policies and Programmes	6
8. Disaster Management: Disaster Preparedness - Risk reduction, Rehabilitation- Physical and psychological aspects	6
9. Professional Intervention: Partnership with Public, Private and Non-governmental organizations	6

**TOTAL: 60 PERIODS****COURSE OUTCOMES:****CO1:** Familiarise the students with the concept of community and social realities**CO2:** In depth knowledge on institutions operating in the community**CO3:** Ability to devise plans for disaster response and management**CO4:** In depth knowledge of health and hygiene, rights and policies and programs in community**CO5:** Identify the opportunities for contributing to community's socio-economic improvements**CO-PO MAPPING**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1			2			1	1	3
CO2			2			1	1	3
CO3			2			1	1	3
CO4			2			1	1	3
CO5			2			1	3	3
Avg			2			1	1.4	3

**REFERENCES:**

- de Weger, Esther & Vooren, N. & Luijckx, K. & Baan, Caroline & Drewes, H.. (2018). Achieving successful community engagement: A rapid realist review. BMC Health Services Research. 18. 10.1186/s12913-018-3090-
- Singh, Katar, Rural Development : Principles, Policies and Management, Sage Publications, New Delhi, 2015.
- A Hand book on Village Panchayat Administration, Rajiv Gandhi Chair for Panchayati Raj Studies, 2002.
- United Nations, Sustainable Development Goals, 2015 un.org/sdgs/
- M.P.Boraian, Best Practices in Rural Development, Shanlax Publishers, 2016.
- Principles of Community Engagement, 2nd Edition, NIH Publication No. 11-7782, Printed June 2011.

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION****9**

Definition, Concept, Characteristics and Classification. Cultural Heritage of India—Stages of evolution, continuity. Heritage- Types of Heritage Tourism, Heritage Management Organizations.

**UNITII NATURAL RESOURCES 9**  
Wildlife sanctuaries - National parks - Biosphere reserves–Backwater Tourism-Mountain and Hill Tourist Destinations–Islands, Beaches, Caves and Deserts of India.

**UNITIII TOURISM CIRCUITS 9**  
Major tourism circuits of India: Inter State and Intra-State Circuits-Religious Circuits- Heritage Circuits -Wildlife Circuits.

**UNITIV MANMADE DESTINATIONSAND THEME PARKS 9**  
Manmade Destinations: Locations of Adventure-sports-Commercial attractions- Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats – Treehouses - Homestays - Tourism by rail - Palace-on-wheels - Zoological and Botanical Garden.

**UNITV CONTEMPORARY DESTINATIONS IN INDIA 9**  
Places and Packages for Ecotourism, Rural Tourism, Sports Tourism, Medical Tourism and Pilgrimage Tourism- Camping Tourism.

**TOTAL HOURS: 45**

**COURSE OUTCOMES:**

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

**CO1:** Identify the key features and characteristics of tourism products in India.

**CO2:** Illustrate the significance and value of tourism products in India.

**CO3:** Build knowledge of tourism products to develop itineraries and tour packages.

**CO4:** Discover the impact of tourism products on our economy in India.

**CO5:** Measure the sustainability practices and responsible tourism initiatives associated with tourism products in India.

**CO PO MAPPING**

CO	PO							
	1	2	3	4	5	6	7	8
1	2	2	2	2	2	1	1	1
2	2	2	3	3	2	1	2	1
3	2	2	1	2	2	2	3	2
4	1	3	2	3	3	1	1	2
5	3	2	2	2	2	1	2	3
<b>Avg.</b>	2	2.2	2	2.4	2.2	1.2	1.8	1.8

**REFERENCES :**

1. S.P. Gupta (2016), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi, OM Publications.
2. Hussain, A.K. (2022). The National Culture of India, National Book Trust, New Delhi.
3. Jacob, R. (2012). Indian Tourism Products. Abhijeet Publications.
4. Sahai, S. (2006), Indian Architecture: Hindu Buddhist and Jain Prakash Books.
5. The Gazette of India: History and Culture, Vol.2
6. Incredible India website and Tourism websites of individual states like Tamil Nadu, Kerala, etc.

**TM3302 CULTURE AND HERITAGE: TOURISM PERSPECTIVE L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

To be able to apply knowledge of culture and heritage for developing business from a tourism perspective

**UNIT I INTRODUCTION TO INDIAN CULTURE AND HERITAGE 9**  
Salient features of Indian culture – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition, Indian cultural heritage.

**UNIT II CULTURAL DIMENSIONS AND REFLECTIONS****9**

Key elements of Indian cultural dimensions –Tangible and intangible culture- Dimensions of national cultures -Distinctiveness of Indian culture in personal life, social life and work life – languages and literature- Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest Tourism

**UNIT III CULTURAL MIX****9**

Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

**UNIT IV CROSS CULTURAL MANAGEMENT****9**

Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues- Cultural differences in ethics and decision making

**UNIT V GLOBAL APPROACH****9**

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

**TOTAL HOURS: 45****COURSE OUTCOMES :**

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

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

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

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

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

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

**CO PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	2	1	1	3	1	2	1	3
<b>CO2</b>	1	3	2	2	1	1	2	1
<b>CO3</b>	3	1	2	2	1	2	2	1
<b>CO4</b>	2	1	1	2	1	3	1	2
<b>CO5</b>	1	2	2	2	2	2	3	1
<b>Average</b>	1.8	1.6	1.6	2.2	1.2	2	1.8	1.6

**REFERENCES :**

1. David C. Thomas, Cross-cultural management- Essential concepts, 4<sup>th</sup> edition, Sage Publications,2018
2. F.R. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi, 2011.
3. S.M.Dewan, Corporate governance in public sector enterprises, Pearson Longman, 2006.
4. G. Hofstede, Culture and organizations: intercultural cooperation and its importance for survival, Harper Collins, London, 2010.
5. Rajiv Desai , Indian business culture - An Insider's guide , Butterworth and Heinemann,1999,
6. Ananda Das gupta , Human values in Management , Ashgate publishing limited, 2004.
- 7.<https://www.unesco.org/en/culture>

**COURSE OBJECTIVES:**

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

**LIST OF DESTINATIONS**

Serial Number	CATERGORIES OF DESTINATIONS
1	Artistic Excellence
2	Antiquity
3	Adventure
4	Cuisines
5	Enchanting Gardens
6	Exotic Crafts
7	Economic Powerhouses
8	Educational Institutions
9	Advanced Manufacturing Hubs
10	Rejuvenating Sites
11	Sustainable Tourism Locations
12	Others (UNEXPLORED / NEW LOCATIONS)

**TOTAL: 60 PERIODS****COURSE OUTCOMES:**

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

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

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

**CO3** Understand the challenges in different heritage products and services

**CO4** Develop sustainable tourism plans

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

**NOTE : NO End Semester Examination is required**

**Pattern of Evaluation :**

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

**CO-PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	2	1	1	3	2
CO2	1	1	1	1	3	2	1	1
CO3	2	3	1	2	1	2	1	2
CO4	2	2	3	3	1	1	2	3
CO5	2	2	1	2	1	3	1	2
Average	1.8	2	1.6	2	1.4	1.8	1.6	2

**EMPLOYABILITY SKILLS ELECTIVES**

TN3001

**MICRO, SMALL AND MEDIUM ENTERPRISES****L T P C****3 0 0 3****COURSE OBJECTIVES:**

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

**UNIT I INTRODUCTION TO SMALL BUSINESS****9**

Creation, Innovation, entrepreneurship and small business - Defining Small Business –Role of Owner – Manager – government policy towards small business sector –elements of entrepreneurship – evolution of entrepreneurship –Types of Entrepreneurship – social, civic, corporate - Business life cycle - barriers and triggers to new venture creation – process to assist start ups – small business and family business.

**UNIT II SCREENING THE BUSINESS OPPORTUNITY AND FORMULATING THE BUSINESS PLAN****9**

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

**UNIT III BUILDING THE RIGHT TEAM AND MARKETING STRATEGY****9**

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

**UNIT IV FINANCING SMALL BUSINESS****9**

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

**UNIT V VALUING SMALL BUSINESS AND CRISIS MANAGEMENT****9**

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

**TOTAL HOURS: 45**

**COURSE OUTCOMES:**

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

**CO1:** Understand and critique different types of small and medium business operations

**CO2:** In depth knowledge on small business opportunities and challenges

**CO3:** Ability to devise plans for small business by building the right skills and marketing strategies

**CO4:** Identify the funding source for small start ups

**CO5:** Business evaluation for buying and selling of small firms

**CO-PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	2	2	1	-	1	2	3	-
<b>CO2</b>	2	2	-	-	-	2	3	3
<b>CO3</b>	2	2	-	-	-	2	3	-
<b>CO4</b>	2	2	-	-	-	2	3	-
<b>CO5</b>	2	3	-	-	-	2	3	-
<b>Average</b>	2	2.2	1		1	2	3	3

**REFERENCES:**

- 1) Rao and Sreekrishna, Micro, Small and Medium Enterprises, 2018, KY Publications.
- 2) Charania, Business Stories: 16 stories of successful MSMEs, 2017, Notion Press.
- 3) Raju, The Story of Indian MSMEs, 2019, Konark Publishers.
- 4) Hankinson, A.(2000). "The key factors in the profile of small firm owner-managers that influence business performance. The South Coast Small Firms Survey, 1997-2000." Industrial and Commercial Training 32(3):94-98.
- 5) Parker, R.(2000). "Small is not necessarily beautiful: An evaluation of policy support for small and medium-sized enterprise in Australia." Australian Journal of Political Science 35(2):239- 253.

**TM3002****MEDIA MANAGEMENT****L T P C****3 0 0 3****COURSE OBJECTIVES:**

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

**UNIT I MEDIA MANAGEMENT****9**

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

**UNIT II WRITING FOR MEDIA****9**

Four characteristics of media writing- accuracy, clarity, efficiency, precision, Importance of Basics tools for writing – Grammar, Spelling, Punctuation, Following the Style and Stylebook – AP Style book, Libel Manual. Shooting Script and Post –Shoot Script, Importance of the beginning, the middle and the end. Writing for different genres, Writing for fictional and factual.

**UNIT III PHOTOGRAPHY and FILM MAKING****9**

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

**UNIT IV SOCIAL MEDIA MANAGEMENT 9**

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

**UNIT V PLACES AND PERSONS OF HISTORICAL IMPORTANCE 9**

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

**TOTAL HOURS: 45****COURSE OUTCOMES:**

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

**CO1:** Recall and relate the fundamentals of media management in Tourism Industry.

**CO2:** Develop media articles and content generation for travel media

**CO3:** Improve and evaluate the Photographic and film making skills for travel media management

**CO4:** Discuss the role of social media and mobile media in tourism management

**CO5:** Analyze and conduct background Research on places and people of historical importance for tourism promotion

**CO-PO MAPPING**

CO	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
I	1	1	1	2	1	3	3	2
II	2	2	1	3	2	3	2	2
III	2	2	1	2	3	3	3	2
IV	2	2	1	3	2	3	3	2
V	3	3	1	3	2	2	2	2
Avg.	2	2	1	2.6	2	2.8	2.6	2

**REFERENCES:**

- Bernd W. Wirtz (2020), Media Management -Strategy, Business Models and Case Studies, Springer Texts in Business and Economics ISBN 978-3-030-47912-1, ISBN 978-3-030-47913-8 (eBook)
- Minazzi, R. (2015). *Social media marketing in tourism and hospitality*. Springer International Publishing Switzerland.
- Ravindran, R.K. "Media in Development Arena", Indian Publishers and Distributors, 2000
- Kumar, Keval J, "Mass Communication in India", Jaico Publishing Co.,4th edition.
- Scott Kelby, The Digital Photography Book, Peachpit Press,2009
- Thomas, A., Ohanian and Michael E.Phillips, Digital Film Making, Second Edition, Focal Press,2006.
- Ben long, Complete Digital Photography, Charles River Media, Third Edition, 2005

**TM3003****ENTREPRENEURSHIP MANAGEMENT****L T P C  
3 0 0 3****OBJECTIVES:**

To acquire entrepreneurial competencies for managing business efficiently and effectively

**UNIT I ENTREPRENEURIAL COMPETENCE 9**

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

**UNIT II ENTREPRENEURIAL ENVIRONMENT 9**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations.

**UNIT III BUSINESS PLAN PREPARATION****9**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product – Ownership- Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project-Feasibility Report Preparation and Evaluation Criteria.

**UNIT IV LAUNCHING OF SMALL BUSINESS****9**

Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture Capital, Start-ups.

**UNIT V MANAGEMENT OF SMALL BUSINESS****9**

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

**TOTAL HOURS: 45****COURSE OUTCOMES:**

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

**CO1.** Gain entrepreneurial competence to run the business efficiently.

**CO2.** Apply knowledge and undertake businesses in the entrepreneurial environment

**CO3.** Prepare a business plan and undertake feasible projects.

**CO4.** Develop their business ventures successfully

**CO5.** Monitor the business effectively towards growth and development.

**CO PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	2	1	1	3	1	2	1	1
<b>CO2</b>	1	1	2	1	1	1	2	3
<b>CO3</b>	1	2	1	2	3	2	2	1
<b>CO4</b>	2	2	3	2	2	1	3	1
<b>CO5</b>	3	3	2	1	1	1	2	2
<b>Average</b>	1.8	1.8	1.8	1.8	1.6	1.4	2	1.6

**REFERENCES:**

1. R.D.Hisrich, Entrepreneurship, 11<sup>th</sup> Edition, Tata McGraw Hill, New Delhi, 2020.
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Sons, New Delhi, 2023
3. Rajeev Roy ,Entrepreneurship, 3<sup>rd</sup> Edition, Oxford University Press, 2nd Edition, 2020.
4. CB Gupta Entrepreneurship – Text and Cases, Sultan Chand and Sons,2023
5. Donald F Kuratko,T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
6. Vasant Desai, “Small Scale Industries and Entrepreneurship”, Himalayan Publish House India, 2018.
7. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8 th edition, 2017.

**BA3071****SUSTAINABLE MANAGEMENT****L T P C  
3 0 0 3****COURSE OBJECTIVES:**

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

**UNIT I MANAGEMENT OF SUSTAINABILITY****9**

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

<b>UNIT II</b>	<b>CORPORATE SUSTAINABILITY AND RESPONSIBILITY</b>	<b>9</b>
Corporate sustainability perimeter, corporate sustainability institutional framework, integration of sustainability into strategic planning and regular business practices, fundamentals of stakeholder engagement.		
<b>UNIT III</b>	<b>SUSTAINABILITY MANAGEMENT: STRATEGIES AND APPROACHES</b>	<b>9</b>
Corporate sustainability management and competitiveness: Sustainability-oriented corporate strategies, markets and competitiveness, Green Management between theory and practice, Sustainable Consumption and Green Marketing strategies, Environmental regulation and strategic postures; Green Management approaches and tools; Green engineering: clean technologies and innovation processes; Sustainable Supply Chain Management and Procurement.		
<b>UNIT IV</b>	<b>SUSTAINABILITY AND INNOVATION</b>	<b>9</b>
Socio-technical transitions and sustainability, Sustainable entrepreneurship, Sustainable pioneers in green market niches, Smart communities and smart specializations.		
<b>UNIT V</b>	<b>SUSTAINABLE MANAGEMENT OF RESOURCES, COMMODITIES AND COMMONS</b>	<b>9</b>
Energy management, Water management, Waste management, Recent trends in sustainable management		

**TOTAL HOURS: 45**

**COURSE OUTCOMES:**

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

- CO1:** An understanding of sustainability management as an approach to aid in evaluating and minimizing environmental impacts while achieving the expected social impact.
- CO2:** An understanding of corporate sustainability and responsible Business Practices
- CO3:** Knowledge and skills to understand, to measure and interpret sustainability performances.
- CO4:** Knowledge of innovative practices in sustainable business and community management
- CO5:** Deep understanding of sustainable management of resources and commodities

**CO-PO MAPPING**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	2	3	2	2	1	2
<b>CO 2</b>	3	2	2	3	1	2	2	3
<b>CO 3</b>	3	3	1	3	3	3	2	3
<b>CO 4</b>	3	3	2	3	3	2	1	3
<b>CO5</b>	3	3	2	3	2	2	1	3
<b>Avg</b>	3	3	1.67	3	2.5	2.25	1.4	3

**REFERENCES :**

1. Daddi, T., Iraldo, and F., Testa, Environmental Certification for Organizations and Products: Management, 2016, Routledge
2. Christian N. Madu, Handbook of Sustainability Management 2012
3. Petra Molthan-Hill, The Business Student's Guide to Sustainable Management: Principles and Practice, 2014
4. Margaret Robertson, Sustainability Principles and Practice, 2014
5. Peter Rogers, An Introduction to Sustainable Development, 2008
6. Martin J. Ossewaarde, Introduction to Sustainable Development, Sage Publications, 2018.
7. Renu Paswan, An Illustrated Guide to Sustainable Development & Goals, Notion Press,2022
8. Yogeshwari Phatak , Ajit Upadhyaya and Deepak Jaroliya, Managing in the New World Order: Strategies for Sustainable Business Development, Excel Books ,2010

**FUNCTIONAL ELECTIVES**  
**TOURISM ELECTIVES**  
**VERTICAL 1 - HOSPITALITY**

**TM3004 ACCOMMODATION AND HOUSE KEEPING MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION 9**

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

**UNIT II FRONT OFFICE MANAGEMENT 9**

Room Reservation – Types of reservation – Front office accounting – Registration – Lobby and well desk operations – Guest Services – Settlements – Safety & Security – Night Audit - Yield Management – Budgetary Control.

**UNIT III HOUSE KEEPING MANAGEMENT 9**

Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive house keeper, floor supervisor, room attendant – House Keeping Control desk.

**UNIT IV HOUSE KEEPING FUNCTION 9**

Lay-out of Housekeeping Department - Organizational structure of Housekeeping department - Job description of Housekeeping personne  
 Linen & Uniform – Laundry: Equipment, detergents, Stain removal, Laundry Process flow – Sewing – Cleaning Practice: Equipment, Cleaning agents, Cleaning methods – Pest Control – Public area cleaning and maintenance.

**UNIT V INFRASTRUCTURE MANAGEMENT & OTHER SOURCES 9**

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

**TOTAL HOURS: 45**

**COURSE OUTCOME:**

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

**CO1:** Possess knowledge on the basics of Hotel Industry, classifications, duties and responsibilities.

**CO2:** Learn operations of front office management

**CO3:** Know Importance and structures of Housekeeping management

**CO4:** Ability to analyse the various functions of housekeeping department

**CO5:** Understand Infrastructure management in accommodation

**CO-PO MAPPING**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	3	2	1	3	3	1	2	1
<b>CO2</b>	3	3	3	3	3	2	1	1
<b>CO3</b>	3	2	3	2	2	2	1	2
<b>CO4</b>	3	3	3	3	3	3	1	1
<b>CO5</b>	3	1	1	3	3	2	1	1
<b>Avg</b>	3	2.2	2.2	2.8	2.8	2	1.2	1.2

## REFERENCES :

1. James , Hotel Front Office Management, 5th Edition, Wiley, 2014.
2. Sudhir Andrews, Text book of Hotel Housekeeping Management & Operations, Tata Mcgraw Hill, 2017.
3. Jatashankar R. Tiwari, Hotel Front office & Operations management, 2<sup>nd</sup> Edition Oxford University Press, 2016
4. Anutosh Bhakta. Professional Hotel Front Office Management. Tata McGraw Hill 2012.
5. Ahmed Ismail. Front Office Operations and Management. Cengage Learning. 2002
6. Raghubalan and Smritee Raghubalan. Hotel Housekeeping Operations and Management. 3<sup>rd</sup> Edition. Oxford 2015.
7. Casado, M. Housekeeping Management. John Wiley and Sons, Inc.2<sup>nd</sup> edition, 2011.

**TM3005**

**FOOD AND BEVERAGE MANAGEMENT**

**L T P C**

**3 0 0 3**

### **COURSE OBJECTIVE**

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

#### **UNIT I RESTAURANT OPERATIONS**

**9**

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

#### **UNIT II FACILITIES PLANNING**

**9**

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

#### **UNIT III MENU**

**9**

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

#### **UNIT IV PRE-PRODUCTION**

**9**

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

#### **UNIT V CATERING MANAGEMENT**

**9**

Food production methods; Beverage production methods; Costing and control

**TOTAL HOURS: 45**

### **COURSE OUTCOMES:**

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

**CO1:** To understand and apply the basics of planning, and designing a food and beverage establishment

**CO2:** To design an establishment taking into consideration space, cost, and customer expectations

**CO3:** To understand factors driving pricing and devise a marketing and pricing plan for the services offered by the establishment

**CO4:** To understand, evaluate and manage the supply chain of the food and beverage service

**CO5:** To establish and manage an efficient pool of personnel to run the establishment

**CO-PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	1	1	1	3	2	1
CO2	2	3	1	1	1	3	2	1
CO3	3	3	2	1	1	3	2	1
CO4	2	3	2	1	1	3	3	1
CO5	3	3	2	3	3	3	3	2
<b>Average</b>	2.4	3	1.6	1.4	1.4	3	2.4	1.2

**REFERENCES**

1. Bernard Davis, Andrew Lockwood and Sally Stone. Food and Beverage Management. Third Edition, Elsevier, 2008.
2. John A. Cousins, David Foskett, David Graham and Amy Hollier. Food and Beverage Management, Goodfellow Publishers Limited, 2019.
3. Dennis Lillicrap, John Cousins and Suzanne Weekes. Food and Beverage Service, 9<sup>th</sup> Edition, Hodder Education, 2014.
4. Paul McVety, Bradley Ware, C.W Ware. Fundamentals of Menu Planning, 3<sup>rd</sup> Edition, Wiley, 2008.
5. Parvinder S.Bali. Food Production Operations. Oxford. 2014.
6. Denney G. Rutherford and Michael J. O’Fallon. Hotel and Management Operations. Fourth edition. John Wiley & Sons, Inc., 2015.
7. Krishna Arora. Theory of Cooking. Frank Bros. & Company, 2015.

**TM3006**

**MEDICAL AND WELLNESS TOURISM**

**L T P C  
3 0 0 3**

**COURSE OBJECTIVES:**

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

**UNIT I: INTRODUCTION TO MEDICAL AND WELLNESS TOURISM**

**9**

Historical Review of Health Care Services - Health Care Services: Levels and Types - Disease Burden - Public Services in India - Private Health Care Sector Growth - Pharmaceutical and Biotechnology - Health Insurance - Financing and Delivery of Health Services: Issues and Challenges

**UNIT II: MEDICAL AND WELLNESS TOURISM: CONCEPTS AND TRENDS**

**9**

Concept and Typology of Medical and Wellness Tourism - Genesis and Growth of Medical Tourism - Benefits of Medical and Wellness Tourism - Factors Responsible for the Growth of Health and Medical Tourism - Global Scenario of Medical and Wellness Tourism - Stakeholders in Medical and Wellness Tourism - Countries Promoting Medical and Wellness Tourism - Health and Medical Tourism Markets at the Global Level

**UNIT III: MEDICAL AND WELLNESS TOURISM PRODUCT DEVELOPMENT**

**9**

Factors and Steps for Designing Medical and Wellness Tourism Products and Packages - Development, Issues, and Considerations in Medical and Wellness Tourism Packages - Approvals and Formalities in Medical and Wellness Tourism - Pre-tour Arrangements for Medical and Wellness Tourism - Tour Operations and Post-tour Management in Medical and Wellness Tourism - Health Insurance for Medical and Wellness Tourism - Claiming Health Insurance for Medical and Wellness Tourism

**UNIT IV: LEGAL AND ETHICAL ASPECTS OF MEDICAL AND WELLNESS TOURISM**

**9**

Certification and Accreditation in Health and Medical Tourism - Ethical, Legal, Economic, and Environmental Issues in Health and Medical Tourism - Introduction to National Accreditation Board for Hospitals and Healthcare (NABH) and Joint Commission International (JCI)

**UNIT V: DESTINATION DEVELOPMENT AND GOVERNMENT SUPPORT****9**

Medical and Wellness Tourism Centers/Destinations in India and Worldwide - Current and Futuristic Trends in Medical and Wellness Tourism - Potentials of Medical and Wellness Tourism - Issues and Challenges in Medical and Wellness Tourism - Strategies for Overcoming Challenges in Medical and Wellness Tourism - Government Support for Medical and Wellness Tourism

**TOTAL HOURS: 45****COURSE OUTCOMES:**

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

- CO1:** Acquire knowledge and understanding of historical events, concepts, types, stakeholders, markets, and global scenarios related to medical and wellness tourism.
- CO2:** Interpret and explain the levels and types of health care services, disease burden, growth
- CO3:** Apply knowledge to analyse challenges, design products and packages, handle approvals and formalities, manage tour operations, and navigate health insurance and claim procedures in medical and wellness tourism.
- CO4:** Analyse the impact of certification, accreditation, regulatory frameworks, and evaluate ethical, legal, economic, and environmental implications in health and medical tourism.
- CO5:** Synthesize knowledge to develop destination development plans, identify futuristic trends, propose strategies for government support, and devise innovative approaches for legal and ethical aspects in medical and wellness tourism.

**CO-PO MAPPING**

CO	PO							
	1	2	3	4	5	6	7	8
1	3	2	2	2	2	1	1	1
2	2	2	3	3	2	1	2	1
3	3	2	2	2	2	2	3	2
4	2	3	2	3	3	1	1	2
5	2	2	1	2	2	2	2	3
<b>Avg.</b>	2.4	2.2	2	2.4	2.2	1.4	1.8	1.8

**REFERENCES:**

1. Neil Lunt, Daniel Horsfall, and Johanna Hanefeld , Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility, 2019, Routledge.
2. John T. Bowen , Medical Tourism and Wellness: Hospitality Bridging Healthcare (H2H), 2013, CRC Press.
3. Kanchan Bhatia, Medical Tourism: Concepts, Practices, and Strategies, 2015, Excel Books.
4. "Health and Wellness Tourism: Emergence of a New Market Segment" by Melanie Smith and Laszlo Puczko (2013, Routledge)
5. "Medical Tourism: Perspectives and Challenges" edited by V. S. Laddha and Divya Upadhyay (2016, PHI Learning)
6. "Wellness Tourism: A Journey of Transformation" by Melanie Smith and László Puczkó (2013, CABI)
7. "Medical Tourism: Law and Ethics" by I. Glenn Cohen, Holly Fernandez Lynch, and Christopher T. Robertson (2012, Oxford University Press)

**TM3007****FRONT OFFICE MANAGEMENT****L T P C****3 0 0 3****COURSE OBJECTIVES**

To impart knowledge and understanding of Front Office Management

**UNIT I FUNDAMENTALS OF FRONT OFFICE OPERATIONS****9**

Structure of Front Office Department-Functional Organisation of Front Office -Front Desk Layout and Equipment - Accommodation Concept - Reservation Activities Communicate with Customers and Colleagues - Personal Care & Safety

**UNIT II MANAGING RECEPTION 9**

On-Arrival Procedures-Receiving, Greeting, and Welcoming a Guest-Assessing The Guest Requirements-Registration & Rooming Procedure-Room Change-Handling Guest Requests Mail Handling Procedures-Message Handling Procedure-Checkout & Settlement-Maintain IPR of Organisation and Customers Check-in & Check-out Process

**UNIT III MANAGING FRONT OFFICE 9**

Planning & Operations-Establishing Room Rates-Forecasting Room Availability-Budgeting for Operations-Evaluating Front Office Operations

**UNIT IV FRONT OFFICE MANAGERS SKILLS 9**

Communicating with Guests-Handling Guest Requests & Guest Complaints-Manual Key Control - Procedure-Left Luggage Procedures-Handling Special Situations Like – VIP / Spat / DG Guests Hotel / Front Office Security System-Front Office System-Train and Supervise Front Office Staff

**UNIT V FRONT OFFICE YIELD MANAGEMENT 9**

Yield Management-Capacity Management-Discount Allocation -Measuring Yield Multiple Occupancy Percentage-Rate Spread, Potential Average Rate, Room Rate Achievement Factor, Yield Statistic, Equivalent Occupancy - Required Non-Room Revenue Per Guest, Elements of Yield Management

**TOTAL HOURS: 45****COURSE OUTCOMES**

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

**CO1:** Understand the fundamentals of front office management

**CO2:** Learn the roles and functions of Reception

**CO3:** Analyse the planning and operations of Front office

**CO4:** Evaluate the skills required for Front office

**CO5:** Design Strategies for Yield Management

**CO PO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	3	3	1	2	1	2	2	2
<b>CO 2</b>	2	3	2	1	2	2	2	3
<b>CO 3</b>	3	3	2	2	2	3	3	3
<b>CO 4</b>	2	3	2	1	2	3	3	3
<b>CO5</b>	3	3	2	2	2	2	3	3
<b>Avg</b>	2.6	3	1.8	1.6	1.8	2.4	2.6	2.8

**REFERENCES**

1. James, Hotel Front Office Management, 5th Edition, Wiley, 2014.
2. Jatashankar, and R.Tiwari, Hotel Front office & Operations management,2<sup>nd</sup> Edition Oxford University Press, 2016
3. Anutosh Bhakta, Professional Hotel Front Office Management. Tata McGraw Hill 2012.
4. Ahmed Ismail, Front Office Operations and Management, Cengage Learning. 2002
5. Gajanan Shirke, Front Office Management, Shroff Publishers, 2014
6. Raghubalan, Hotel Housekeeping Operations & Management ,Oxford University Press, 2015
7. Ram Gupta, Managing Hotels , Notion Press,2019

## VERTICAL 2 - TRAVEL

TM3008

TOUR OPERATIONS

L T P C

3 0 0 3

### **COURSE OBJECTIVES:**

To gain knowledge and competency to become an efficient and effective professional in tour operations domain

### **UNIT I TOUR INDUSTRY**

**9**

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

### **UNIT II ITINERARY PREPARATION**

**9**

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

### **UNIT III TOUR OPERATIONS BUSINESS**

**9**

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

### **UNIT IV MARKETING AND PROMOTION OF TOUR**

**9**

Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Indian and world tourism day; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria; Tour Pricing - Calculation of Tour Price - Pricing Strategies.

### **UNIT V GUIDING AND ESCORTING**

**9**

Guiding and escorting – meaning, concepts, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post, and during tour responsibilities, checklist, safety and security, insurance, first aid, emergency handling, leading a group, code of conduct.

**TOTAL HOURS: 45**

### **COURSE OUTCOMES:**

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

**CO1:** Understand the tour industry

**CO2:** Design and evaluate a tour itinerary for different destinations

**CO3:** Understand and apply rules and regulations in booking tours

**CO4:** Develop a marketing strategy to promote tours

**CO5:** Appreciate the importance of guides and tour escorts

### **CO PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	2	3	1	2	1	2
CO2	1	1	1	1	3	1	2	2
CO3	2	2	3	2	2	2	1	1
CO4	1	2	1	1	1	3	2	3
CO5	1	2	1	1	1	2	3	1
Average	1.2	1.8	1.6	1.6	1.6	2	1.8	1.8

## REFERENCES :

1. K. Bhatia, Business of Travel Agency and Tour Operations Management, Sterling Publishers, 2016.
2. Jagmohan Negi, Travel Agency and Tour Operation Concepts and Principles, Kanishka Publishers and Distributors, 2006.
3. Lalita Sharma, Travel Agency and Tour Operation Concepts and Principles, Centrum Press, 2010.
4. Dennis L. Foster, The Business of Travel: Agency Operations and Administration, Glencoe Division, McGraw-Hill, 2011.
5. Sunetra Roday, Archana Biwaland Vandana Joshi, Tourism: Operations and Management, Oxford University Press, 2009.
6. Negi, K.S., Travel Agency Management. New Delhi: Wisdom Press, 2011.
7. Swain, S.K. and Mishra, J.M. , Tourism Principles and Practices. New Delhi, OUP, 2011.

### TM3009 DESTINATION PLANNING AND MANAGEMENT

L T P C  
3 0 0 3

#### COURSE OBJECTIVE:

To give insight to Destination Planning and Management for Tourism

#### UNIT I INTRODUCTION 9

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

#### UNIT II TOURISM DESTINATION PLANNING 9

Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process- Stages in destination planning Benefits of strategic plans- Outcome of destination planning - Strategic Plans Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis

#### UNIT III TOURISM DESTINATION MANAGEMENT 9

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

#### UNIT IV DESTINATION PRODUCT DEVELOPMENT & PROMOTION 9

Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing - Product Development and Packaging - Marketing Communication and Strategies  
Communication and Strategies. Segmenting, Targeting, and Positioning. Destination branding, Destination Image Destination Image Formation Process; Unstructured Image - Destination Branding and the Web  
Resort development-Types, Planning and Development

#### UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT 9

Public Private Partnership (PPP) - National Planning Policies for Destination Development - WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning Rural, Eco, Farm, etc– Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination - Destination Mapping—  
Environmental Management System-Integrated Coastal Zone Management- Eco-friendly Practices - Water Conservation- Energy Efficiency - Waste Management - Commoditisation Community Participation– Responsible tourism - Space Tourism - Recent Trends - Best Practices .

**TOTAL HOURS: 45**

**COURSE OUTCOMES:**

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

**CO1:** An understanding of fundamentals of managing the destination

**CO2:** Learn the planning of tourism destination

**CO3:** Analyse the destination promotion and development

**CO4:** Evaluate a tourism destination marketing

**CO5:** Posses knowledge to manage a tourism destination

**CO-PO MAPPING**

	PO1	PO2	PO3	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	3	3	2	2	2	2	2	3	3
<b>CO2</b>	3	2	2	3	3	2	2	3	3
<b>CO3</b>	2	3	3	2	2	2	2	3	3
<b>CO4</b>	2	3	2	3	3	2	3	3	2
<b>CO5</b>	1	2	3	2	2	3	2	2	3
<b>Avg</b>	2.2	2.6	2.4	2.4	2.4	2.2	2.2	2.8	2.2

**REFERENCES:**

1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Krishan K. Kamra, Managing Tourist Destination: Development, Planning, Marketing & Policies, Kanishka Publishers, 2007.
3. Alastair Morrison, Marketing & Managing Tourism Destination, Routledge Publications, 2018.
4. Nigel Morgan, Annette Pritchard & Roger Pride, Destination branding: Creating the Unique Proposition, Butterworth and Heinemann , 3 rd edition, 2011
5. Middleton, V.T.C and Hawkins, R., Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford, 2009.
6. Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling, Tourism in Destination Communities, CABI Publishing, 2003.
7. A practical guide to Tourism Destination Management, World Tourism Organization Publication, 2018.

**TM3010**

**TOURISM GEOGRAPHY**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVE**

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

**UNIT I BASIC GEOGRAPHY**

**9**

Definition, scope and importance of Tourism geography, Impact of weather and climate on Tourist destinations. Study of maps, longitude and latitude, international date line, time variations, time difference, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time) Sustainable tourism and impact of tourism on different geographies

**UNIT II INDIA**

**9**

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

**UNIT III ASIA, CANADA AND EUROPE**

**9**

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

**UNIT IV UNITED STATES OF AMERICA, CENTRAL AND SOUTH AMERICA 9**

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

**UNIT V AFRICA, UAE AND AUSTRALIA 9**

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

Africa: Kenya, Zimbabwe, Zambia, Egypt, Mali, South Africa, Morocco, Ethiopia, Uganda, Rwanda, Congo, Tanzania, Mauritius, Gambia. Middle East: United Arab Emirates, Israel, Saudi Arabia, Iran, Syria, Lebanon, Jordan. Australia, New Zealand and Papua New Guinea

**TOTAL : 45 HOURS****COURSE OUTCOMES:**

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

**CO1:** Recall general knowledge of worldwide tourism flows

**CO2:** Plan a trip to a tourism destination

**CO3:** Recall the physical and political features of global locations and understand its impact on tourism

**CO4:** Recall the climatic conditions and best time to travel, and design itinerary based on the knowledge.

**CO5:** Understand global position systems and the time zones, and apply this knowledge to manage tourism supply chain.

**CO PO MAPPING**

Course Outcomes	Programme Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	2	1	1	1	-	3	3	-
<b>CO2</b>	3	3	1	-	-	3	3	-
<b>CO3</b>	2	3	2	1	1	3	3	2
<b>CO4</b>	3	3	1	-	-	3	3	2
<b>CO5</b>	3	3	-	-	-	3	3	2
<b>Average</b>	2.6	2.6	1.25	1	1	3	3	2

**REFERENCES**

1. Alan A. Lew, Colin Michael Hall, Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth-Heinemann, 2008.
2. Nelson, V., An Introduction to the Geography of Tourism, Rowman and LittleField, 2017
3. Stephen Williams, Tourism Geography: A New Synthesis, Routledge: Taylor And Francis Group, 2009.
4. Manoj Trivedi, Tourism Geography, Rigi Publication, 2019.
5. Boniface and Cooper, Worldwide Destinations, Routledge, 2016
6. Douglas Pearce, Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 2001.
7. Majid Husain, Geography of India, Tata McGraw Hill, 2012.

**COURSE OBJECTIVES:**

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

**UNIT I INTRODUCTION TO TICKETING****9**

Time calculations: GMT variation, Concept of Structural Time and Daylight saving time, calculation elapse time, Flying time and ground time- Familiarisation with Official Airline Guide.(OAG). Familiarisation with Air-Tariff - letter city - code and Airport code - Airline designated code, Minimum connecting time, Global indicators

**UNIT II FARE CONSTRUCTION IN TICKETING****9**

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

**UNIT III TICKETING AND TARIFF PROCEDURES****9**

Ticketing process - Tickets and other travel documents - Traffic documents -Passenger ticket and baggage checks- Taxes - fees and charges- General conversion procedures - Security surcharge-MCO-MPD-TFCs- - Currency regulation. Mileages Principles, Fare construction with extra-mileage allowance and extra-mileage surcharge- Passenger Ticket and Baggage Check:- Composition of ticket coupons and its purposes- Numbering of airline issued Passenger Ticket and Baggage Check-Usage of coupons in ticket, Ways of ticketing.

**UNIT IV RESERVATION SYSTEM - I****9**

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

**UNIT V RESERVATION SYSTEM - II****9**

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

**TOTAL HOURS: 45****COURSE OUTCOMES:**

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

**CO1:** Understand the overall basic of ticketing and reservation systems

**CO2:** Understand the construction of fares in the ticketing systems

**CO3:** Understand the ticketing and tariff procedures

**CO4:** Acquaint with the Reservation systems in practice

**CO5:** Apply the competencies learnt in handling reservation systems

## CO-PO MAPPING

CO	Program Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
I	1	1	2	2	1	2	2	3
II	1	1	2	3	2	2	1	2
III	2	2	1	2	2	1	1	1
IV	2	2	3	2	3	1	2	2
V	1	3	1	1	2	3	1	2
Avg	1.4	1.8	1.8	2	2	1.8	1.4	2

## REFERENCES

- 1) Beaverstock, J. V., Derudder, B., Faulconbridge, J., and Witlox, F., International business travel in the global economy, Ashgate Publishing, Ltd., 2017.
- 2) Reynolds-Feighan, A. The global air transport industry: a comparative analysis of network structures in major continental regions. Handbook of Industry Studies and Economic Geography, 2013.
- 3) Bull, A. The economics of travel and tourism, Longman, 1995.
- 4) Bhatia, The Business of Travel Agency and Tour Operations, 2012, Sterling.
- 5) Knowles T, The globalization of Tourism and Hospitality, Thompson publishers, 2004
- 6) IATA (2002). Ticketing handbook, Montreal Canada
- 7) Website: <https://www.worldtourism.org/WTO>

### VERTICAL 3 – SPECIAL INTEREST TOURISM

TM3012

ADVENTURE AND SPORTS TOURISM

L T P C  
3 0 0 3

#### COURSE OBJECTIVE:

TO develop a holistic understanding of adventure and sports tourism, and develop strategies to promote adventure and sports tourism

#### UNIT I BASIC CONCEPTS OF ADVENTURE AND ADVENTURE TOURISM 9

Historical background and evolution of adventure tourism - Types of adventure tourism activities - Economic, social, and environmental impacts of adventure tourism-Its element and classifications-land based, air based and water based.- Adventure tourism organizations and training institutes in India.

#### UNIT II ADVENTURE TOURISM DESTINATIONS 9

Selection and evaluation of adventure tourism destinations - Factors that affect the development of adventure tourism destinations- Examples of popular adventure tourism destinations and activities- Sustainable tourism practices in adventure tourism destinations

#### UNIT III ADVENTURE TOURISM MANAGEMENT 9

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

#### UNIT IV BASIC CONCEPTS OF SPORTS TOURISM 9

Sports tourism and sports management- purpose and scope of sports management- Types of sports tourism activities- Economic, social, and environmental impacts of sports tourism

**UNIT V MANAGEMENT OF SPORT TOURISM****9**

Types of sports tourism events -mega-events, niche events, amateur events - Sports marketing and sponsorship- Event planning and management for sports tourism events -Upcoming sports destination in India.

**TOTAL HOURS: 45****COURSE OUTCOMES:**

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

**CO1:** Relate, organize and interpret the key concepts and definitions related to adventure and sports tourism.

**CO2:** Demonstrate, select and prioritize the adventure tourism destinations.

**CO3:** Show, apply and deduct the adventure tourism management strategies.

**CO4:** Infer, organize and interpret the basics of sports tourism

**CO5:** Label, apply and decide the execution of sports events and sports tourism management strategies.

**CO-PO MAPPING**

CO	PO							
	1	2	3	4	5	6	7	8
1	2	2	2	2	3	1	1	1
2	3	3	3	2	2	1	2	1
3	2	3	2	2	3	2	3	2
4	3	3	2	3	3	1	2	2
5	2	2	1	2	2	2	2	3
<b>Avg.</b>	2.4	2.6	2	2.2	2.6	1.4	2	1.8

**REFERENCES:**

1. Indian Adventure Tourism Guidelines, published by Adventure Tour Operators Association of India (ATOAI), 2018.
2. Guidelines for Registration of Adventure Tourism Operators, Government of Tamil Nadu, 2022.
3. Buckley, R., Adventure Tourism. India: CABI Pub, 2006.
4. <https://www.incredibleindia.org/content/incredible-india-v2/en/experiences/adventure.html>
5. Anand Sahgal, Handbook of Adventure Tourism, ABD Publishers, 2019.

**TM3013****INTERNATIONAL TOURISM****L T P C**  
**3 0 0 3****COURSE OBJECTIVES:**

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

**UNIT I THE GLOBAL ENVIRONMENT****9**

Globalization- scope of international tourism- types, Cultural diversity- Intercultural theories-cultural practices-impact on tourism. Cultural influences on intercultural communication- social interactions.

**UNIT II INTERNATIONAL TOURISM GROWTH****9**

Economic determinants-forces and factors influencing growth of international tourism, trends - regional, domestic and global tourist movements, methods and measurements in determining future trends. Arrivals – receipts, foreign exchange, emerging trends in international travel, sustainable tourism, experiential tourism, social responsible tourism – Ethics – Emerging threats in International Tourism.

**UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM 9**

International Tourism (inbound and outbound tourism) trends in : Europe -France, Spain, Italy, and United Kingdom, USA, Mexico, Caribbean, Islands and Brazil, China, Thailand, Singapore, Australia, and New Zealand, South Africa, Kenya and Egypt.

**UNIT IV INTERNATIONAL TRENDS 9**

Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966, Athens convention 1974, Helsinki accord 1974, IATA conditions of carriage (passage and baggage). World travel laws.

**UNIT V ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ ORGANISATIONS 9**

Tourism Bodies : Need for Tourism organizations, Functions, Administrative set up: National Tourism Organization (NTO). Tourism Organizations : Role of United Nations World Tourism Organization (UNWTO); World Travel and Tourism Council (WTTC); Pacific Asia Travel Association (PATA) : International Air Transports Association (IATA): International Union of Official Travel Organisation (IUOTO); UFTAA, WATA, International Civil Aviation Organisation (ICAO), Travel industry fairs – advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

**TOTAL HOURS: 45****COURSE OUTCOMES :**

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

**CO1:** Comprehend the importance of international tourism and impact of culture

**CO2:** Knowledge of factors influencing the growth of International Tourism

**CO3:** Understand The regional distribution of International Tourism

**CO4:** Understand the current international trends in tourism

**CO5:** Knowledge of important regulatory bodies in international tourism

**CO-PO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	3	2	2	2	3	2	1	3
<b>CO 2</b>	3	2	3	2	3	3	2	3
<b>CO 3</b>	3	2	2	2	3	2	2	3
<b>CO 4</b>	3	2	3	1	3	2	2	3
<b>CO 5</b>	3	2	2	1	3	2	1	3
<b>Avg</b>	3	2	2.4	1.6	3	2.2	1.6	3

**REFERENCES :**

1. A.K. Bhatia, International Tourism Management, Sterling Publishers Pvt. Ltd, 2019
2. Yvette Reisinger, Frederic Dimanche, International Tourism, Routledge, 2020
3. Jagdish Goswami, , International Tourism, ABD Publishers, 2018
4. Jennifer Raga, Contemporary Approaches of International Tourism, Arcler Education Inc, 2016
5. Charlotte Sullivan, International Tourism: Planning and Development, Willford Press, 2016
6. Trent Powell, International Tourism: Planning and Development, Clanrye International, 2016

**TM3014 LEISURE AND RECREATIONAL TOURISM****L T P C  
3 0 0 3****COURSE OBJECTIVES:**

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

**UNIT I INTRODUCTION TO LEISURE****9**

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

**UNIT II SECTORS IN LEISURE****9**

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

**UNIT III INTRODUCTION TO RECREATION****9**

Recreation: an overview - Recreation & Leisure Participation and Behavior - Role in Health & WellBeing - Leisure & Culture - Mass Leisure: Popular Culture & Purple Leisure - Balancing Leisure & Work services.

**UNIT IV RECREATION MANAGEMENT****9**

Recreation Theories -Impact of recreation on tourism - Recreation Resource Management - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.

**UNIT V RECENT TRENDS****9**

Trends in the recreation industry- Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience Tourism recreation and climate change - - Environmental perspectives on coastal recreation and tourism. Technology Impacts on Recreation & Leisure

**TOTAL HOURS: 45****COURSE OUTCOMES:**

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

**CO1:** Design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations

**CO2:** Understand, combine and employ the knowledge about various segments of leisure

**CO3:** Understand recreation, illustrate the types of recreational activities and evaluate its impact on health

**CO4:** Understand the factors influencing recreation, Interpret the theories of recreation and manage recreation

**CO5:** Recognize the recent trends in recreation industry, examine the different recreations and evaluate the various impacts of recreation

**CO-PO MAPPING**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	1	1		2		3	2	1
<b>CO 2</b>	2	2		1		3	2	1
<b>CO 3</b>	2			1	2	3	2	
<b>CO 4</b>	2	2		2		3	2	
<b>CO 5</b>	2	2		1		3	2	1
<b>Avg.</b>	1.8	1.75		1.4	2	3	2	1



## CO PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	2	1	3
CO 2	2	3	3	3	2	3	2	2
CO 3	3	2	2	2	3	2	3	2
CO 4	1	3	3	3	2	1	2	1
CO 5	3	2	2	1	3	2	1	3
Avg.	2.4	2.4	2.4	2.2	2.6	2	1.8	2.2

## REFERENCES :

1. Chester Dave G. Arenas, Introduction to Meeting, Incentives, Conferences and Events Management, EDRICC Publishing House, 2021
2. Rob Davidson, Business Events, Routledge, 2<sup>nd</sup> Edition, 2018
3. Introduction to MICE Industry – Thailand Convention and Exhibition Bureau, 2<sup>nd</sup> Edition, 2017
4. Daine Bartlett, the Event Management Guide: A Complete Step by Step Guide to Successful Event Planning and Organizing, 2022
5. Ruth Dowson, Bernadette Albert, Dan Lomax, Event Planning and Management: Principles, Planning and Practice, 3rd Edition, 2022

TM3016

ECO TOURISM AND SUSTAINABLE DEVELOPMENT

L T P C  
3 0 0 3

## COURSE OBJECTIVE

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

### UNIT I FUNDAMENTALS OF ECOLOGY

9

Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology- Ecotourism-Evolution, Principles, Trends and Functions of Ecotourism- Environmentalism, sustainable development-Pollution-Ecological Foot Prints.

### UNIT II TOURISM & ECOLOGY

9

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

### UNIT III ECOTOURISM POLICIES, PLANNING

9

Carrying Capacity - Alternative Tourism-Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Projects – Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project - Nandadevi Biosphere Reserve - Gulf of Mannar - Kruger National Park, South Africa.

### UNIT IV SUSTAINABLE DEVELOPMENT

9

Ecotourism Development - Sustainable Ecotourism - Resource Management - Socioeconomic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible ecotourism Programming.Evolution - Principles, Major Dimensions of Sustainability- 10 R's- Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992 – World Conference on Sustainable Tourism 1995 - WSSD 2002, The Cape Town Declarations

**UNIT V QUALITY STANDARDS FOR SUSTAINABLE TOURISM****9**

ISO 14000 – Role of WTTC, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udthagamandalam and Sikkim-Beach Tourism in Goa. Ecotourism Development Agencies- Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE- EQUATIONS.

**TOTAL HOURS: 45****COURSE OUTCOMES**

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

**CO1:** Understand and apply the theories and practices of ecotourism.

**CO2:** Understand the need and importance of relationship between ecology and tourism.

**CO3:** understand and evaluate the model ecotourism projects.

**CO4:** Identify and evaluate various approaches and practices for sustainable tourism development.

**CO5:** Understand the commitment towards the preservation of environment through ecotourism.

**CO-PO MAPPING**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	2	2			1	3	2	2
<b>CO 2</b>	1			2	1	2	2	2
<b>CO 3</b>	2	2		2	1	3	2	2
<b>CO 4</b>	2	2	2	2	1	2	2	2
<b>CO 5</b>	1		2	2	2	2	2	2
<b>AVG</b>	1.6	2	2	2	1.2	2.4	2	2

**REFERENCES**

1. Ballantyne, R. and Packer, J. International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd, first Edition, 2017.
2. Fennel, D. A. Ecotourism Policy and Planning. USA: CABI Publishing, 1<sup>ST</sup> Edition, 2003.
3. Fennel, D.A. Ecotourism New York: Routledge Publication, third Edition, 2008.
4. Middleton, V.T.C and Hawkins, R., Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. First Edition, 1998.
5. Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD. First Edition, 2009.
6. Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi. First Edition, 2006.