

H.P. TECHNICAL UNIVERSITY HAMIRPUR (HP)



Syllabus

MBA (Tourism and Hospitality)

PREAMBLE

The curriculum of an institution of higher learning is a living entity. It evolves with time; it reflects the ever changing needs of the society and keeps pace with the growing talent of the students and the faculty. The curriculum of Himachal Pradesh Technical University, Hamirpur (HPTU) is no exception. Half a century of experience in preparing graduates in engineering and postgraduates in science for a wide variety of industries has led to creation of the new curriculum. I sincerely believe that it will meet the aspirations of all stake holders – students, faculty and the employers of the graduates and postgraduates of H.P. Technical University Hamirpur.

In the university system the curricula and syllabi represented the upper limit of the material to be covered, the teacher having no motivation for stepping outside the defined territory. The curriculum and syllabi only serve as a guideline. The teacher enjoys freedom to expand it in any direction he feels appropriate, incorporates his latest knowledge and stimulates the creative minds of the students. He experiments with new contents and new techniques. A new teaching learning paradigm is born.

The curriculum is the culmination of the efforts of large number of faculty members and university staff and reflects their creative contribution. In keeping with the demands of the changing times, it contains many innovative features. I sincerely hope that the faculty and students will take full advantage of the dynamic features of the curriculum and make the teaching-learning process a truly sublime experience for all.

On behalf of the Senate of HP Technical University Hamirpur, I record my appreciation of the meticulous work done by the Dr.N.N.Sharma, Dean Academic in compiling the whole curricula of different programmes in this consolidated form. I also record my personal gratitude to the members of the Senate who have lent every bit of their wisdom to make the contents truly superior.

Prof. S.P.Bansal
Vice-Chancellor

FIRSTYEAR
SEMESTER-I

Sr. no.	Subject Code	Subject	L	T	P	Credit	Evaluation Scheme				
							Internal Assessment			ESE	Subject Total
							CT	TA	Total		
Professional Core Courses											
1	MBA-TH101	Management Practices and Organisational Behaviour	3	1	-	4	20	20	40	60	100
2	MBA-TH102	Tourism Concepts and Principles	3	1	-	4	20	20	40	60	100
3	MBA-TH103	Tourism Geography and Destination Knowledge	3	1	-	4	20	20	40	60	100
4	MBA-TH104	Introduction to Hospitality Management	3	-	-	3	20	20	40	60	100
5	MBA-TH105	Study Tour*	0	0	-	2					100
Foundation Courses											
6	MBA-TH106	Seminar Course (Tourism Circuits-Local Region Level)	1	-	2	2	20	20	40	60	100
7	MBA-107	Human Values and Professional & Ethics	2	2	-	3	20	20	40	60	100
Total Credits			18	3	1	22					700

Legend:-

L	Lecture
T	Tutorial
P	Practical
CT	Class Test
TA	Teachers Assessment
ESE	End Semester Examination

SEMESTER-II

Sr. no.	Subject Code	Subject	L	T	P	Credit	Evaluation Scheme				
							Internal Assessment			ESE	Subject Total
							CT	TA	Total		
Professional Core Courses											
1	MBA-TH201	Travel Agency Management and Tour Operations	3	1	-	4	20	20	40	60	100
2	MBA-TH202	Tourism and Hospitality Marketing	3	1	-	4	20	20	40	60	100
3	MBA-TH203	Introduction to Food and beverage Management	3	1	-	4	20	20	40	60	100
4	MBA-TH204	Introduction to Room Division Management	3	1	-	3	20	20	40	60	100
5	MBA-TH205	Tourism Planning and Sustainable Tourism Development	3	1	-	3	20	20	40	60	100
6	MBA-TH206	Outdoor Learning programme	0	0	-	2					100
Foundation Courses											
6	MBA-TH207	Seminar Course (Tourism Circuits-National Level)	2	-	-	2	20	20	40	60	100
7	MBA-207	Communication & Marketing Skills	2	-	-	2	20	20	40	60	100
Total Credits			19	5	-	24					700

***During the semester student will undertake a trip of popular Destination of India.**

Legend:-

L	Lecture
T	Tutorial
P	Practical
CT	Class Test
TA	Teachers Assessment
ESE	End Semester Examination

SECONDYEAR
SEMESTER-III

Sr. no	Subject Code	Subject	L	T	P	Credit	Evaluation Scheme					
							Internal Assessment			ESE	Subject Total	
							CT	TA	Total			
Professional Core Courses												
1	MBA-TH301	Introduction to Aviation Industry	3	1	-	4	20	20	40	60	100	
2	MBA-TH302	Event Management	3	1	-	3	20	20	40	60	100	
3	MBA-TH303	*On the Job Training/Summer Training	-	-	6	3					100	
4	Specialization (Major I)		3	1	-	4	20	20	40	60	100	
5	Specialization (Major II)		3	1	-	4	20	20	40	60	100	
Elective Core Courses												
6	Specialization (Minor)		3	1	-	3	20	20	40	60	100	
Foundation Courses												
7	MBA-TH304	Information Technology in Tourism & Hospitality	2	-	2	3	20	20	40	60	100	
Total Credits			17	3	4	24					700	
**Open Elective(Additional)												
8	Open Elective		2	-	-	2	20	20	40	60	100	
Total Credits			19	3	4	26					800	

Legend:

L	Lecture
T	Tutorial
P	Practical
CT	Class Test
TA	Teachers Assessment
ESE	End Semester Examination
**OE	Open Elective

Professional Core Courses:Major Specialization (I&II)Semester-III

Sr. No.	Subject Code	Major	Specialization	Subject Title
1.	MBA-TH311	Major I	Travel Trade	Itinerary Preparation & Costing
2.	MBA-TH312	Major II		Tour Package Designing
3.	MBA-TH321	Major I	Hospitality Management	Bar Operations & Management
4.	MBA-TH322	Major II		Culinary Tourism
5.	MBA-TH331	Major I	Aviation Industry	Airticketing and CRS
6.	MBA-TH332	Major II		Airport Management
7.	MBA-TH341	Major I	Marketing	Service Quality in Tourism& Hospitality
8.	MBA-TH342	Major II		Consumer Behaviour in Tourism& Hospitality
9.	MBA-TH351	Major I	Adventure	Adventure Tourism
10.	MBA-TH352	Major II	Tourism/ Cultural Tourism	Cultural and Heritage Tourism

Elective Core Courses: Minor Semester-III

Sr. No.	Subject Code	Minor	Specialization	Subject Title
1.	MBA-TH313	Minor	Travel Trade	Meeting Incentive Conferences and Expositions
2.	MBA-TH323	Minor	Hospitality Management	Resort Management
3.	MBA-TH333	Minor	Aviation Industry	Air CargoManagement
4.	MBA-TH343	Minor	Marketing	Destination Marketing
5.	MBA-TH353	Minor	Adventure Tourism and Cultural Tourism	Community Based Tourism

Open Elective (Additional):Semester-III

****Note: -Open Elective** shall be optional for the students in which he/she can opt any one of the Open Elective course. Each course shall be of 2 additional credit as under.

Sr. No.	Subject Code	Additional	Subject Title
1.	MBA-TH361	Travel Trade	Tour Guiding and Interpretation
2.	MBA-TH362	Marketing	Digital Marketing
3.	MBA-TH363	Economics	Managerial Economics for Tourism

***Note:**Student is required to undergo On the Job/ Summer Training after 2nd Semester examination to be evaluated in Semester-III as mentioned in respective curriculum as under.

Sr. No	Contents	Marks
Component – I (Internal)		
1	Summer Training Report, Presentation and Seminar	40
Component – II (External)		
2	Summer Training Report Evaluation & Viva-voce	60

SEMESTER-IV

Sr. No	Subject Code	Subject	L	T	P	Credit	Evaluation Scheme				
							Internal Assessment			ESE	Subject Total
							CT	TA	Total		
Professional Core Courses											
1	MBA-TH401	Tourism and Hospitality Entrepreneurship & Legal Aspects	3	1	-	3	20	20	40	60	100
2	MBA-TH402	* Project Training	-	-	6	3					100
3	MBA-TH403	Research Methods for Tourism and Hospitality	3	-	-	3	20	20	40	60	100
4	Specialization (Major I)		3	1	-	4	20	20	40	60	100
5	Specialization (Major II)		3	1	-	4	20	20	40	60	100
Elective Core Courses											
6	Specialization (Minor)		3	1	-	3	20	20	40	60	100
	Total Credits		15	2	3	20					600
** Open Elective(Additional)											
7	Open Elective		2	-	-	2	20	20	40	60	100
8	Field Report (FR)		-	-	4	2					100
	Total Credits		17	2	5	24					800

Legend:

L	Lecture
T	Tutorial
P	Practical
CT	Class Test
TA	Teachers Assessment
ESE	End Semester Examination
**OE	Open Elective

Professional Core Courses:Major Specialization (I&II)Semester-IV

Sr. No.	Subject Code	Major	Specialization	Subject Title
1.	MBA-TH314	Major I	Travel Trade	Tourism Circuits of India
2.	MBA-TH315	Major II		Destination Management
3.	MBA-TH324	Major I	Hospitality Management	Global Hospitality Trends
4.	MBA-TH325	Major II		World Cuisine& Trends
5.	MBA-TH334	Major I	Aviation Industry	Galileo CRS System
6.	MBA-TH335	Major II		Amadeus CRS
7.	MBA-TH344	Major I	Marketing	Public Relations in Tourism & Hospitality
8.	MBA-TH345	Major II		Personal Selling and Salesmanship
9.	MBA-TH354	Major I	Adventure Tourism and Cultural Tourism	Security, Rescue and Disaster Management
10.	MBA-TH355	Major II		Organisations & Bodies in Adventure and Cultural tourism

Elective Core Courses:Minor Semester-IV

Sr. No.	Subject Code	Minor	Specialization	Subject Title
1.	MBA-TH316	Minor	Travel Trade	International tourism and Frontier formalities
2.	MBA-TH326	Minor	Hospitality Management	Facility Planning
3.	MBA-TH336	Minor	Aviation Industry	Global Trends in Aviation Industry
4.	MBA-TH346	Minor	Marketing	Logistic & Supply Chain Management
5.	MBA-TH356	Minor	Adventure Tourism and Cultural Tourism	Visitor Management

Open Elective (Additional):Semester-IV

****Note:** -Open Elective shall be optional for the students in which he/she can opt any one of the Open Elective course. Each course in Semester IV shall be of 4 additional credit as under.

Sr. No.	Subject Code	Additional	Subject Title
1.	MBA-TH364	Travel Trade	Destination interpretation – world
2.	MBA-TH365	Marketing	e-Marketing
3.	MBA-TH366	Economics	Strategic management for Tourism and Hospitality
4.	MBA-TH367 Common for all		Field Report

***Note:** Each student will have to choose research project based on his/her major specialization in consultation with his/her allotted supervisor. Assessment and Evaluation of Project Training shall be as under:-

Sr. No	Contents	Marks
Component – I (Internal)		
1	Project Report, Presentation and Seminar	40
Component – II (External)		
2	Project Training Report Evaluation & Viva-voce	60

Open Elective shall be optional for the students in which he/she can opt any one of the Open Elective course. Hence, the student opting Open Elective shall be awarded MBA degree with 96 credit (90+6).Assessment and Evaluation of Field Report (FR)which is common for all shall be as under:-

Sr. No	Contents	Marks
Component – I (Internal)		
1	Field Report, Presentation and Seminar	40
Component – II (External)		
2	Field Report Evaluation & Viva-voce	60

SEMESTER-I

MBA-TH101: Management Practices and Organizational Behaviour

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH101
COURSE TITLE:	MANAGEMENT PRACTICES AND ORGANISATION BEHAVIOUR
COURSE OBJECTIVES:	This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course.
UNIT-1	CONCEPTS OF MANAGEMENT Definition, meaning, nature and scope of management, Evolution of management thought. Contribution of Henry Fayol and F.W. Taylor. Different Approaches to management, Corporate Social Responsibility. Meaning of TQM, Systems Theory, Quality Circles and Kaizen.
UNIT-2	PROCESS OF MANAGEMENT Functions of Management. Planning- Nature, Scope, steps and hierarchy of plans;

	Organizing – Types of organization, line and staff organization, Span of management, Centralization, Decentralization. Delegation of Authority, Management by Objective (MBO), Organization Culture and Effectiveness, Directing: Nature, Principle and Techniques Controlling: Types of Control, Controlling for organizational effectiveness.
UNIT-3	MOTIVATION & LEADERSHIP Theories of motivation, Maslow’s Need Hierarchy, Herzberg’s two factor theory, Need theories, Goal theories. Equity Theory, Expectancy Theory. Leadership: Concept and theories, Trait Theory, Autocrat and Democrat. Leadership; Blake and Mouton’s managerial Grid, P Hersey and Kenneth Blanchard’s Situational Leadership.
UNIT-4	ORGANIZATIONAL BEHAVIOUR Definition, Importance, Fundamental Concepts of Organizational Behaviour, Influence of Socio-cultural factors on organization, Perceptions, Personality and Attitudes, Values, Learning and Job satisfaction. INTERPERSONAL BEHAVIOUR Transactional analysis, Group dynamics, Management of change, Conflict Management, Organizational Culture.
References	<ol style="list-style-type: none"> 1. Certo, Samuel. Modern Management. Pearson Education, New Delhi. 2. Griffins , Management ,Houghton Mifflin Company. 3. Luthans, F. Organisation Behaviour. Prentice Hall of India, New Delhi. 4. Robbins, Management. Pearson education , New Delhi 5. Robbins, S. Organisational Behaviour. Pearson Education, New Delhi. 6. Stoner, Freeman and Gilbert Jr. Management. Prentice Hall of India, New Delhi. 7. Wurech Koontz , Essentials of Management , Mc Graw Hill

MBA-TH102: Tourism Concepts and Principles

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1) Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.

2) Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.

3) Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH102
COURSE TITLE:	TOURISM CONCEPTS AND PRINCIPLES
COURSE OBJECTIVES:	This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.
UNIT-1	Tourism: Definitions, Historical development of tourism, Statistical overview of global and Indian tourism industry, Indian domestic tourism, Tourism elements, Characteristics of tourism, Typology of tourism, Classification of Tourists, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel.
UNIT-2	Tourism Industry- Structure and components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality. Emerging areas of tourism: Rural, Eco, Medical, MICE, Indigenous, Wellness, Film, Golf, Responsible tourism, Alternate tourism and Theme tourism.
UNIT-3	Tourist Transportation: Air transportation: Present policies and practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak) General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats.
UNIT-4	Tourism Impacts (Environmental, Socio-cultural and Economic), Tourism Area Life Cycle (TALC), Doxey's Index, Demonstration Effect, Push and Pull Theory. Tourism System - Mathieson and Wall Model, Leiper's Model, Stanley Plog's Model of Destination Preferences, Demand and

	supply in tourism.
REFERENCES:	<ol style="list-style-type: none"> 1. Annual Report (Latest), Ministry of Tourism, Government of India, New Delhi. 2. Burkart A.J., Medlik S., Tourism - Past, Present and Future, Heinemann, London. 3. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy, The Travel Industry, Van Nostrand Reinhold, New York. 4. Holloway, J. C., The Business of tourism, Pitman Publishing, London. 5. Medlik, S., Understanding tourism, Butterworth Hinemann, Oxford. 6. Michael M. Coltman, Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York. 7. Page J. Stephen & Brunt Paul, Tourism- A Modern Synthesis, Thomson Publishers, London. 8. Ray Youell, Tourism-an introduction, Addison Wesley Longman, Essex. 9. Sunetra Roday, Tourism Operations and Management, Oxford University Press.

MBA-TH103: Tourism Geography and Destination Knowledge

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	-	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1) Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are **COMPULSORY**.

2) Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer **ANY FOUR**.

3) Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer **ANY TWO**.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH 103
COURSE TITLE:	TOURISM GEOGRAPHY AND DESTINATION KNOWLEDGE
COURSE OBJECTIVES:	Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
UNIT-1	Importance of geography in Tourism: Latitude, longitude, international date time. Times zone. Time differences, GMT variations. Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world (in brief). Impact of weather and climate on tourists and destinations. Map Reading and Practical Exercise (Popular International tourism destinations).
UNIT-2	Aviation Geography: IATA Traffic Conference Areas. Important tourist circuits and popular Itineraries of Far East countries (Malaysia, Singapore, Thailand, Japan)
UNIT-3	Important tourist circuits and popular Itineraries of European countries (UK, France, Germany, Italy, Spain and Switzerland)
UNIT-4	Important tourist circuits and popular Itineraries of selected countries (China, USA, Australia, UAE, Kenya and South Africa)
REFERENCES:	<ol style="list-style-type: none"> 1. Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism Oxford: Butterworth Heinemann. 2. Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment, place & space, London: Routledge. 3. Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman. 4. Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society of India 5. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi 6. Sarina Singh, India, Lonely Planet Publications

MBA-TH104: Introduction to Hospitality Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.

2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.

3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The weight age is based on the teaching hours as specified.

COURSE CODE:	MBA -TH 104
COURSE TITLE:	Introduction to Hospitality Management
COURSE OBJECTIVES:	This introductory course provides an overview of the hospitality industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.
UNIT-1	Introduction to hospitality industry: Definition and spread, Its composition and role as a part of tourism; History of accommodation sector. Different types of accommodation: Hotels, Resorts, Motels, Bread and Breakfast (B&B), Home Stay network, Special types of accommodation- Capsule hotels, Hostels, Car camping/Caravanning, Camping, Vacation renting. Utilities and features available in modern accommodations. Common structure of an accommodation unit, Different departments – Front office, Housekeeping, Food production and service; Other specialized divisions - Lounge, Restaurant, Bar, Gym, Spa, Laundry, Disco etc. Introduction to Cruise industry – Careers, Duties and responsibilities .
UNIT-2	Front Office Management: Guest Cycle- Pre arrival, Arrival, Stay, Departure, Post departure; Reservation – Importance, Modes of reservation, Channels and sources (FITs, TAs, Airlines, GIT etc.), Types of reservation (Tentative, Confirmed, Guaranteed, etc.), Cancellations, Amendment, Overbooking; Room selling techniques – Up selling, Discounts; Message and mail handling; Key handling; Complaint handling; Guest history;
UNIT-3	Types of rooms, Common tariff plans; Technology and Front Office operation. Housekeeping (HK): Planning and organising House Keeping department - Area inventory list, Frequency schedules, Performance and productivity standards, Time and motion study in HK operations, Standard Operating manuals – Job procedures, Job allocation and work schedules, Calculating staff strengths and planning duty rosters, Teamwork and leadership in HK, Training, Inventory level for non-recycled items; Budget and budgetary controls; Purchasing systems – methods of buying; Storage, including different storage modes
UNIT-4	Food and Beverage: Role of food and beverage; Equipment used in food production; Menu planning for different categories of clients; Indenting- Principles of indenting

	for volume feeding, Portion sizes and its importance, Practical difficulties; Planning- Space allocation, Equipment selection, Staffing; Volume feeding – Institutional catering, Scope and Problems of institutional catering; Hospital catering- catering for patients, Staff and Visitors; Off premises catering; Introduction to regional Indian cuisines, Exposure to National and MBA-THM International cuisines. Brief discussion on Indian and International commercial hospitality organisations including hotel chains. Function and scope of Federation of Restaurant and Hotel Associations of India (FRHAI)
REFERENCES:	<ol style="list-style-type: none"> 1. Bhatnagar, S.K., Front Office Management, Frank Bros, India, 2009. 2. Global Tourism and Hospitality by Andrews 3. Managing Front Office Operations – Michael L Kasarana & Richard Brooks 4. Introduction to Hospitality - I & II – Dennis Foster 5. Introduction to Hospitality Management, Walker, Fourth Edition (2012). Pearson ISBN: 978-0-13-295994-0 6. Enz, Canina and Walsh (2001). Hotel Industry Averages: An Inaccurate Tool for Measuring 7. Performance. The Cornell Hotel and Restaurant Administration Quarterly

MBA-TH 105: STUDY TOUR

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
		-	2			100	3 hours

COURSE CODE:	MBA-TH105
COURSE TITLE:	STUDY TOUR REPORT
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour, which will further help them to:</p> <ol style="list-style-type: none"> 1. Develop a knowledge and understanding of the different stakeholders of tourism industry. 2. Analyze and appraise a particular form of tourism and tourism business at a specific destination. 3. Develop the ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry.
Evaluation	This report would be evaluated by an internal examiner, nominated by the Academic Committee of HPTU out of 50 marks.

MBA-TH106: Seminar Course (Tourism Circuits- Local Region Level)

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2		-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.

2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.

3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The weight age is based on the teaching hours as specified.

COURSE CODE:	MBA-TH 106
COURSE TITLE:	Seminar Course (Tourism Circuits- Local Region Level)
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of their state and the current events which will help students in their professional career development.
REFERENCES:	This course will have continuous internal assessment of 25 marks and an end semester internal examination of 25 marks and would be evaluated by an internal faculty.

MBA-107: HUMAN VALUES AND PROFESIONAL & ETHICS

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	2	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.

2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.

3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -107
COURSE TITLE:	HUMAN VALUES AND PROFESIONAL & ETHICS
COURSE OBJECTIVES:	The objective of the paper is to make student understand the moral values that ought to guide them in the society and it is intended to develop a set of beliefs, attitudes ethics that students should display concerning morality.
UNIT-1	Concept of Values; Types of Values; Human Values in Management; Relevance of Values in Modern Management; Values for Managers. Leadership and Human Values; Inter-personal Relations and Human Values; Stress Management and Human Values; Team Building and Values. Business Ethics: The Changing Environment and Stakeholder Management, Relevance of Ethics and Values in Business, Spiritual Values. Modern Business Ethics and Dilemmas
UNIT-2	Value Education: understanding value education, self-exploration as the process of value education, continuous happiness and prosperity-the basic human aspirations, right understanding ,relationship and physical facilities ,happiness and prosperity –current scenario.
UNIT-3	Harmony in the human being: understanding human being as the co - existence of self (I) and the body ,Discriminating between the needs of self (I) and the body , Understanding harmony in the self ,harmony of the self (II) with the body. Program to ensure Sanyam and Swasthya.
UNIT-4	Harmony in the family and society: harmony in the family—the basic unit of human interaction, values in human to human relationship, trust – the fundamental values in the relationship, respect—as the right evaluation, understanding harmony in the society vision for the universal human

order

Harmony in the nature(Existence): Understanding harmony in the nature, interconnectedness, self regulation

REFERENCES:

1. Weiss, Joseph W (2009). Business Ethics: Concepts & Cases, Cengage Learning.
2. Colin Fisher and Alan Lovell (2009). Business ethics and values: Individual, Corporate and International Perspectives, Prentice Hall.
3. Gaur R. R, R Sangal, G P Bagaria (2011). Human values and professional ethics (excel books)
4. Fernando A.C., (2009). Business Ethics: An Indian Perspective, Prentice Publications
5. Nagarazan R.S. (2008). Professional ethics and Human values New Age International

Suggested Readings:

1. Anand, M.M. Tourism and Hotel Industry in India, prentice Hall New Delhi, 1976
2. Bhatia, A.K., Tourism development(2012): Principles, practices and Philosophies, Sterling Publisher, New Delhi
3. McIntosh, Robert, W. Goldner, Charles, Tourism principles , practices and Philosophies, John Wiley and sons Inc. New York, 1990 (9th edition)
4. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J.,Prentice Hall, 1985
5. Negi, J.M.S., Tourism and Travel-Concepts and principles,Gitanjali Publishing House, New Delhi, 1990
6. Robinson, H.A., Geography of Tourism, Mc Donald and Evans, London, 1976

SEMESTER-II

MBA-TH201: Travel Agency Management and Tour Operations

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 201
COURSE TITLE:	Travel Agency Management and Tour Operations
COURSE OBJECTIVES:	Travel Agency Mgt. is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.
UNIT-1	History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview; Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues. Organisation structure of a standard Travel Agency with examples of some leading agencies (, COX & KINGS, SOTC, Thomas Cook, LPTI TRAVELS). Various divisions or departments of a Travel Agency and their functional & operational co-ordination (with special reference to the above mentioned agencies).
UNIT-2	Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators. Organizational Structure, Forms of Organization, Departments and its functions. The Process of travel decision making, Mode and Destination selection. Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service.

UNIT-3	Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future. RBI Regulations for Tour Operators. Managing Tour Operation. Field Operations- inbound and outbound. Managing Distribution Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation. Management of In-house operations.
UNIT-4	Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, information, counselling and other ancillary services to GITs & FITs. Tour Packaging: The concept of tour & tour packaging Growing demand for tour packages: organisations and agencies in tour packaging business: Various types of tour packages.
REFERENCES:	Mohinder Chand, Travel Agency Management, Anmol: Delhi Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication. Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors

MBA-TH 202: Tourism and Hospitality Marketing

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 202
COURSE TITLE:	Tourism and Hospitality Marketing
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To make student understand the basic concepts of Strategic Management in Tourism. • To create awareness of Strategic Management in Indian

	<p>Context and to make student familiar with the concepts of Strategy.</p> <ul style="list-style-type: none"> • To make student understand the role of Strategy can play in promoting the products in the service industry. • To clarify Environmental Scanning, Strategy Formulation, Strategy Implementation and Evaluation and control
UNIT-1	<p>INTRODUCTION TO TOURISM MARKETING</p> <p>Introduction to Tourism Marketing, The concept of Services Marketing.</p> <p>Nature of Tourism Services, Reasons for the Growth of Tourism Services.</p> <p>Meaning of Tourism Market; Retailer; Wholesaler in Travel Trade.</p> <p>Managing the Tourism Services / Distinctive Features of Tourism Product; the Tourism Marketing Mix. Management of Three Additional P's of Tourism Marketing Mix.</p> <p>Strategic Issues in Marketing of Services, Innovations in Services Marketing.</p> <p>The Customer Gap, The Provider Gaps, Putting it all Together: Closing the Gaps</p>
UNIT-2	<p>GLOBAL PERSPECTIVE OF TOURISM MARKETING</p> <p>Tourism marketing at different levels of Economic Development. Significance of Tourism Marketing for National Economy.</p> <p>Marketing of Tourism Products at national and International Level events with relation to travel Trade Fairs like Sattte; WTM; ITB Berlin; ITB Asia; Eibtm.</p> <p>Case Study of Honk Kong Disneyland, Timeshare – Well worth Buying and Enjoying</p> <p>MANAGERIAL ASPECTS OF TOURISM SERVICE SECTOR</p> <p>The Purchase Process of Tourism Services – Consumption Values, A purchase Model of Tourism Services, Pre Purchase Phase, The Service Encounter and Post Purchase Phase.</p> <p>Marketing of P's and C's in Travel Trade.</p> <p>Tourism Relationship Marketing, Managing Customer Emotions, Relationship Marketing in Consumer Segment vs Service Segment, Service Level Agreements (SLA).</p>
UNIT-3	<p>MANAGING HUMAN ELEMENT AND QUALITY ASPECTS</p> <p>Importance and Role of Human element in Tourism Marketing , Building the Right Mind set – Developing Service Culture</p> <p>Tourism Service Quality; Definition of Quality; Service Encounters and Service Recovery.</p> <p>Determinants of Tourism Service Quality, Gaps Model of Tourism Service Quality.</p> <p>Bridging the Service Quality Gaps, The Reason for Gaps in Services, Managing to close the Service Quality Gaps, The concept of Total Quality Management (TQM).</p>
UNIT-4	<p>MARKETING TOURISM, TRAVEL, TRANSPORT AND</p>

	<p>HOSPITALITY SERVICES The concept of Travel and Transport, Customer Profile of Travel and Transport Services, Derived Demand Managing Marketing Mix for Tourism and Hospitality. Best Practices in Tourism Marketing. Case Study: Indore City Transport Service Limited.</p>
REFERENCES:	<ol style="list-style-type: none"> 1. The Tourism Concepts and Practices; John R Walker Jowelyn T Walker Pearson. 2. Services Marketing, 2e Kenneth E Clow and David L Kuntz 3. Services Marketing – Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Halder 4. Customer Relationship Management – Urvashi Makkar and Harinder Kumar Makkar 5. Marketing Management – Arun Kumar and N Meenakshi 6. Services Marketing – Valarie Zithami , Mary Jo Bitner, Dwayne D Gremler , Ajay Pandit 7. The business of Tourism Concepts and Strategies; A K Bhatia; Sterling Publishers.

MBA-TH203: Introduction to Food and Beverage Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 203
COURSE TITLE:	Introduction to Food and Beverage Management
COURSE OBJECTIVES:	This course shall introduce learner to the area of food and beverage operations and management. In this paper students will learn about various types of kitchen, staff, equipments used in kitchen as well as in restaurant and further they will know about different types of services.
UNIT-1	Professional Kitchen & Cooking: - Introduction, Definition and its importance; Personal & Kitchen Hygiene, Uniform, Protective clothing, Kitchen Layouts(Basic, Bulk and Show kitchens), Hierarchy of Kitchen

	Department, Classical Kitchen Brigade, , Modern Staffing in various hotels, Duties & Responsibilities of various chefs in kitchen, their attributes; coordination of kitchen with other departments.
UNIT-2	<p>Kitchen Equipments, Fuels & Safety: Kitchen Equipments, Classification, Description, Usage, Upkeep and Storage, Kitchen Tools, Knives, Their Usage, Care & Maintenance, Workstations, Safety Procedures, Fuel – Types, Usage and Precautions. Fire - Introduction, Types and handling fires and usage of extinguishers; Basic First Aid-Burns, Scalds, Cuts.</p> <p>Food Service Equipments, Fuels & Safety: Food Service Equipments, Classification,Description, Usage, Upkeep and Storage, Food Service Tools, Their Usage, Care &Maintenance, Side Stations, Safety Procedures, Fuel – Types, Usage and Precautions whileFood Service. Fire Safety & Emergency Procedures – Introduction, Types and handlingfires and dealing with emergencies.</p>
UNIT-3	<p>Food and Beverage Services: - Introduction, Concept, and Classification of Catering Establishments, their importance; Personal Hygiene, Uniform & Grooming Standards, F&B Service Outlets & Familiarisation with their Layouts(Tea Lounge, Coffee Shop, Restaurant, Banquets, Staff Cafeteria), Hierarchy of F&B Service Department, F&B Service Brigade, Modern Staffing in various hotels, Duties & Responsibilities of various employees in F&B Service, their attributes; coordination of F&B Service with other departments and salient features.</p>
UNIT-4	Introduction, Classification of Services, Usage and Service Methods, Preparation for Services, Mise-en-place and Mise-en-scene, arrangement and setting up of station, Par stocks maintained at each side station, Functions performed while holding a station, Method and procedure of taking a guest order, emerging trends in Food Services.
REFERENCES:	<ol style="list-style-type: none"> 1. Food Production Operations: Parvinder S Bali, Oxford University Press 2. Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman 3. Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu 4. The Professional Chef: Le Rol A. Polsom 5. Theory of Catering By Kinton & Cessarani 6. -Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousines. Publisher: ELBS 7. -Food & Beverage Service Management – Brian Varghes 8. -Food & Beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill. 9. -Introduction F & B Service- Brown, Heppner & Deegan 10. -Modern Restaurant Service- John Fuller, Hutchinson 11. -Professional Food & Beverage Service Management – Brian Varghese 12. -The Restaurant (From Concept to Operation)

MBA-TH204: Introduction to Room Division Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 204
COURSE TITLE:	Introduction to Room Division Management
COURSE OBJECTIVES:	This paper shall give brief introduction about the accommodation and front office operations. Students will learn about the basics about different type of rooms, their inventory and duties & responsibilities of working staff.
UNIT-1	Accommodation Sector (Brief coverage of all topics & subtopics): - Introduction, Concept, and its importance; Types & Classification of Hotels on different basis ; Size , Location , Star Categorization, Heritage Hotels, Ownership (Proprietor, Partnership, Joint stock company, Management Contract, Franchise, REIT, Timeshare, Condominium), Meal Plan, Package Plan and Multi-brand (Dual Brand, Tri-Brand Hotels) others (Capsule, Ice, CaveHotels), in India & World, Organisation Structure of Hotels; Origin, growth and development of Hotel Sector in India. (ITC, The Taj Group, The Oberoi Group, The Leela Group, The Park Hotel Group), Foreign Hotel Chains in India – Hilton Worldwide, Marriott International, Hyatt Hotel Corporation, Intercontinental Hotel Group (IHG), Accor, Best Western, Radisson, Choice, MGM Resorts Hotels .
UNIT-2	The Guest Accommodation: Guest Rooms, Types, Layouts, Salient Features, Description, Guest Room amenities, supplies and services, Floors, Room Name List Patterns, Guest Elevators, Floor Pantries, Guest Safety on Floors, Guest Safety Procedures during Fire, Natural emergencies (Floods , Earthquake) , Bomb threat
UNIT-3	Hotel Front Office : Front Office Introduction, Functions and its importance, Different sections of the front office department , and their layout and importance – Reservation, Reception, Concierge, Bell desk, Lobby. Intra- department coordination. Organisation structure of Front Office, Key Responsibilities, Job Descriptions, Attributes of Front Office Personnel, Uniform and Grooming Standards.

<p>UNIT-4</p>	<p>Hotel Housekeeping: Introduction, Meaning and definition Importance of Housekeeping, Sections of Housekeeping, Responsibilities of the Housekeeping department, a career in the Housekeeping department. Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Role' of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff – skills of a good Housekeeper, Inter departmental Coordination with the Maintenance department, Hygiene and Grooming Standards of Housekeeping Personnel</p>
<p>REFERENCES:</p>	<ol style="list-style-type: none"> 1. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS). 2. Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill. 3. Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press. 4. Housekeeping and Front Office – Jones 5. The Professional Housekeeper – Tucker Schneider,; Wiley Publications 6. Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill 7. Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA 8. Front Office – Operations and management – Ahmed Ismail (Thomson Delmar). 9. Front Office Operations – Colin Dix & Chris Baird. 10. Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers 11. Managing Front Office Operations By Kasavan & Brooks

MBA-TH205: Tourism Planning and Sustainable Tourism Development

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 205
COURSE TITLE:	Tourism Planning and Sustainable Tourism Development
COURSE OBJECTIVES:	1. To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism. 2. To explore the interrelationships between resource management and tourism planning and development. 3. To understand the tourism policy initiative taken in India
UNIT-1	Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy Policy making bodies and its process at national levels.
UNIT-2	An out line of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest Policy Document on Tourism. Opportunities for investment in hotel sectors and tourism related organisations. Incentives & concessions extended for tourism projects and sources of funding.
UNIT-3	Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination life cycle concept
UNIT-4	Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11 th Five-year Plan. Agents and typologies of tourism development. Ecotourism Planning and Development. Design considerations for eco-tourism facilities. Community participation in tourism planning.

REFERENCES:	<ol style="list-style-type: none"> 1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi) 2. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann) 3. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication) 4. Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van Nostrand Reinhold) 5. Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis) 6. Tourism Dimensions : S.P. Tiwari (New Delhi) 7. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen) 8. Tourism Planning : An integrated and Sustainable Approach - Inskip E. 9. National & Regional Tourism Planning : Inskip E. (London, Routledge) 10. Ecotourism: A case guide for planners and managers - Ecotourism Society 11. Report of Adhoc Committee on Tourism - 1963 12. National Tourism Policy - 1982 13. National Committee Report - 2002 14. National Action - 1992 15. Draft of Tourism Policy - 1997
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MBA-TH 206: Outdoor Learning programme

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		Sessional	End Semester Exam	Total	
		-	2			100	3 hours

COURSE CODE:	MBA-TH206
COURSE TITLE:	Outdoor Learning programme
COURSE OBJECTIVES:	<p>In the present competitive global scenario of school education it is very important for school students. By identifying the need of the hour product development team of Himalayan Vagabond Adventures has developed the innovative concept by spending months on R&D. Believe us these types of educational capsules will be the future of our education system and school managements dare to opt for this will certainly have an edge over others.</p> <ul style="list-style-type: none"> ○ Strengthen confidence and self reliance ○ Develop team spirit

	<ul style="list-style-type: none"> ○ Push ourselves beyond our limits ○ Overcome though fear ○ Gain awareness about environment and issue that are degrading our natural resource ○ Learn basic outdoor skill like camping, tent pitching, rope knots, basic cooking, survival and many more
Evaluation	This report would be evaluated by an internal examiner, nominated by the Academic Committee of HPTU out of 50 marks.

MBA-TH207: Seminar Course (Tourism Circuits- National Level)

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2		-	2	40	60	100	3 hours

he question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH207Seminar Course (Tourism Circuits- National Level)
COURSE TITLE:	Seminar Course (Tourism Circuits- National Level)
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of the country and the current events which will help students in their professional career development.
REFERENCES:	This course will have continuous internal assessment of 50 marks and would be evaluated by an internal faculty.

MBA-207: COMMUNICATION AND MARKETING SKILLS

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 207
COURSE TITLE:	COMMUNICATION AND MARKETING SKILLS
COURSE OBJECTIVES:	The course is aimed at equipping the students with the necessary techniques and skills of Communication to inform others inspire them and enlist their activity in the performance of their jobs.
UNIT-1	<p>Introduction of Communication: Role of communication, defining and classifying communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication.</p> <p>Employment Communication: Writing CVs, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, e mails, SMS, teleconferencing, videoconferencing.</p>
UNIT-2	<p>Oral Communication: What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage.</p> <p>Written Communication: Purpose of writing, clarity in writing, principles of effective writing, writing technique, electronic writing process.</p>

UNIT-3	<p>Business letters: Introduction to business letters, Types of business letter, Layout of business letter, writing memos, what is a report purpose, kinds and objectives of reports, writing reports.</p> <p>Case method of Learning: Understanding the case method of learning, different types of cases, overcoming the difficulties of the case Method, reading a case properly (previewing, skimming, reading, scanning), case analysis approaches .</p>
UNIT-4	<p>Presentation Skills: What is a presentation: elements of presentation, designing a presentation, Advanced visual support for business presentation, types of visual aid.</p> <p>Group Communication: Meetings, Notice, Planning meetings, objectives, participants, timing, venue of meetings, leading meetings, Minutes of Meeting, Media management, the press release, press conference, media interviews, Seminars, workshop, conferences, Business etiquettes.</p>
REFERENCES:	<ol style="list-style-type: none"> 1. Lesikar et al (2011). Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company Ltd. New Delhi. 2. Boove, C.L., Thill, J.V. & Chaturvedi, M. (2011). Business Communication Today, Pearson. 3. M. K. Sehgal & V. Khetrpal (2010) - Business Communication (Excel Books). 4. Rajendra Pal (2009) - Business Communication (Sultan Chand & Sons Publication). 5. P.D. Chaturvedi (2009). Business Communication (Pearson Education, 2nd Edition) 6. Lesikar RV & Pettit Jr. JD .Basic Business Communication : Theory & Application (Tata Mc Grow Hill, 10th Edition). 7. Tayler Shinley (2011) . Communication for Business (Pearson Education, 4th Edition).

SEMESTER-III

MBA-TH 301: Introduction to Aviation Industry

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 4) Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 5) Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 6) Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH301
COURSE TITLE:	Introduction to Aviation Industry
COURSE OBJECTIVES:	The purpose of this course is to acquire an in-depth knowledge about the Aviation Industry management and to become familiar with the various techniques and operation handle in aviation industry. To familiarize the students with the overview of aviation industry management and its institutional framework.
UNIT-1	CONCEPTS OF AIRLINES Airlines & tourism: history of airlines' in India. History of Aviation- Development of Air transportation in India, Major players in Airline Industry, Role and contribution of air India, Indian. Airlines, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.
UNIT-2	AIRPORT MANAGEMENT Airport planning-Operational area and Terminal planning, design, and operation-Airport operations-Airport functions-Organization structure of Airline and Airports sectors-Airport authorities-Global and Indian scenario of Airport management – DGCA – AAI., Directing: Nature, Principle and Techniques Controlling:
UNIT-3	AIRTRANSPORT SERVICES International trends-Emerging Indian scenario-PPP- Public

	Private Participation in Indian Airports-Environmental regulations-Private participation in International developments Environment regulations-Regulatory issues-Meteorological services for Aviation-Airport fees, rates, and charges
UNIT-4	AIRLINE OPERATIONS Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security Clearance Baggage and -Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP-Co-ordination of Supporting Agencies /Departments, Cargo Handling-Booking of Perishable Cargo and Live Animals
References	<ol style="list-style-type: none"> 1. Graham.A-Managing Airport an International Perspective – Butterworth Heinemann, Oxford2001 2. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000. 3. Doganis.R.-The Airport Business-Routledge, London-1992 4. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003 5. P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003 6. P.S.Senguttuvan –Principles of Airport Economics-Excel Books-2007 7. Richard De Neufville – Airport Systems: Planning, Design, and Management.-McGraw-Hill, London- 2007 8. Kent Gouiden- Global Logistics Management –Wiley Black Well 9. Lambert –Strategic Logistic Management – Academic Intl Publishers 10. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page 11. Paul R.Murphy,JR and Donal & F.Wood-Contemporary Logistics –Prentie Hall.9th Edn.2008.

MBA-TH 302: Event Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester	Total	

					Exam		
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH302
COURSE TITLE:	Event Management
COURSE OBJECTIVES:	The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events with a special focus on case studies of the events in World in recently years. To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.
UNIT-1	INTRODUCTION TO EVENTS Introduction to Events- Concept, Definition and Frameworks, Categories and Typologies, Characteristics of Events, Social–Economical and Developmental implications of Events, skill required to be a good event planner.
UNIT-2	EVENT PLANNING Event planning – Concept, Process and Design, Pre-Event Research, Studying Event Feasibility, legal compliances, marketing and promotion of event, financial management of events
UNIT-3	PROTOCOL IN EVENTS Event Catering, Catering tips, Event decorations. Entertainment plans and Speaker selection, various protocol during events, Time Management in Events, developing leadership and supervision skills during events, group development.
UNIT-4	SAFETY AND SECURITY PROCEDURE IN EVENTS

	Safety and Security Considerations: Occupational Safety, and Health, Major Risks, Incident Reporting, Crowd Management and Evacuation: the Crowd Management Plan. Introduction to M.I.C.E (Meeting, Incentive, Conference and Convention, Exhibitions) Business Meetings: understanding the concept, various meeting setups, organizing business meetings.
References	<ol style="list-style-type: none"> 1. Van der Wagen, L., & Carlos, B. R. (2005). Event management: For tourism, cultural, 2. Business and Sporting Events. Upper Saddle River, NJ: Pearson, Prentice Hall. 3. S.N Bagchi and Anita Sharma, Food and Beverage Service, Aman Publication, New Delhi. 4. Lawson, F.R Congress, Conventions and Conference: facility Supply and demand, International Journal of Tourism management, September. 188, 1980. 5. Donald Getz, Event Management and Event Tourism, 1999. 6. Goldblatt, JJ Special Events: Art and Science of Celebration. New York, Van Nostrand Reinhold. 1990. 7. Torkildsen, G Organisation of major events. In G Torkildsen, Leisure and Recreation Management, 4th Eds. London; New York: E & FN Spon; Routledge. 1999

MBA-TH 303: On the Job Training/Summer Training

Teaching Scheme			Credits	Marks		
L	T	P	C	Sessional	End Semester Exam	Total
-	-	6	3			100

On the Job Training/Summer Training: The student has to undergo On the Job Training after Second Semester in any industry/organization for the period of 4-6 weeks to get industrial/corporate exposure. The student will submit his/her On the Job Training (OJT) (in Triplicate) within a period of one month in the concerned Institute/School/College. The student is required to submit the required copies of the report along with the certificate issued by the concerned industry/organization showing satisfactory completion of his/her training.

The period of submission for the STR shall be counted from the last date of completion of his/her On the Job Training. The assessment and evaluation of this OJT shall be as under:-

The summer training report will consist of two parts as:

S.No.	Contents	Marks
Component – I (Internal)		
1	Summer Training Report, Presentation and Seminar	40
Component – II (External)		
2	Summer Training Report Evaluation & Viva-voce	60

Professional Core Courses: Major Specialization (I&II) Semester-III

MBA-TH 311: Itinerary Preparation & Costing

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH311
COURSE TITLE:	Itinerary Preparation & Costing

COURSE OBJECTIVES:	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the significance of travel agency and tour operation business; 2. Know the current trends and practices in the tourism and travel trade sector; and 3. Develop adequate knowledge and skills applicable to travel industry.
UNIT-1	<p>ITINERARY PREPARATION</p> <p>Itinerary Preparation: Concept, Typology, Duration, GIT, FIT Do's and don'ts of itinerary preparation-Limitations and Constraints, Custom made itinerary and Readymade itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.</p>
UNIT-2	<p>TOUR PACKAGING</p> <p>Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Liaoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.</p>
UNIT-3	<p>PRODUCT ORIENTED PACKAGE</p> <p>Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure –Beach holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours. Adventure Package: Soft and Hard adventure -Concepts and guidelines: Desert safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf tours, Theme tours and Cruise. Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals-Rural/Village tour.</p>
UNIT-4	<p>COSTING A TOUR</p> <p>Costing a Tour: Components, Considerations- Types of Costs- Cost sheet, FIT Costing and Group Costing. Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc. Pricing Strategies and Distribution Mechanism</p>
References	<ol style="list-style-type: none"> 1. Travel Agency & Tour Operations, Foster D 2. Conducting Tours, Dellers 3. Travel Agency and Tour Operation, J M Negi 4. Marketing for Tourism – J. Christopheo Holloway & Chris Robinson

MBA-TH 312: Tour Package Designing

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH312
COURSE TITLE:	Tour Package Designing
COURSE OBJECTIVES:	The course aims to provide a comprehensive theoretical and practical knowledge of tour operation, types of tour, standard components of tour package and preparation of tour packages-their costing and pricing and marketing strategies.
UNIT-1	Tour Packaging – Concept, Nature and Scope Tour Packaging: Concept, Significance, Scope and Limitations, Key Elements and Steps involved in Formulation Standard Tour Package, Costing and Pricing of Tour Packages - Competition Analysis and Strategic Costing Pricing, Marketing of Tour Packages; Need for Pre-active Approach.
UNIT-2	Types of Itineraries Pre-designed, ‘Tailor Made’ and ‘flexible’ Itineraries: Scope and Differentiation, Tour Manager’s/Executive’s and Tour Escort’s Itinerary – Definitions and Case Examples, ‘Common Interest’ and ‘Special Interest’ Itineraries – Salient Features and Case Models
UNIT-3	LINKAGES FOR PACKAGING Linkages for packaging and negotiation with Principals and Vendors, Necessity of Linkages of Tour Operator and Travel Agency with Principals i.e. Hotels, Motels, Resorts, Airlines, Escorts, Guides, Transporters and Educational Institutions. Tour

	Itinerary: Meaning & Components, Tools and Techniques for Preparation of Tour Itineraries, Method of Preparation, Costing of Tour Itinerary and Types of Tour Itineraries, Limitations of Tour Itinerary. Use of Itinerary in Tourism Industry
UNIT-4	Tour Packaging in Indian Context – Case Examples Land Based Adventure Tourism Packages, Trekking, Mountaineering, Skiing and Wildlife Watching ,‘Aero-sports’ and ‘Water-sports’ Based Packages, Cultural Tourism Packages – Pilgrimage, Festivities and, ‘Monuments and Museum Visits’ Special Interest Tour Packages - Ethnic, Eco, Medical and Health and Holiday Packages
References	1. Travel Agency & Tour Operations, Foster D 2. Conducting Tours, Dellers 3. Travel Agency and Tour Operation, J M Negi 4. Marketing for Tourism – J. Christopheo Holloway & Chris Robinson

MBA-TH 321: Bar Operations & Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH321
COURSE TITLE:	Bar Operations & Management
COURSE OBJECTIVES:	The course content aims to enhance the Management skills of aspiring bar operation and management so as to enable the students to be more proficient in facing new challenges in the

	restaurants and bar operation.
UNIT-1	Restaurants: Types full service, specialty, quick service /fast foods, family, Ethnic, casual dining, theme, celebrity. Trends in restaurant development
UNIT-2	Bars: Bar setup, inventory control, Laws relating to Beverages Restaurant and hotel bars, night clubs
UNIT-3	Standardizing the restaurant and bar service: Training program for all restaurant / bar staff - Service standard for food & beverage service - The procedure to control and monitor the service standard - The guest feedback on service standard
UNIT-4	Fundamental of supervision in restaurant and bar: Leadership Autocratic leadership ,Bureau critic leadership, Democratic leadership, Recruitment and selection, Orientation and training, Evaluation ,The cultivation of tobacco and region producing tobacco - Processing the tobacco leaf - Rolling and storage of cigar -Service of cigar - International brands name of cigar
References	<p>1. Food & Beverage Service – Lillicrap & Cousins, 8 th Edition, Hodden Education, 2010</p> <p>2. Food & Beverage Simplified,- Vara Prasad, Gopi Krishna, 1st Edition, Dorling Kindersley, Noida, UP,2013</p> <p>3. Food & Beverage Service, Singaravelavan, 1st Edition, Oxford University, 2011.</p> <p>4. Managing Bar & Beverage Operations, Lendal H Kotschevar, Mary L. Tanke 8th Edition, Educational Institute of the American Hotel & Lodging Association, Lansing, Michigan, USA. 2009</p>

MBA-TH 322: Culinary Tourism

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.

2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH322
COURSE TITLE:	Culinary Tourism
COURSE OBJECTIVES:	The course content aims to enhance the culinary skills and knowledge of aspiring culinary operation and management so as to enable the students to be more proficient in culinary tourism.
UNIT-1	Introduction: Introduction to the Art of Cookery: Culinary History- Development of the Culinary Art from the middle ages to modern cookery. modern hotel kitchen Nouvelle Cuisine, Cuisine Minceur Indian Regional Cuisine Popular International Cuisine (An Introduction) of French, Italian and Chinese Cuisine.Cooking Materials and their uses. Foundation ingredients – meaning, action of heat n carbohydrates, fats, proteins, minerals Fats and oils- commonly used fats and oils and their sources & uses. Raising agent- functions of raising agents, chemical raising agents & yeast.
UNIT-2	Preparation of ingredients: Washing , peeling scraping, paring, Cutting – terms used in vegetables cutting , julienne, brunoise mecedoine, jardinière, paysanne- grating. Grinding. Mashing. Sieving. Milling. Steeping. centrifuging, emulsification evaporation. Homogenization. Methods of mixing foods
UNIT-3	Equipment used in kitchen: Types of Kitchen Equipment – Diagrams, Uses, Maintenance, Criteria for Selection Kitchen Organization. Main Kitchen & Satellite Kitchen Duties & responsibilities of each staff. Cooking fuels - uses & advantage of different types of cooking fuels. Methods of Cooking. Methods of cooking food- transference of heat to food by radiation, conduction & convection- magnetrons waves meaning. Boiling, poaching, stewing, braising, steaming, baking, roasting, grilling, frying, paper bag, microwave, pot rousing explanations with examples.
UNIT-4	Stocks: Glazes, Sauces and Soups Meaning uses and types of stocks, points observed while making stock. Recipes for I liter of white, brown and fish stock. Glazes -meaning & uses. Sauces - meaning, qualities of a good sauce, types of sauces -proprietary sauce and mother sauce. Derivatives of mother sauces. (only name, no recipes). Recipes for known International Sauces &

	their uses. Soups -classification of soups, meaning of each type with examples. Basic Preparations.
References	1. Theory of Cookery – Krishna Arora. 2. Modern Cookery – ThangamPhilip 3. Larousse Gastronomique - Montagne 4. Professional Chef – Arvind Saraswat. 5. Food Production Operation – ParvinderBali

MBA-TH 331: Air ticketing and CRS

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH331
COURSE TITLE:	Air ticketing and CRS
COURSE OBJECTIVES:	This module is intended to prepare the students to enter a travel agency where he will be required to be well-versed with the modalities of air ticketing.
UNIT-1	Types of journey, Round Trip, Circle Trip, The RT and CT Fare Construction Formula,, Tax References, Children and Infant and Minor Passengers, Unaccompanied passenger UM, Fare calculation Rules, Fare construction terminology, Fare Construction with IATA /UFTAA Formula Normal fares, ,Net Fares , BSP Billing and Settlement Plan
UNIT-2	Introduction to Global Distributions System and Computerized Reservation System Types of CRS- Amadeus- Galileo Sabre and World Span. Encoding and Decoding, Neutral availability Return

	Availability, Waitlisted and ARNK Segments, Ticketing Element, Building a PNR.
UNIT-3	Building a PNR-supplementary Data-Optional Service Information-Special Service Request-Retriving and Displaying a PNR-Cancelling
UNIT-4	PNR Elements-Modifying PNR elements-Changing Segment Status-Splitting a PNR , Online lesson
References	<ol style="list-style-type: none"> 1. ABC World wide Airways Guide (Red & Blue) 2. Air Tariff Book 1, World wide Fares. 3. Air Tariff Book 1, World wide Rules, IT Fares etc. 4. Air Tariff Book 1, World Wide Maximum Permitted Mileage 5. Travel Information Manual (TIM) 6. IATA Ticketing Hand Book. 7. Chand, Mohinder, Travel Agency Management

MBA-TH 332: Airport Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH332
COURSE TITLE:	Airport Management
COURSE OBJECTIVES:	To provide the knowledge of airport planning, management and operations that is required to begin an airport management career. To enable the students to learn the development and growth of Aviation Industry in the world, this shall be the right foundation

	for a prospective career in Airlines and Airport Management for the students.
UNIT-1	Airport Planning-terminal planning design and operation, airport operation, airport function, comparison of global and Indian airport management, role of AAI, freedom of Airlines
UNIT-2	Airlines Terminal Management- Airline Operational Management- Domestic- International Departure Formalities, Security Check- In. Hand Baggage Screening, Personal Frisking- Boarding the Plane, Ground Announcements, Handling of Delayed Flight-Disruptive Flights Ramp Handling & Ramp Safety- Procedure
UNIT-3	Travel Documents- Passport – Visa- Currency Regulations-IATA Rate of Exchange, Banker’s Buying Rate- Banker’s selling rate- Currency Conversion ,Departure Control System-ATC
UNIT-4	Travel Agent Management- Travel Partners, IATA Approved Travel Agency Appointment and Control, Bank guarantee.-IATA Billing and Settlement Plan, Credit Period - Customer Service- Service Provider, Training and Development of Travel agent- GDS.
References	<ol style="list-style-type: none"> 1. IATA Manual on Diploma in Travel & Tourism Management 2. ICAO Manuals 3. Graham .A-Managing Airport an International Perspective –Butterworth Heinemann Oxford-2001 4. Wells .A-Airport Planning and Management, 4th Edition- McGraw-hill, London-2000. 5. Doganis .R.-The Airport Business-Routledge, London-1992 6. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003 7. P.S. Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003 8. Kent Gouiden- Global Logistics Management –Wiley Black Well 9. Lambert –Strategic Logistic Management – Academic Intl Publishers

MBA-TH 341: Service Quality in Tourism& Hospitality

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester	

					Exam		
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH341
COURSE TITLE:	Service Quality in Tourism& Hospitality
COURSE OBJECTIVES:	The students will learn: 1.To present a service management approach to building quality and competitive advantage 2. To enable the learner to employ the basic analytical tools required to assess service quality. 3. To provide students an opportunity to analyze hospitality and related service businesses.
UNIT-1	Quality – vision, mission and policy statements. Customer Focus - Part of Customer focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of service quality. Cost of services quality. Quality Management : Concept, need & importance <ul style="list-style-type: none"> • Quality Management in Urban Tourism • Seasonality in tourism : Problems & Measurement • Improving the tourist experience • Quality Management applied to tourist destinations. • Attraction & land use management
UNIT-2	Project Management : Managing resources, time, Quality Project Management techniques & skills. <ul style="list-style-type: none"> • The role of manager and management style. • Application of service quality in managing tourist destination. • Tourist destination life cycle and quality management. • Total Quality Management & Tourism • ISO

	<ul style="list-style-type: none"> • Importance of quality Management in developing and tourist destination .
UNIT-3	<p>Concept of service : Definitions & Meaning</p> <ul style="list-style-type: none"> • Types of service • Classifications of services • Growing importance of services in Future Societies & impact of service in daily life • Role of customers in Service Process • Service Quality • Deterioration of quality
UNIT-4	<p>Productivity & quality improvement</p> <ul style="list-style-type: none"> • Management challenges in service sector • Key elements of Managerial skill in Tourism & hospitality Industry • Tourism and crises Management
References	<ol style="list-style-type: none"> 1. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011 2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002. 3. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi. 4. Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts. 5. M. Raghavachari & KV Ramani, Delivering Service Quality: Managerial Challenges for 21st Century, Macmillan Publishers India, Third Edition 2011.

MBA-TH 342: Consumer Behaviour in Tourism& Hospitality

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH342
COURSE TITLE:	Consumer Behaviour in Tourism& Hospitality
COURSE OBJECTIVES:	The Course is intended to develop students' understanding of the complex interactions determining consumer choice behaviour. This module provides sound base to understand Consumer Behaviour in Tourism& Hospitality.
UNIT-1	Characteristics Affecting Consumer Behaviour: Cultural factors, Social factors, Personal factors, Psychological factors. Models of Consumer Behaviour - Black Box model, High Commitment and Low Commitment Consumer Behaviour.
UNIT-2	Project Management : Managing recourses, time, Quality Project Examination of Tourist Forms and Types and their Characteristics: Activities, Interests and Opinions of Tourism Market Segments and their Buying Decision Behaviour.
UNIT-3	Buyer Decision Process: Need recognition, Information search, Evaluation of alternatives, Purchase decision, Post purchase behavior. Buyer Decision Process for New Products. Stages in the adoption process, Individual differences in innovativeness, Influence of product characteristics on rate of adoption.
UNIT-4	Specific Consideration of Host-Guest; Interaction and their impact on Physical, Social and Cultural Environments, Cross-cultural impacts. Management Implications: Consideration of the implications for Tourism Management, Communication, Promotion, and Tourist-Guide Interactions.
References	<ol style="list-style-type: none"> 1. Hoyer, Consumer Behaviour, 1998. 2. Kotler, Philip and Armstrong, Philip, Principles of Marketing, Prentice Hall of India- 1999. 3. Mathiesen A. and Wall G., Tourism : Economics, Physical and Social Impacts Longman, London,1992 4. Mayo, E. and Jaris, L., The Psychology of Leisure Travel CBI Publishing Co., Boston Mass,1991 5. Pearce, P.L., The Social Physiology of Tourist Behavior Pergamon Press,1982 6. Krippendorf, L., The Holiday Makers Heinemann, 1987

	7. Smith, L.V. (ed.), Hosts and Guests : The Anthropology of Tourism Basil Black
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MBA-TH 351: Adventure Tourism

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH351
COURSE TITLE:	Adventure Tourism
COURSE OBJECTIVES:	The purpose of this course is to acquire practical knowledge and skill about the Adventure Tourism and to become familiar with the techniques and approaches used in adventure tourism.
UNIT-1	Introduction: Scope and Nature of adventure tourism; popular tourist destinations for Land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.). Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving) and Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)
UNIT-2	Standards: Basic minimum standards for adventure tourism related activities- Land based; Mountaineering, Trekking, Water Based; River running; Aerial Based; Parasailing, Paragliding, Bungee Jumping. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.
UNIT-3	Adventure in Water: - River running-canoeing, kayaking, white

	water rafting, diving, rowing, surf boating, wind surfing etc. River reading Adventure in Air:- Ballooning, parachuting & sky diving, paragliding, Para sailing, gliding, soaring, hang gliding, micro lighting, weather observations.
UNIT-4	Air based adventure: Future prospects of adventure tourism in India, Importance of human resource in adventure tourism, emerging trends of adventure tourism.
References	<ol style="list-style-type: none"> 1. India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication. 2. India - A Travellers Companion by Pran Nath Seth. 3. Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar. 4. Tourism in India - V.K. Gupta, Gian Publishing House, Delhi 5. Hill Stations of India - Gillan Wright, Penguin Books, New Delhi

MBA-TH 352: Cultural and Heritage Tourism

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH352
COURSE TITLE:	Cultural and Heritage Tourism
COURSE OBJECTIVES:	The students will be able to 1. Understand the definitions, terminology and concepts of

	<p>cultural heritage and its relationships with tourism.</p> <p>2 Understand heritage tourism supply by examining different categories of heritage attractions, and the contexts within which heritage exists and additional perspectives on scale from the supply perspective.</p> <p>3 Understand heritage tourism demand by analyzing the nature of heritage demand, visitor characteristics, visitor typology and their motivations driving to visit heritage sites.</p>
UNIT-1	<p>Indian History- Brief Understanding of Indian History, Cultural Heritage with special references of Ancient, Medieval and Modern History of India. Indian Culture: General Features, Sources, Components and Evolution. Structure of Indian Society, Caste System of India, Ashram Vyavastha. Religions in India: Chief Indian communities and religious faiths - Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism, folk & tribal religion.</p>
UNIT-2	<p>Indian Art & Architecture: Indian Art and Sculptures, Archaeological sites – Monuments –Ancient Temples of India – Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture, UNESCO World Heritage Sites in India, conservation & Management.</p>
UNIT-3	<p>Colonial Heritage in India: Rise of colonial power- British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian society & culture. Churches, Synagogues architecture in India.</p>
UNIT-4	<p>Cultural Diversities of India : Indian Music & Dances, Musical Instruments, , Indian Handicrafts, Fairs & Festival, Indian Theatre- Different Theatrical forms, Indian Cinema- Evolution- Role in Tourism Development, Indian Cuisines.</p>
References	<ol style="list-style-type: none"> 1. Basham, A.L. , The Wonder That Was India. Rupa & Co. New Delhi 2. Thapar, Romila , A History of India: Volume 1. Penguin Book, New Delhi, 3. Basham, A.L. , A Cultural History of India. Oxford University Press, USA. 4. Singh, Upinder , .A History Of Ancient and Early Medieval India: From The Stone Age To The 12Th Century, Pearson Education India, New Delhi. 5. Chandra, B. , History of Modern India. Orient Blackswan, New Delhi 6. Brown, P. , Indian Architecture (Buddhist and Hindu

	Period), Tobey Press, New York 7. Brown, P. , Indian Architecture (the Islamic Period), Palmer Press, New York 8. Allchin, B., Allchin, F.R. et al. Conservation of Indian Heritage, Cosmo Publishers, New Delhi. 9. New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach ,VNR, New York. 10. Ashworth, G. J. The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford 11. UNESCO-IUCN Eds. Masterworks of Man and Nature, Pantoga, Australia.
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Elective Core Courses- Specialization (Minor)

Specialization (Minor)-Travel Trade

MBA-TH 313: Meeting Incentive Conferences and Exhibitions

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH313
COURSE TITLE:	Meeting Incentive Conferences and Exhibitions
COURSE OBJECTIVES:	This module introduces students to this sector of the tourism industry, and will cover both business and leisure events. The specific characteristics of the Meetings, Incentives, Conferences, Events sector (MICE) will be discussed, including impacts for tourism development, conference marketing, management of

	meetings and conferences and the growing importance of event tourism will be discussed.
UNIT-1	Conceptual foundations of events: Major Characteristics; five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events, Event planning process.
UNIT-2	Concepts of MICE: Evolution of MICE industry; Components, Economic and social significance of MICE, Planning and Sustainable Planning for MICE; Professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Responsibilities/Role of Meeting planners.
UNIT-3	Conference, Convention and Events Venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Conventions-meaning, significance and process, Convention manager; Convention visitor Bureaus – functions, structure and funding sources, Introduction to conference facilities in India. Role and functions of ICPB and ICCA,
UNIT-4	Trade shows and exhibitions/expositions: Types of Shows, benefits of exhibitions, participant decision making process. Contract negotiations– Principles; steps , negotiation with hotels, airlines and ground handlers. Incentive Tour and Meeting Technology: Concepts, trends, growth and Characteristics, its organizing and special requirements/checklists, Latest meeting technologies - Video conferencing and Information Communication Technology (ICT) Implementation advantages, Factors including ICT affecting future of events business.
References	<ol style="list-style-type: none"> 1. Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA. . 2. Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA. 3. Judith Mair, Conferences and Conventions A Research Perspective Routledge – 20 Series: 4. Montgomery, R.J, Meeting, Conventions and Expositions: VNR, New York 5. Vassilios Ziakas. Event Portfolio Planning and Management A Holistic Approach Routledge 6. Clare Weeden, (2013). Responsible Tourist Behavior; Routledge — 162 pages Series:

Specialization (Minor)- Resort Management

MBA-TH323: Resort Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH323
COURSE TITLE:	Resort Management
COURSE OBJECTIVES:	This course provides an overview of resort management and operations. The scope of these industries will be discussed along with the principles of successful marketing, management, and development of a resort.
UNIT-1	The History and Characteristics of Resorts, The Resort Concept, The Development of Gaming, Resorts in the 21st Century – a comparison. Resort Planning and Development: Investment Consideration, The Role of Planning and Management Planning, Facilities, Grounds Maintenance, Planning and the Leisure concept, Food and Beverage planning
UNIT-2	Recreational Activities: Golf, Tennis, Snow sports, Water sports, Spa and Health Club Facilities, Recreational Infrastructure and Nature, Theme Resorts, Managing the Resort: Personnel organization and Human Relations, Wage and Salary Administration, Employee Productivity, Labor force (hiring, retention, turnover), Policy in Gaming, Resort Operation, and Human Relations, catering. Customer Service: Guest Relation, Guest Activities and Services
UNIT-3	Security and Safety: Rules and protection in Casino management planning, Guest Safety, Social aspects of Casino

3	1	-	3	40	60	100	3 hours
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The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH333
COURSE TITLE:	Aviation Industry
COURSE OBJECTIVES:	The students will be able to obtain the basic knowledge of airline industry and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management.
UNIT-1	Aviation General Knowledge History of Aviation, Airport & Airline Terms and Codes Types of Aircraft, Phases of Flight, GMT Calculations, Aviation Abbreviations (Special emphasis on IATA). World Geography, Overviews of Airline Industry, Important Domestic and International Airlines. Different Airport of the World, Civil Aviation India, Knowledge of India's Culture and Places of Historic Interest, Cabin Crew Training.
UNIT-2	Airplane Technical Knowledge Basics Theory of Flights, various systems of airplanes, airplane's external and internal parts, interior, different types of tickets, Components of an electronic ticket Types of tickets: Manual ticket/ Automated Ticket/ e-ticket, Ticket coupons
UNIT-3	Emergency Handling: Emergency equipment and their uses, safety and survivals, handling emergency on board such as i. De-pressurization ii. Fire iii. Bomb-scare iv. Belly landing v. Anticipated and unanticipated evacuation vi. Ditching viii. Hydraulic and pneumatic failures

UNIT-4	First Aid Training First aid and physical's kits, Aviation medicine, flying related health problems and their remedies, dealing with medical emergencies on board procedure, equipment required e.g. airsickness, ear discomfort, heart attack, CRP, Emergency on board, death on aircraft.
References	<ol style="list-style-type: none"> 1. Van Der Linden, F. Robert;"Airlines and Air Mail: The Post Office and the Birth of the Commercial Aviation Industry", University Press of Kentucky. 2. Hengi. B. I.; "Airlines Worldwide: More Than 350 Airlines Described and Illustrated in Color", Voyageur Press (MN) Surjeet Publications,"world Geography" 3. DK Publications, "Airlines" 4. Pattilo Donalod M, "A History in the Making: 50 Years of Turbulent History in the General Aviation Industry.

Specialization (Minor)- Marketing

MBA-TH MBA-TH343: Destination Marketing

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH343
COURSE TITLE:	Destination marketing
COURSE OBJECTIVES:	This course provides an overview of destination management and operations. The scope of these industries will be discussed along with the principles of successful marketing, management, and

	development of a destination.
UNIT-1	Tourism Attraction : Definition, Characteristics, Typology, Criteria for Tourist Attractiveness, development and design of tourist attractions, Life Cycle. Tourism Definition Planning, Environmental Analysis, Resource Analysis, Regional Environmental Analysis, Market Analysis, Competitor Analysis, Regional Environmental Scanning
UNIT-2	Regional Goal Formulation – Strategy formulation, Product Portfolio Strategies, Tourism Portfolio model, analysis of Portfolio, approaches, Market segmentation in the regional context – Bases, Steps and categories, Target Marketing – targeting options, positioning strategy
UNIT-3	Components of Destination Marketing Mix, Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.
UNIT-4	The Tourism Distribution Strategy – Choice of distribution channel, Developing a Destination Promotional strategy, Evaluation and Control.
References	<ol style="list-style-type: none"> 1. Ernie Health & Geoffrey Wall, Marketing Tourism Destinations , John Wiley & Sons. Inc. 2. J. Christopheo Holloway & Chris Robinson, Marketing for Tourism 3. Philip Kotler, Jon Bower, Marketing for Hospitality and Tourism

Specialization (Minor)- Adventure Tourism and Cultural Tourism

MBA-TH MBA-TH353: Community Based Tourism

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.

2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH353
COURSE TITLE:	Community Based Tourism
COURSE OBJECTIVES:	To make students aware about the role of Community Based Tourism in the changing global scenario. This course broadly covers tourism, Community Based Tourism development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.
UNIT-1	Community Based Tourism & its Dimensions: Historical Background, Nature and Scope of Community Based Tourism, Critiques of Current Thinking in Sustainable Management, New Approaches to Community Based Tourism Management, Community Based Tourism three Dimensions, Environmental Dimension, Economic Dimension, Social Dimension.
UNIT-2	Home Stay Concept in Tourism – Bed & Breakfast Inns ,Community Based Tourism – Guest Host Issues – Responsible Tourism – Tourism and Poverty Alleviation – Social Media for Tourism Promotion.
UNIT-3	Planning for Community based Tourism: - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type.
UNIT-4	Standardization and Certification – Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation
References	1. Inskeep, E. Tourism Planning: An Integrated and

	<p>Sustainable Development Approach, New York: Van Nostrand Reinhold.</p> <p>2. Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.</p> <p>3. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.</p> <p>4. Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.</p> <p>5. Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK.</p> <p>6. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.</p>
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MBA-TH304: Information Technology in Tourism & Hospitality

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	-	2	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH304
COURSE TITLE:	Information Technology in Tourism & Hospitality
COURSE OBJECTIVES:	It helps the learner to understand the emerging technological issues facing management and able to use it effectively in work place and also will learn how to use technology to transform the organization to gain competitive advantage. This course helps learners to use IT techniques skills and techniques in all routine

	managerial activities in all aspects of businesses effectively and efficiently.
UNIT-1	Introduction Information Technology in Tourism & Hospitality: Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.
UNIT-2	Global Distribution System: History & Evolution - GDS & CRS - Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, SABRE, Abacus - Changing Business models of GDS.
UNIT-3	Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).
UNIT-4	Payment Systems in E-tourism : Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification - Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies
References	<ol style="list-style-type: none"> 1. Sheldon P. (2002), Tourism Information Technology, CABI. 2. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley. 3. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India. 4. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI. 5. Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill. 6. Malvino A.P (1995), Electronic Principles, McGraw-Hill. Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK. 7. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

****Open Elective(Additional)- Travel Trade**

MBA-TH361: Tour Guiding and Interpretation

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH361
COURSE TITLE:	Tour Guiding and Interpretation
COURSE OBJECTIVES:	The purpose of this course is to acquire an in-depth knowledge about the profession of tour guiding and interpretation and to become familiar with the techniques and approaches for successful pre sensations of the destinations to the tourists.
UNIT-1	Tour Guiding: Concept-History-Dimensions and Present Status. Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct. Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide-How to develop tour guiding skills
UNIT-2	Communication for tour guiding -Language, Posture and Presentation. Roadblocks in Communication-Speaking faults-Body language for speaking. Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing. Linking commentary with what to be seen.
UNIT-3	Visitor interpretation: Concept-Principles and Types. How to develop good interpretation skill-Popular understanding of a place. Principles of good interpretive practice. Re constructive

	and Receptive Interpretation-Personal Stereo type. Nature interpretation-Concept-Perspective-Approach-Principles of Nature interpretation. Intrinsic quality of a Resource Hierarchy of interpretation. Heritage interpretation.
UNIT-4	Dealing with Emergencies- Accidents, Law and Order, Theft, Loss of documents. First Aid: Importance-General Procedures-Evaluation of Situation. First aid Procedure-Artificial ventilation-Bleeding Control-Treating Wounds. Principles of bandaging-Treating Burns-Treating Snake Bite-Dealing with Fractures. Complaint Handling.
References	<ol style="list-style-type: none"> 1. Travel Agency & Tour Operations, Foster D 2. Conducting Tours, Dellers 3. Travel Agency and Tour Operat TT-31 lion, J M Negi 4. Travel Agency Management, M.N. Chand 5. Tour Operations and Tour Guiding, J.N. Negi 6. What time is this place, David Hetchenberg

****Open Elective(Additional)- Marketing**

MBA-TH362: Digital Marketing

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH362
COURSE TITLE:	Digital Marketing
COURSE OBJECTIVES:	This course provides an overview of Digital marketing in tourism.

UNIT-1	Introduction: (Digital Marketing Concepts) in tourism, Importance and scope of Digital Marketing, User friendly and centered websites, URL and its effectiveness, Websites, Different types of websites, features of strong and effective websites, Significance of Content designing.
UNIT-2	Digital marketing and traditional marketing, Scope and Advantage of Digital Marketing, Benefits of Traditional Marketing, The Downside to Traditional Marketing Benefits of Digital Marketing Why Digital Marketing Wins Over traditional Marketing, Tools of Digital Marketing How We Use Both Digital & Traditional Marketing
UNIT-3	Internet: Understanding domain names & domain extensions Different types of websites Based on functionality Based on purpose Planning & Conceptualizing a Website Booking a domain name & web hosting Adding domain name to web Server Adding webpages & content Adding Plugins Building website using CMS in Class Identifying objective of website Deciding on number of pages required Planning for engagement options Landing Pages & Optimization Creating blueprint of every webpage Best & Worst Examples
UNIT-4	Understand Search Engines & Google : SEO, Introduction to SERP ,Search engines, Search engines and its Major functions of a search engine, Keywords: Different types of keywords, Google keyword planner tool Keywords research process, Understanding keywords mix Long Tail Keywords Google Search Tips & Hacks
References	<ol style="list-style-type: none"> 1. B2B Digital Marketing: Using the Web to Market Directly to Businesses (by-Michael Miller),Pearson Education 2. How to Win Customers in the Digital World by Cameron Dunn ,Springer 3. Digital Marketing Paperback by Vandana Ahuja, oxford 4. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson ,Wiley 5. The Social Media Bible: Tactics, Tools, & Strategies for Business Success by Lon Safko 6. content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businessesby JoePulizzi

****Open Elective (Additional)- Economics**

MBA-TH363: Managerial Economics for Tourism

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH363
COURSE TITLE:	Managerial Economics for Tourism
COURSE OBJECTIVES:	Students should have an ability to work in multicultural groups and give a professional presentation of an analysis of accounting data. This will be trained through several group assignments and oral as well as written presentations related to the Managerial Economics for tourism.
UNIT-1	Introduction: Concept and Definition of Managerial Economics, Nature and scope of managerial economics, Role of Managerial Economics, Theory of demand, Demand-functions, Demand Elasticity, Income and substitution effects, Demand forecasting- Purposes and methods, Tourism Demand.
UNIT-2	Tourism demand forecasting- methods of forecasting ñ public and private sectors in Tourism- Government’s role in tourism- the need for public and private sector cooperation in tourism
UNIT-3	Cost concepts- Market structure and Competition- Pricing in tourism- determinants of price- Pricing tourism products- Approaches to pricing.
UNIT-4	Impact of tourism- economic aspects- the multiplier effect- displacement effect and tourism tourist spending- costs and

	benefits of tourism to comm. Moduley- environmental aspects Contingency valuation method. Macroeconomic environment Economic transition in India- A quick review- Liberalization, Privatization and Globalization.
References	<ol style="list-style-type: none"> 1. Ronila Chawla, "Economics of Tourism & Devpt.", Sonali Publications, New Delhi, 2004 2. Peterson, H.C. & W.C.Lewis, "Managerial Economics", Prentice Hall (India), New Delhi, 2004 3. Dholakia RH & Oza.A.L., "Micro Economics for Mgt.students", Oxford Uni.Press, New Delhi, 2004 4. Varshney RL & Maheswari KL, "Managerial Economics, Sultan Chand, New Delhi, 2004. 5. Maddala, "Microeconomics", TMH, New Delhi, 2004.

SEMESTER-IV

MBA-TH401: Tourism and Hospitality Entrepreneurship & Legal Aspects

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH401
COURSE TITLE:	Tourism and Hospitality Entrepreneurship & Legal Aspects
COURSE OBJECTIVES:	The aim of this course is to enrich students with entrepreneurial styles and challenges and legal aspects in Hospitality & Tourism.
UNIT-1	Entrepreneur & Entrepreneurship – definition-concepts-characteristics and functions. Distinction between entrepreneur and manager, entrepreneur and entrepreneur, entrepreneur and entrepreneurship- traits and motivation; theories of motivation. Role of entrepreneur in economic development- factors affecting entrepreneurial growth. Tourism as an industry, basic needs of a tourism entrepreneur. Schumpeter’s concept of an entrepreneur. Risk and uncertainty in entrepreneurship with particular reference to tourism and hospitality. Entrepreneurial competencies.
UNIT-2	Types of entrepreneurs: The entrepreneurs on various aspects like, objectives, behavior, business technology, motivation, growth, stages of development, scale of operations. Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality. Women entrepreneur; need, scope and problems. Tourism and women entrepreneurs emerging challenges, women empowerment and entrepreneurship. Use of manpower in tourism.
UNIT-3	Venture promotion: Venture promotion steps- searching for

	prospective business ideas or opportunities; processing of these ideas and selecting the best idea; collecting the required resources and setting up the enterprise. Forms of ownership, problems faced by a new entrepreneur. The pre requisites to start an enterprise- registration- different types of license and other requirements. Small scale business. Tourism marketing mix for entrepreneurs-travel firms (tour operators, travel agencies) SME's- Hospitality-(hotels, supplementary units)
UNIT-4	Project: meaning, features & classification. Detailed study of the phases of project, project identification, project formulation, project appraisal, project selection, project implementation & management. Format of feasibility report. Role and responsibilities of a project manager. Comparative study of PERT and CPM. Distinguish between administration and management. TQM. Foreign language as a tourism product, SWOT analysis. Subsidies and incentives: role in tourism industry.
References	<ol style="list-style-type: none"> 1. Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi. 5. Abraham M.M., Entrepreneurship Development and Project Management, Prakash: Changanacherry. 2. Desai, Vasant(2012) Entrepreneurship Development, Himalaya Publishers. 3. Hisrich.D.Robert. (2011), International Entrepreneurship: startingDeveloping and, Managing a Global Venture, Sage. 4. Rice P. Mark (2008), Entrepreneurship, Atlantic Publishers. 5. Stephen J. Page (Editor), Jovo Ateljevic (2009) Tourism and Entrepreneurship:International Perspectives (Advances in Tourism Research), A ButterworthHeinemann Title; 1 edition

MBA-TH 402: Project Training

Teaching Scheme			Credits	Marks		
L	T	P	C	Sessional	End Semester Exam	Total
-	-	6	3			100

Project Training:

***Note:** Each student will have to choose research project based on his/her major specialization in consultation with his/her allotted supervisor. Assessment and Evaluation of Project Training shall be as under:-

Sr. No	Contents	Marks
Component – I (Internal)		
1	Project Report, Presentation and Seminar	40
Component – II (External)		
2	Project Training Report Evaluation & Viva-voce	60

MBA-TH403: Research Methods for Tourism and Hospitality

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	-	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH403
COURSE TITLE:	Research Methods for Tourism and Hospitality
COURSE OBJECTIVES:	The objective is to help scholars find clear understanding on research methods and methodology to be used for undertaking qualitative and quantitative research in the field of tourism and allied areas.
UNIT-1	Research: Meaning, Types, Scope and. Significance , Guiding Principles in Selection of Research Problem; Research Objectives

	and Approaches ,Research Process and Criteria of Good Research; Research Method vis a vis Methodology, Research Design – Meaning, Need, Typologies and, Key Components.
UNIT-2	Data Collection, Survey and Sampling Data: Meaning, Nature, Types and Sources; Methods of Collecting Secondary Data ,Surveys – Definition, Purpose and Scope; Survey Techniques and their Limitations. Questionnaires and Schedules – Definition and Differentiation; Types of Questionnaires; Salient Features of an Effective Questionnaire Unit 8 Sampling and Sample Designs: Concept, Purpose and Types; Criteria for Selecting appropriate sampling Procedure;
UNIT-3	Data Analysis – Tools and Techniques Frequency Distribution: Meaning; Problems and Considerations in constructing numerical frequency distributions. Measures of Central Tendency and variation Correction and Regression analysis Probability and Probability Distributions: Probability: Meaning; Definition; Sample space and sample points Conditional Probability; Bayes Theorem and probability on large samples space
UNIT-4	Hypothesis Testing Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance Parametric and Non-Parametric Testing F Test and Chi-Square Test. Preparation of Research Report
References	<ol style="list-style-type: none"> 1.Babbie. E .(2001). The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA. 2. Blaikie N. (2000). Designing Social Research, Polity Press, Cantebury, UK. 3. Creswell, J.W.(1998). Qualitative Inquiry and Research Design- Choosing Among Five Traditions. Sage Publications, New Delhi. 4. David de Vaus. (2002). Analyzing social sciences, Data, Sage Publication, New Delhi. 5. David, M. and Sutton, C.D.(2004). Social Research- The Basics. Sage Publications, New Delhi. 6. DeVellis, R.F.(2003). Scale Development- Theory and Applications. Sage Publications, New Delhi. 7. Cooper, D. R & Schindler, P. S.(2006). Business Research Methods, McGraw Hill, New Delhi. 8. Field, A. (2005). Discovering Statistics Using SPSS, (1st Edition), Sage Publications, New Delhi. 9. Hatt, C. (2000) .Doing A Literature Review- Releasing The

	<p>Social Science Research Imagination. Sage Publications, New Delhi.</p> <p>10. Huizing,E.(2007). Applied Statistics with SPSS. Sage Publications, New Delhi.</p> <p>11. Joseph F,Haur, Robert & David. J .(2004). Market Research, McGraw Hill, New Delhi.</p> <p>12. Kothari, C.R (2002). Research Methodology, Vishwa Prakashana India.</p> <p>13. Ranjit, K.(2005). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications, New Delhi</p>
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Professional Core Courses: Major Specialization (I&II)Semester-IV

MBA-TH314: Tourism Circuits of India

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH314
COURSE TITLE:	Tourism Circuits of India
COURSE OBJECTIVES:	<p>1. The course aims at providing a comprehensive overview on Tourism in India.</p> <p>2. It will critically examine existing scope of challenges in the India.</p> <p>3.The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism circuit in general and to understand the various tourism resources in India, in particular.</p>
UNIT-1	Tourism resources and destinations in Himachal Pradesh: Tourism resources in Himachal - Natural and man-made

	Resources - important tourist circuits - Sociocultural Heritage - Ethnic groups - fairs and festivals – religion – music - handlooms and handicrafts - customs and traditions. Emerging tourism destinations
UNIT-2	Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa
UNIT-3	Natural resources: Wildlife sanctuaries Circuit - National parks Circuit - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.
UNIT-4	Home stays, Tourism by rail, Palace on wheels, Deccan Odyssey & Golden chariot, Emerging Tourism Destinations of India: Ecotourism, Rural Tourism, Golf Tourism, Wine Tourism, Camping Tourism, Medical Tourism, MICE Tourism, Pilgrimage Tourism
References	Text Books: 1. Boniface B. & Cooper C (2009), <i>Worldwide Destinations: The geography of Travel & Tourism</i> Oxford Butterworth Heinemann. 2. Rosemary Burton (1995), <i>Travel Geography</i> Pitman Publishing, Marlow Essex. 3. Michael hall (1999), <i>Geography of Travel and Tourism</i> , Routledge, London. 2. Lonely Planet Publications – India & Other Nations. 3. World Atlas. Internet Resources: 1. Websites of Tourism Authorities / Departments of India, and from different nations of the World

MBA-TH315: Destination Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of

which the student has to answer ANY FOUR.

3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH315
COURSE TITLE:	Destination Management
COURSE OBJECTIVES:	To help students to understand about tourism planning process, strategy, and policies and about importance of tourism planning and marketing at national level and understand problems relating to tourism and its development in India
UNIT-1	Destination Management and Marketing:- Tourist Destination Concepts, Components, Scope and Significance, 10 A's of successful destinations. Stakeholders involved in destination management. Destination marketing principles and destination mix. Destination Life cycle and Tourism Area Life cycle. Destination governance
UNIT-2	Destination Product development and promotions: Product development strategy models, development of packages and destination. Promotion: Branding for destinations, features and functions of destination brand. challenges of destination branding. Role of DMO's in destination marketing strategies.FAM Tours
UNIT-3	Destination Markets:- Destination community and its importance. Travel purchase behavior process for destination markets development policies. International pleasure and leisure travel markets. Market segment with growth potential. Emerging Tourism paradigms-Tourism metamorphosis.
UNIT-4	Approaches to Destination Resort Planning, relevance of Planning in National Regional and Local Context. Major Committees and Their Prospective of Tourism Planning. L.K. Jha Committees, National Committee on Tourism Report, National Action Plan, National Tourism Policy), Important Features of Five Year Tourism plans in India
References	1. Baud, Bovy Munuel and Lawson, Tourism and Recreation Development, C.B.I. Pub. 2. Likorish Leonard J, Development, Tourism Destination Policies and Perspectives. 3. Seth P.N, Successful Tourism Planning Management, Cross publication. 4. Murphy Peter E. Tourism- A Community Approach New

York. 5. Kaul R.N, Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.
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MBA-TH324: Global Hospitality Trends

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH324
COURSE TITLE:	Global Hospitality Trends
COURSE OBJECTIVES:	1. To understand the theoretical framework of destination planning and various intricate involved in it. 2. To analyse global trends and tourism practices as the best way of overcoming the negative impacts of tourism development
UNIT-1	Outbound and Inbound Tourism Trends: Introduction to Demand for Tourism Patterns: Determinants and Motivations of Tourism Demand, Measuring the Tourism Demand. Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions. International Tourism: sources, methods, dimension. Emerging trends, cause of variation of tourism trends. Some important outbound and inbound Tourism packages & Destinations
UNIT-2	Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries.
UNIT-3	Location of major tourist destination in India. Characteristics of Indian outbound tourism. Characteristics of India's major international Markets

UNIT-4	Latest Case Tourism and Hospitality trends of selected countries like Malaysia, Singapore, China, Thailand, Switzerland, France, UK, Spain and Japan.
References	<p>1. Bookman, K.R. and Bookman, M.Z. (2007) Medical Tourism in Developing Countries, Palgrave.</p> <p>2. D'Angelo, J. (2010) Spa Business Strategies: A Plan for Success, (2nd Ed), Cengage Learning.</p> <p>3. Erfurt-Cooper, P. and Cooper, M. (2009) Health and Wellness Tourism, Spas and Hot Springs, Channel View Publications.</p> <p>4. Gorham, D. and Mottiar, Z. (2010) Contemporary Issues in Irish and Global Tourism and Hospitality, Dublin Institute of Technology.</p> <p>5. Griffin, A. (2014) Crisis, Issues and Reputation Management: A Handbook for PR and Communications Professionals. London: Kogan Page.</p>

MBA-TH325: World Cuisine & Trends

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
- Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
- Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH325
COURSE TITLE:	World Cuisine & Trends
COURSE OBJECTIVES:	Objective Of this course is to teach them about Indian and international (Italian Spanish, French, Chinese and Japanese) ethnic cuisines. After completion of this unit student will be able to list the features of Indian cuisine and its early development regional Indian menus.
UNIT-1	Features of early Indian cuisine

	Development of Indian Cuisine between 1st and 16th centuries. Features, tradition, cookware, ingredients, festive cooking and popular menus of following cuisines : Northern India: North-west frontier, Kashmiri, Delhi and Avadhi (Dum Pukht), Eastern India: Bengal, Bihar, Orissa and Arunachal Pradesh, Western India: Goa, Gujrat, Kohlapuri, Malwani, Konkan and Agri –Koli, Southern India: Karnataka, Kerala , Hyderabad and Chettinad
UNIT-2	French Cuisine: Introduction to classical cuisine, Provinces of France and its classical dishes. Key cooking terms of /French cuisine: Aioli Confit Florentine, Gretine, Brule Fumet Abats. Canard, Coq au vin Jambon Tartare, Tornadoes, Crème Brulee Glace Alsacienne, Bourguigonne
UNIT-3	Spanish Cuisine: History and Development of Spanish Cuisine Meal Routines, Spanish Regional Variations Italian Cuisine: History and development of Italian Cuisine. Meal structure. Main ingredients used in Italian cuisine Regional Variations
UNIT-4	Introduction to Chinese Cuisine: History and development of Chinese Cuisine. Meal structure. Main ingredients used in Chinese cuisine. Regional Variations Introduction to Japanese Cuisine: History and development of Japanese Cuisine. Main ingredients used in Japanese cuisine, Regional Variations, Dining Etiquette
References	1. Moyers, S. B. (1996). Garlic in health, history, and world cuisine (Vol. 3, pp. 1-36). St. Petersburg, FL.: Suncoast Press. 2. Goody, J. (2012). Industrial food: towards the development of a world cuisine. In Food and culture (pp. 86-104). Routledge. 3. Pilcher, J. M. (2017). Food in world history. Routledge. 4. Bottéro, J. (2004). The oldest cuisine in the world: Cooking in Mesopotamia. University of Chicago Press. 5. Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (Eds.). (2004). Food tourism around the world. Routledge.

MBA-TH MBA-TH334: Galileo CRS System

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH334
COURSE TITLE:	Galileo CRS System
COURSE OBJECTIVES:	<p>1. The course will introduce learner to the role and importance of computers and information and communication technology at work.</p> <p>2. Students will be prepared to use the Galileo CRS System as a tool effectively as per the need of industry.</p> <p>3. The course will equip the students in computers related tasks that the managers are required to perform to be effective on job</p>
UNIT-1	<p>GETTING STARTED /FLIGHT AVAILABILITY</p> <p>On/Off, Passwords, Online Formats Guide, Online System Help Encode/Decode, Basic Availability, Carrier Availability Links</p>
UNIT-2	<p>SELLING FLIGHTS</p> <p>Basic Sell Entries, Booking Codes, Ignore Booking File, Redisplay Booking File, E-Ticketing Indicator, Sell Guarantee, Vendor Locators ,Unsolicited Messages (UMSG, Marriage Logic Passive Segments.</p>
UNIT-3	<p>BOOKING FILE CREATION</p> <p>Agency File, Name Field, Phone Field, Ticket Field, Received Field, End/Ignore Transaction, Booking File Retrieval, Notepad Remarks, Written Address, Form of Payment, End Item Key Itinerary Remarks, Printing, Repeat Booking File, Booking File History</p>
UNIT-4	<p>PASSENGER SERVICING / FARES</p> <p>Other Service Information (OSI), Special Service Requests (SSR Ticket Number Notification, Vendor Remarks, Mileage Membership, Seat Assignments, Dividing A Booking File, Claim PNR, Fare Displays, Fare Notes/Rules, Fare Quote</p> <p>BOOKING FILE SUPPORT /OTHER SERVICES Updating Status Codes Change Segment Timings Cancelling Segments Changing Segments Itinerary Segment Order Queues Queue</p>

	Summary Review Booking File Booking File Count Booking File Search, Local Time. Minimum Connecting Times Currency Information Flight Frequency Display Services Timatic Timetables
References	<ol style="list-style-type: none"> 1. Buhalis, D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India. 2. Malvino, A.P (1995), Electronic Principles, McGraw-Hill. 3. Kärcher, K. (1996). The four global distribution systems in the travel and tourism industry. Information Technology, 100, 50. 4. Camilleri, M. A. (2018). Tourism Distribution Channels. In Travel Marketing, Tourism Economics and the Airline Product (pp. 105-115). Springer, Cham.

MBA-TH MBA-TH335: Amadeus CRS

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH335
COURSE TITLE:	Amadeus CRS
COURSE OBJECTIVES:	<ol style="list-style-type: none"> 1. The course will introduce learner to the role and importance of computers and information and communication technology at work. 2. Students will be prepared to use the Amadeus CRS as a tool effectively as per the need of industry. 3. The course will equip the students in computers related tasks that the managers are required to perform to be effective on job
UNIT-1	Global Distribution System, Central Reservation System History & Evolution, GDS & CRS, Levels of CRS Participation, Hotel

	Distribution System, Cases of Amadeus, Galileo, World Span, Sabre, Abacus, Changing Business models of GDS; Amadeus Software: Searching, Building, Retrieval, Display & Cancel of PNR, Fare display, Itinerary pricing, Issuance of tickets.
UNIT-2	Amadeus Introduction to Reservations in Cryptic Mode, Operate in the Amadeus Selling Platform and Pro-web environment, Display general information in the Amadeus Information System, Display airline availability, schedules and timetables, Book, waitlist and cancel airline reservations, Construct a Passenger Name Record, Retrieve and modify Passenger Name Record information
UNIT-3	<ul style="list-style-type: none"> ➤ Introduction, signing in and out, work areas ➤ Encode and Decode ➤ Introduction to the PNR ➤ PNR redisplay, subfield display ➤ Timetable, flight details ➤ Flight availability, return availability, schedules, shortcut flight info ➤ Booking Seats from Availability
UNIT-4	<ul style="list-style-type: none"> ➤ Name Elements, Contact Elements ➤ Ticketing Element, Received-From Element ➤ Build and end a complete PNR ➤ Cancel and Change Mandatory PNR Elements ➤ Mailing Address and Billing Address Elements ➤ General remark and OSI elements ➤ SSR and frequent flyer elements ➤ Cancel and Change Optional PNR Elements ➤ Advance seating requests
References	<ol style="list-style-type: none"> 1. Customer Support - Amadeus Basic Manual, Amadeus Development Company, France. 2. Microsoft Access 2010 Step by Step (Step By Step (Microsoft)) by Joan Lambert.

MBA-TH MBA-TH344: Public Relations in Tourism & Hospitality

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH344
COURSE TITLE:	Public Relations in Tourism & Hospitality
COURSE OBJECTIVES:	This course emphasizes the importance of Public Relations in Tourism & Hospitality. It aims to teach the basic principles involved in managing public relationships.
UNIT-1	Introduction to contemporary public relations , Organizational context of public relations ,Social context of public relations – Communication and Public opinion, Principles of persuasion, adjustment and adaptation – PR in Tourism.
UNIT-2	Promotion-mix factors; advertising- creative advertising, major decisions and process in creative advertising, Public relations, press relations, product publicity, corporate communications, lobbying, and counseling; Public relations: process/PR tools in tourism and hospitality industry.
UNIT-3	Optional allocation rules for CRM, Measuring the effectiveness of relationship marketing, Characteristics of a Good Customer Satisfaction Survey
UNIT-4	Relationship Marketing Strategies and Customer Perceived Service Quality, Organizing for Relationship Management, Strengthening Relationships that lead towards increased Business, CPA Firms, Winning strategies and processes for effective CRM in Banking
References	<ol style="list-style-type: none"> 1. Ed Peelen : Customer Relationship Management: Pearson, New Delhi 2. Alok Kumar Rai :Customer Relationship Management: PHI, New Delhi 3. G. Shainesh: Customer Relationship Management: Tata McGraw Hill, New Delhi

MBA-TH345: Personal Selling and Salesmanship

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH345
COURSE TITLE:	Personal Selling and Salesmanship
COURSE OBJECTIVES:	The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.
UNIT-1	Introduction to Personal Selling: Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career.
UNIT-2	Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling
UNIT-3	Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.
UNIT-4	Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling
References	1. Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill. 2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill 3. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.

	<p>4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,</p> <p>5. Johnson, Kurtz and Schueing, Sales Management, McGraw Hill</p> <p>6. Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., Selling: Principles and Methods, Richard, Irvin</p> <p>7. Kapoor Neeru, Advertising and personal Selling, Pinnacle, New Delhi.</p>
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MBA-TH354: Security, Rescue and Disaster Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH354
COURSE TITLE:	Security, Rescue and Disaster Management
COURSE OBJECTIVES:	This course is intended to provide fundamental understanding of different aspects of Disaster Management. It would also provide students an exposure to disasters, their significance, types & Comprehensive understanding on the concurrence of Disasters and its management
UNIT-1	Hazard, Risk, Vulnerability, Disaster; Disaster Management, Meaning, Nature Importance, Dimensions & Scope of Disaster Management, Disaster Management Cycle. National disaster management framework; financial arrangements for Disaster management, International Strategy for Disaster reduction.
UNIT-2	Natural Disasters- Meaning and nature of natural disasters, their

	types and effects Hydrological Disasters - Flood, Flash flood , Drought, cloud burst Geological Disasters- Earthquakes, Landslides, Avalanches, Volcanic eruptions, Mudflow Wind related- Cyclone, Storm, Storm surge, tidal waves
UNIT-3	Man made Disaster CBRN – Chemical disasters, biological disasters, radiological disasters, nuclear disasters ,Fire – building fire, coal fire, forest fire, Oil fire Accidents- road accidents, rail accidents, air accidents, sea accidents Post Graduate Diploma in Disaster Pollution and deforestation- air pollution, water pollution, deforestation, Industrial wastewater pollution, deforestation
UNIT-4	Disaster Determinants Factors affecting damage – types, scale population, social status, habitation pattern, physiology and climate. Factors affecting mitigation measures, prediction, preparation, communication, area and accessibility, population, physiology and climate,
References	<ol style="list-style-type: none"> 1. Disaster Administration and Management, Text & Case studies- SL Goel-Deep and Deep Publications 2. Disaster Management- G.K Ghosh-A.P.H. Publishing Corporation 3. Disaster management – S.K.Singh, S.C. Kundu, Shobha Singh A – 119, William Publications, New Delhi. 4. Disaster Management – Vinod K Sharma- IIPA, New Delhi,1995 5. Encyclopedia of Disaster Management- Goel S.L. - Deep and Deep Publications, New Delhi, 2006.

MBA-TH355: Organisations & Bodies in Adventure and Cultural tourism

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH355
COURSE TITLE:	Organisations & Bodies in Adventure and Cultural tourism
COURSE OBJECTIVES:	The purpose of this course is to familiarize the students with the Organisations & Bodies in Adventure and Cultural tourism.
UNIT-1	Tourism Organizations Objectives and Role of ITDC, TFCI, IRCTC An overview of National and International organizations and associations: IATO, TAAI, WTO, IATA.
UNIT-2	Major Hotel chains in India, Heritage Hotels, FHRAI and HRACC
UNIT-3	Air Transport: Evolution and present scenario; Multi-national Regulations including Freedom of Air, Open Sky Policy. Functions of ICAO, DGCA, AAI
UNIT-4	Cultural tourism and Heritage Tourism, Various bodies like UNESCO, INTACH, ICOMOS and their function.
References	1. Travel Industry: Chunk Y. Gee 2. Transport for Tourism: Stephen Page 3. Tourism System: Mill, R.C. and Morrison 4. Successful Tourism Management: P.N. Seth 5. Ministry of Tourism/Railways/Civil Aviation: Annual Report 6. Indian Motor Vehicle Act

MBA-TH316: International tourism and Frontier formalities

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH316
COURSE TITLE:	International tourism and Frontier formalities
COURSE OBJECTIVES:	To understand the basic principles of various Laws, Codes, roles and regulations relating to tourism for providing professional assistance and advice to tourists.
UNIT-1	Knowledge of travel documents, passport, visa, multiple visa, different fees for visa to different areas, travel insurance, health insurance, hygiene and vaccination.
UNIT-2	Currency regulations –Custom formalities Different types of taxes. Restricted and Protected areas – types of restrictions. Health Regulations, Prohibited areas formality
UNIT-3	Documents for obtaining visa of major tourist destinations of world including Health check documents, tatkal scheme And fees, passport act and penalties under section 12 (1)B, , Refused or Pending Visas, Destination Departure Records.
UNIT-4	Destinations: Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada, Forest Conservation Act, Wild life Protection Act ,General suggestions to improve tourism in India.
References	<ol style="list-style-type: none"> 1. Websites of UK, USA, Canada and Australia 2. Websites of Indian ministries and offices related to foreign exchange 3. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press. 4. M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.

MBA-TH326: Facility Planning

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the

student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH326
COURSE TITLE:	Facility Planning
COURSE OBJECTIVES:	The course will introduce learner to get a comprehensive knowledge and understanding of hotel facility planning which has a great importance in improving the functioning of hotel.
UNIT-1	Hotel design: Design consideration, Attractive Appearance, Efficient Plan, Good location, Suitable material, Good workmanship, Sound financing, Competent Management
UNIT-2	Facilities planning : The systematic layout planning pattern (SLP) Planning consideration,Flow process & Flow diagram,Procedure for determining space considering the guiding factors for guest room/ public facilities, support facilities & services, hotel administration, internal roads/budget hotel/5 star hotel Architectural consideration. Difference between carpet area plinth area and super built area, their relationships, reading of blue print (plumbing, electrical, AC, ventilation, FSI, FAR, public Areas),Approximate cost of construction estimation,. Approximate operating areas in budget type/ 5 star type hotel approximate other operating areas per guest room, Approximate requirement and Estimation of water/electrical load gas, ventilation
UNIT-3	Star classification of hotel: Criteria for star classification of hotel (Five, four, three, two, one & heritage)
UNIT-4	Kitchen lay out & design: Principles of kitchen layout and design Areas of the various kitchens with recommended dimension, Factors that affect kitchen design, Placement of equipment,Flow of work ,Space allocation, Kitchen equipment, manufacturers and selection, Layout of commercial kitchen (types, drawing a layout Of Commercial kitchen
References	1.Hotel facility planning by Tarun Bansal, Oxford University Press.New Delhi 2.Hotel Venture Management by Pandit S.N, Hotex Publishers, New Delhi 3.Hotel Management Theory by B.K Chakaravati

MBA-TH336: Global Trends in Aviation Industry

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH336
COURSE TITLE:	Global Trends in Aviation Industry
COURSE OBJECTIVES:	This course is intended to provide fundamental understanding of different Global Trends and practices in Aviation Industry Management. The course also facilitates students to globally understand the competition and innovative ideas start by different country in aviation sector.
UNIT-1	International trends-Emerging Indian scenario-PPP- Public Private Participation in Indian Airports-Environmental regulations-Private participation in International developments Environment regulations-Regulatory issues-Meteorological services for Aviation-Airport fees, rates, and charges
UNIT-2	PLANNING AND DESIGN OF THE TERMINAL AREA: Operational concepts, space relationships and area requirements, noise control, vehicular traffic and parking at airports. AIR TRAFFIC CONTROL AND AIDS: Runways and taxiways markings, day & night landing aids, airport lighting and other associated aids.
UNIT-3	Rise of airport marketing for the aviation related business – airports market positioning – primary hub – secondary hub – regional airport – all cargo airport – airport positioning criteria – role on the market – identification of partners for airport development – first quantum leap of the airport enterprises – low cost airports – role of helicopters as a complimentary feeder and

	defender of hub airports – Airport revenue management – Airport alliances – management contract
UNIT-4	Bench marking airline experience – Provider – Customer relational link – benefits from ALPS implementation of ALPS Airport marketing Planning – London city Airport: A best – in – class provider in the Airport business – The Airport industry and An International Picture - Air port business in US & European country latest trends
References	<p>1. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.</p> <p>2. Strategic Management –Gregory G.Dess and Alex Miller – McGraw Hill</p> <p>3. Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.</p> <p>4. Marketing Management –Philip Kotler – Pearson Education/PHI</p> <p>5. Marketing Management – RAJAN SAXENA –Tata McGraw Hill</p> <p>6. International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition</p>

MBA-TH346: Logistic & Supply Chain Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH346
COURSE TITLE:	Logistic & Supply Chain Management
COURSE OBJECTIVES:	The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.
UNIT-1	The Logistics of Business – The Logistical Value Proposition – The Work of Logistics – Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization
UNIT-2	Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation
UNIT-3	international Logistics and Supply Chain Management: Meaning and objectives, importance in global economy, Characteristics of global supply chains,: Global Supply Chain Integration – Supply Chain Security – International Sourcing – Role of Government in controlling international trade and its impact on Logistics and Supply Chain
UNIT-4	International Insurance – Cargo movements – water damage – Theft – Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage International Air transportation – Types of aircrafts – Air cargo Regulations – Truck and Rail Transportation
References	1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill. 2. Burt, Dobbler, Starling, World Class Supply Management, TMH. 3. Donald J Bowersox, David J Closs, Logistical Management, TMH 4. Pierre David, “International Logistics”, Biztantra. 5. Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India.

MBA-TH356: Visitor Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		C	Sessional	End Semester Exam	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this

section, all the questions are COMPULSORY.

2. Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH356
COURSE TITLE:	Visitor Management
COURSE OBJECTIVES:	To help students to understand about visitor management and importance of tourism planning and also understand problems relating to tourism and its development in world.
UNIT-1	Destination Planning: Tourism Planning and its characteristics, Types and Stages, Process of destination planning, Project Feasibility Study, Carrying capacity Analysis, Destination Visioning and Planning toolkits.
UNIT-2	CRM: Theory & Development This module is designed to provide introduction to Customer Relationship Management, History and Development of CRM, and Relationship Marketing. Organizational structure and CRM.
UNIT-3	Destination Markets: Destination community and its importance. Travel purchase behavior process for destination markets development policies. International pleasure and leisure travel markets. Market segment with growth potential. Emerging Tourism paradigms-Tourism metamorphosis.
UNIT-4	Ethics and Future of CRM: CRM strategy relies heavily on the efficient and accurate capture and use of customer information. Organizations responsibility to meet or exceed their customer's expectations to privacy. Consumer privacy concerns, Organizations support of privacy and ethical compliance
References	<ol style="list-style-type: none"> 1.Kamra.K.K. & Chand.M. Basics of Tourism: Theory, Operation and Practice. Kanishika Publishers. 2. Sinha, P.C. Tourism Management. Anmol Publications, New Delhi. 3. Swain, S.K. and Mishra, J.M. Tourism : Principles and Practices. 4. Bhatia, A.K.. Tourism Development: Principles and Practice. Sterling Publishers 5. Jayapalan.N. An Introduction to Tourism. Atlantic Publishers

Open Elective (Additional): Semester-IV

****Note: -Open Elective** shall be optional for the students in which he/she can opt any one of the Open Elective course. Each course in Semester IV shall be of 4 additional credits as under.

MBA-TH364: Destination Interpretation – World

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P		Sessional	End Semester Exam	Total	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH364
COURSE TITLE:	Destination interpretation – World
COURSE OBJECTIVES:	The Objective of this course is to create knowledge of Destination interpretation – world it will give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
UNIT-1	World Geography: Physical and political features of Indian subcontinent. Climatic conditions prevailing in World. Tourism attractions in World.
UNIT-2	Leiper's geographical elements of Tourism, Factors affecting global and regional tourist movements; demand and origin factors, destinations and resource factors, Contemporary trends in international tourist movements
UNIT-3	Tourism Definition Planning, Environmental Analysis, Resource

	Analysis, Regional Environmental Analysis, Market Analysis, Competitor Analysis, Regional Environmental Scanning
UNIT-4	Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.
References	<ol style="list-style-type: none"> 1. Michael hall (1999), Geography of Travel and Tourism, Routledge, London. 2. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation Environment, Place and Space, Third Edition, Routledge, London. 3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd,. 4. India, Lonely Planet Publications. 5. Travel Information Manual, IATA, Netherlands, 2009. 6. World Atlas. 6. Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex. 7. Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann

MBA-TH365: E-Marketing

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH365
COURSE TITLE:	E-Marketing
COURSE OBJECTIVES:	The Objective of this course is learning more about the main social media platforms and also knows about the e marketing.
UNIT-1	E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Definition of E-Marketing, History of E-Marketing, Features of E-Marketing, E-marketing: Scope, Benefits and Problems, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing
UNIT-2	<p>Components of E-Marketing - Introduction, Objectives, Customers (Buyers): Impulsive, Patient and Analytical Sellers and Products, Infrastructure: Building a Product System, Intermediaries, Other Business Partners, Support Services, Digital Products.</p> <p>E-Customers - Introduction, Objectives, Definition of E-Customers, Dealing with Customers' Motivations and Expectations, Fears and Phobias of Online Customers, Online Buying Process</p>
UNIT-3	<p>Types of E-Market - Introduction, Objectives, Definition of E-market, E-Malls, E-Storefront, E-Marketplace</p> <p>E-Marketing Tools - Introduction, Objectives, E-Mail Marketing, Creating a Website, Social Media Marketing, Pay-Per-Click Advertising, Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising</p> <p>E-Marketing Plan – Introduction, Objectives, Definition of E-Marketing Plan, Situational Analysis, Setting Objectives, Marketing Mix Decision, Budget Allocation, Action Plan, Measuring Success</p>
UNIT-4	<p>Methods and Techniques of E-Marketing I - Introduction, Objectives, Advertising Techniques, Selling Methods, Sales Promotion, Public Relations</p> <p>Methods and Techniques of E-Marketing II - Introduction, Objectives, Sponsorship Techniques, Direct Marketing Techniques, Merchandising Techniques, Online Seminar Techniques, Word-of-Mouth Marketing Techniques</p> <p>Legal and Ethical Issues in E-Marketing – Introduction, Objectives, Need for E-Business Legal Protection, Legal and</p>

	Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues
References	<ol style="list-style-type: none"> 1. KAUSHIK, A. (2010). Web Analytics 2.0 (1st ed.). Wiley Publishing, Inc. 2. KRUG, S. (2014). Don't make me think, Revisited (3rd ed.). New Riders Press 3. HUNT, B. (2011). Convert! Designing websites to increase traffic and conversion (1st ed.). Wiley Publishing. 4. BAILEY, M (2011). Internet Marketing: An Hour a Day (1st ed.). Wiley Publishing. 5. KERPEN, D. (2011). Likeable Social Media (1st ed.). McGraw-Hill 6. RYAN, D. & JONES, C. (2012). Understanding Digital Marketing (2nd ed.). Kogan Page Publishers.

MBA-TH366: Strategic management for Tourism and Hospitality

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1. Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
2. Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
3. Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH366
COURSE TITLE:	Strategic management for Tourism and Hospitality
COURSE OBJECTIVES:	This course aims to develop the understanding of strategic vision, mission of the organization and to develop strategic insights among the students regarding the organizational Objectives.
UNIT-1	Strategy: Concept, Definition and explanation, Different levels at which strategy operates in Tourism Organization, Strategic Management - Nature & scope in Tourism. Process of Strategic

	Management- phases & elements. Strategic Decision making in Tourism- issues and dimensions.
UNIT-2	External Environment Analysis: The General Environment Analysis (DPEST), Industry Environment Analysis - Porter's five force's model, Competitor analysis. Internal Environment Analysis: Resource Based View in Tourism industry. Functional Approach- Building core competence, Value Chain Analysis, SWOT analysis of travel/hotel industry.
UNIT-3	Corporate Level Strategies: Grand Strategies- Stability strategies, Expansion Strategies, Retrenchment Strategies. Business Level Strategies - Generic Business Strategies. Strategic Analysis & Choice- Process of Strategic Choice viz a viz Tourism, Corporate strategic analysis through BCG matrix of a Hotel Chain
UNIT-4	Strategic Implementation: Issues related to Tourism. Implementing Business Level Strategies- Cost, Differentiation & Focus. Implementing Functional Strategies- Marketing, Finance, HR, and Production & Technology in Tourism industry. Change and its impact on Strategic Implementation, Leadership and Strategic Implementation. Strategic Evaluation and Control: An overview of Strategic Evaluation& Control - Nature & Importance in Tourism, Process of Strategic Evaluation, and Barriers of Evaluation in Tourism. Benchmarking.
References	<ol style="list-style-type: none"> 1. Azhar Kazmi, Strategic Management & Business Policy Tata Mc Graw-Hill Publishing, 2. Alex Miller Strategic Management, McGraw-Hill Companies. 3. Fred R. David, Strategic Management: Concepts and Cases, Prentice hall publication, edition. 4. Luiz Moutinho, Strategic Management in Tourism. A CAB International Publication 5. Peter E. Murphy & Ann E. Murphy, Strategic Management for Tourism Communities, Bridging the Gaps, Channel View Publications.

MBA-TH367: Field Report(Common for all)

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	-	-	2	40	60	100	

Open Elective shall be optional for the students in which he/she can opt any one of the Open Elective course. Hence, the student opting. Assessment and Evaluation of Field Report (FR) which is common for all shall be as under:-

Sr. No	Contents	Marks
Component – I (Internal)		
1	Field Report, Presentation and Seminar	40
Component – II (External)		
2	Field Report Evaluation & Viva-voce	60