

HIMACHAL PRADESH TECHNICAL UNIVERSITY, HAMIRPUR



Syllabus *for* **MBA Tourism and Hospitality Management** **(MBA THM)**

As per National Education policy (NEP-2020)

(w.e.f. the Academic Year 2023-2024)

Department of Tourism and Hospitality Management
School of Tourism and Hospitality Management

Approved by the Board of Studies


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1. Preamble

MBA THM is named as Master of Business Administration in Tourism and Hospitality Management. The syllabus for this program is framed under National Education Policy-2020 with three specializations Travel Trade, Tourism Marketing and Hospitality Management and other interdisciplinary courses incorporated as its components following the University Grants Commission (UGC) guidelines. Department of Tourism and Hospitality Management also made an attempt to revise the curriculum of MBA Tourism and Hospitality Management in alignment with National Education Policy-2020 and UGC Quality Mandate for Higher Education Institutions-2021. With NEP-2020 in background, the revised curricula articulate the spirit of the policy by emphasizing on integrated approach to learning; innovative pedagogies and assessment strategies; multidisciplinary and cross-disciplinary education; creative and critical thinking; ethical and Constitutional values through value-based courses. NEP also enables the students to select subjects as per their interest. Also, study tour as well as field visits/demonstrations allow students to understand the fundamental aspects of the subject. This program is relevant to young students/ professionals who are looking to develop their analytical and research skills regarding important issues in tourism and hospitality management. Furthermore, continuous assessment is an integral part of the NEP, which will facilitate systematic and thorough learning towards better understanding of the subject.

2. Program Objectives (POs)

The tourism and hospitality education is a branch of the overall tourism and hospitality industry that provides the industry with well educated, adequately trained, and committed workforce. The students will apply interdisciplinary principles of tourism and hospitality management. They will apply an understanding of tourism and hospitality management concepts from tourism businesses, operations, aviation industry, event management, hotel industry and other related fields. Whole course is dedicated for skill development in the fields of travel and tour operations, sustainable tourism, digital transformation, hotel operations, art & architecture and tour guiding skills etc., Programme has been designed not only to make students, job ready but also dedicated to create an entrepreneurship skills and competency amongst them through the process of innovation.

Main Objectives:

- To foster management attitude, provide in-depth knowledge of Tourism and Hospitality recent concepts
- To enrich knowledge through problem solving, minor/major projects, seminars, tutorials, review of research articles/papers, participation in Tourism and Hospitality events, study tours, etc.
- To familiarize with recent Tourism and Hospitality management problems & global solutions.
- To create foundation for research and development in Tourism and Hospitality.
- To help students to gain practical and hands-on exposure thereby developing analytical abilities to address real world problems.
- To train students in skills related to research, education and industry.
- To help students to build-up a progressive and successful career in the field of Tourism and Hospitality management.


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3. Program Learning Outcomes (PLOs)

After completion of the program, the students have acquired fundamental knowledge of different aspects of Tourism and Hospitality management in local, regional and global environmental problems the students will be able to:

- Deliver basic disciplinary knowledge gained during the programme.
- Describe advanced knowledge gained during the programme.
- Identify, formulate, investigate and analyze the management problems and innovatively to design and create products and solutions to real life problems.
- Develop a research aptitude and apply knowledge to find the solution of burning research problems.
- Gain knowledge with the holistic and multidisciplinary approach across the fields.
- Learn specific sets of disciplinary or multidisciplinary skills and advanced techniques and apply them for betterment of mankind.
- Inculcate the professional and ethical attitude and ability to relate with social problems.

They will also develop Tourism and Hospitality management skills, including designing of itineraries and tour costing, guiding skills and hospitality management skills. Students will obtain exposure to the latest trends and patterns, acquired the knowledge and skills needed for the tourism and hospitality management planning and implementation of Tourism and Hospitality management related projects. The students passing MBA Degree in the subject Tourism and Hospitality management and other relevant subjects have the opportunity of job and services in the field of travel and tourism enterprises, hotels, event management companies, airline industry, freelance (tour guide) education and other related government and semi government and private department.

4. Curriculum Structure

MBA Tourism and Hospitality Management degree programme will have a curriculum with Syllabi consisting of following type of courses:

- **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
- **Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of the study is referred to as Discipline Specific Elective.
- **Value addition, Skill Enhancement & Inter Departmental Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/interdepartmental subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's values/proficiency/skill is called an Elective Course. These courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills and to improve the employability skills of students.


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5. SCHEME OF EXAMINATION

The pass percentage in each subject will be 40%.

- **Theory Examination**

Irrespective of credits, each paper will be of 100 marks (60 marks for theory exam and 40 marks for internal assessment) and duration of paper will be 3 hours.

- **Practical Examination**

Each paper will be of 100 marks (60 marks for external practical exam and 40 marks for internal assessment) and duration of paper will be 3 hours.

- **Project Report / Dissertation**

The project / Dissertation will be evaluated by the internal panel approved by Principal cum Director of the college and external/internal examiner from the panel approved by the university authority/evaluation branch, HPTU, Hamirpur. The Head of the Department/ coordinator will assign a guide/supervisor, to each candidate for his/her project /Dissertation work. The candidate shall be required to maintain his/her project diary (logbook) of work in the organization or under the Guide. Each student will be required to give at least two seminars on his/her project work/ Dissertation work. Each student is required to submit three copies of his/her project reports in the Department after completion of the project work which will be evaluated by external examiner. Most of the students are expected to work on a real-life project / Research preferably in some industry/ Research and Development /Educational Institution/Organization. The student can formulate a project problem / Research problem with the help of her/his Guide and submit the project proposal / Research proposal of the same in the college within 10 days at the starting of Major Project. Approval of the project proposal is mandatory which will be evaluated by internal examiner appointed by respective college Principal or Director or university. If approved, the student can commence working on it and complete it by using the latest versions of the software packages / Research Tools for the development of the project / Dissertation.

- **Instruction for paper setter**

In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type questions with 6 to 8 parts, covering entire syllabus. In all, five questions are to be attempted. The question paper for the end semester examination may have any one of the following patterns:

Section A (UNIT I) Two questions of long answer type of which one is to be attempted for 12 Marks.

Section B (UNIT II) Two questions of long answer type of which one is to be attempted for 12 Marks.

Section C (UNIT III) Two questions of long answer type of which one is to be attempted for 12 Marks.

Section D (UNIT IV) Two questions of long answer type of which one is to be attempted for 12 Marks.

Section E (Compulsory) 6 to 8 short answer type questions for 2 to 1.5 marks each and total for 12 Marks.

Total marks (A + B + C + D+ E) 12+ 12 + 12 +12+12 = 60 marks

End Semester Examination (ESE)

For theory course, the question paper for the final examination will consist of five sections-A, B,C, D & E. Sections A, B, C, D will have two questions each from the corresponding units I, II, III & IV of the syllabus. Section E will be compulsory and will have short answer type questions covering the whole syllabus. Each question will be of 12 or 8,4 The candidates will attempt five questions in all, i.e.one question each from the sections A, B, C, D, and the compulsory question from section E. The question paper is expected to contain problems with a minimum weightage of 25% of the total marks from each unit.


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Format for End Semester Examination (4,3,2 credits)

Roll No:

Total Pages:.....

Month-Year (June-2023)

MBA Tourism & Hospitality Management

Code

Title

Semester-X

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section, A,B,C,D and section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

(1x12 or 8,4)

- 1.
- 2.

SECTION – B

(1x12 or 8,4)

- 3.
- 4.

SECTION – C

(1x12 or 8,4)

- 5.
- 6.

SECTION – D

(1x12 or 8,4)

- 7.
- 8.

SECTION – E (Compulsory)

(6×2=12)

- 9.
- (a-f)


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Periodical Examination (PE)

During one semester, there will be two Periodical Examination-I and Periodical Examination-II (PE-I & PE-II) for theory and only one Periodical Examination for practical subjects. The question paper will consist of three sections A, B and C having total 20 marks. Section A will be compulsory *and will have short answer type questions consisting of eight parts, each of one mark covering the syllabus mentioned.* Sections B and C will contain descriptive type questions of six marks respectively. *Sections B and C will have two questions and the candidates will attempt three questions in all, i.e. one question each from the sections B and C.* Section-A is compulsory.

Template for Periodical Examination (4,3,2 credits)

Total No. of Questions 05	Roll No:.....
Month-Year (June-2023)	
MBA Tourism and Hospitality Management	
Code	
Title	
Semester-X	
Time: 1.5 Hours	Max. Marks:
20	
Note: Attempt three questions in all by selecting one question from each section B and C. Section-A is compulsory.	
SECTION – A (Compulsory)	
(8x1=8)	
1. (a-e)	
SECTION – B	
(6)	
2.	
3.	
SECTION – C	
(6)	
4.	
5.	

6. Proposed Subject Code System

Each subject code is denoted by alpha-numerals, alphabets before hyphen indicates course name and four numerals after hyphen indicates level, semester, and subject number respectively.

- For Example: MBA THM-6209
- First six alphabets “MBA THM” is degree indicator.
- First number “6” defines the Level. 6 for level 6 subject and 7 for level 7
- Second number “2” defines the semester.
- Third and fourth number are for subject number.
- Three Specializations “TT” is Travel Trade “TM” Tourism Marketing “HM” Hospitality Management
- Level-6 defines first year & Level-7 defines second year

Note: After completion of Level 6 and bridge course, the candidate will have basic knowledge of Tourism and Hospitality Management with its specialization.


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7. Assessment & Evaluation

IA-Internal Assessment (Theory)

- **Periodical Examination-I (PE-I)** = Weightage of **10 Marks** for all courses.
- **Periodical Examination-II (PE-II)** = Weightage of **10 Marks** for all courses.

Both the periodical examinations are mandatory. If, in any case, the student is not able to appear in any of the above examinations, then the option of Make-up Examination will be given to the student. For that, he/she has to report before that examination to the concerned teacher/head of the department. Within 3 days, he/she has to submit the documents related to the cause and finally get permission from the concerned Authority. After getting the permission, the student must appear in the examination within 10 days with the weightage of 80% only. For example, if the student scoring 15 marks with the weightage of 100%, then he/she will be given 12 marks (80% weightage).

Teacher's Assessment (Assignment/Quizzes/Seminars/overall behaviour) = 15 Marks

Attendance = 05 Marks

Sr. No.	Percentage of Lecture Attended	Marks Awarded
1	From 75% to 80%	01
2	Above 80% to 85%	02
3	Above 85% to 90%	03
4	Above 90% to 95%	04
5	Above 95%	05

Total (IA) = 10 + 10 + 15 + 05 = 40 for all courses.

- **End Semester Examination (ESE)** = **60** for all courses.
Total = 10 + 10 + 15 + 05 + 60 = 100 for all courses.

Internal Assessment (IA for Practical)

- Periodical Examination (PE, conducted only one in a semester)
(Including performance & Internal Viva-Voce) = **20**
- Teacher's Assessment (File Work & Lab performance + Attendance) = **15 + 05**

Total IA for Practical = 20 + 20 = 40

External Assessment (EA for Practical)

- End-Semester Examination (ESE) (written script, performance, External viva-voce etc.) = **60**

Total EA for Practical = 60

Total IA & EA for Practical = 40 + 60 = 100

Research Project/Seminar Assessment/Institutional Training/Internship/Survey/ SWAYAM/MOOC /NPTEL etc. courses

For Internal Assessment

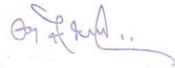
- Attendance in Presentation and interaction during the work plan/framework: **10 Marks**
- Knowledge/work done of Subject along with Q/A handling during course work: **10 Marks**
- Presentation about the outcomes of the study during research: **20 Marks**

Total = 10 + 10 + 20 = 40

For External Assessment

- Overall Project Presentation about the work done/results & viva-voce
(In presence of External as well as Internal examiners): **60 Marks**.

Total = 60


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Template for-Internal Examination (Theory)

HIMACHAL PRADESH TECHNICAL UNIVERSITY

Department of Tourism and Hospitality Management

AWARD SHEET THEORY (INTERNAL ASSESSMENT)

Name of the Institution:			Distribution of Marks				Total Marks
Programme:			Periodical Examinations		Teacher Assessment (Assignment discussion/ presentation/Quizzes/ Overall behavior)	Attendance	
Subject: Sub. Code:							
Branch: Semester:			1 st Periodical Examination	2 nd Periodical Examination			
MAX. MARKS: MIN. MARKS:							
Sr. No.	University Roll No.	Name of Student	10	10			15

Name of Internal Examiner	Head of Deptt.	Head of the Institution
Signature.....	Signature.....	Signature.....
Date.....	Date.....	Date.....


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Template for-Internal Examination

(Practical/Project/Seminar/Viva-Voce)

HIMACHAL PRADESH TECHNICAL UNIVERSITY
Department of Tourism and Hospitality Management
AWARD SHEET THEORY (INTERNAL ASSESSMENT)
(Practical/Project/Seminar/Viva-Voce)

Name of the Institution:			Distribution of Marks				Total Marks
Programme:			Periodical Examination		Teachers Assessment (Lab/Work performance/ Report/File work)	Attendance	
Subject: Sub. Code:							
Branch: Semester:			Written/Presentation	Viva-voce			
MAX. MARKS: MIN. MARKS:							
Sr. No.	University Roll No.	Name of Student	10	10	15	05	40

Name of Internal Examiner	Head of Deptt.	Head of the Institution
Signature.....	Signature.....	Signature.....
Date.....	Date.....	Date.....


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Template for-External Examination

(Practical/Project/Seminar/Viva-Voce)

HIMACHAL PRADESH TECHNICAL UNIVERSITY

Department of Tourism and Hospitality Management

(Practical/Project/Seminar/Viva-Voce)

Name of the Institute:										
Programme:										
Subject Name:..... Subject Code:.....										
Branch: Semester										
Max Marks Min. Marks:.....										
Sr. No.	University Roll No.	Name of Student	Marks in Figure	Marks in Words						
<table style="width: 100%; border: none;"><tr><td style="width: 50%; vertical-align: top;">Name of Internal Examiner:</td><td style="width: 50%; vertical-align: top;">External Examiner.....</td></tr><tr><td style="vertical-align: top;">Signature.....</td><td style="vertical-align: top;">Signature.....</td></tr><tr><td style="vertical-align: top;">Date.....</td><td style="vertical-align: top;">Date.....</td></tr></table>					Name of Internal Examiner:	External Examiner.....	Signature.....	Signature.....	Date.....	Date.....
Name of Internal Examiner:	External Examiner.....									
Signature.....	Signature.....									
Date.....	Date.....									

**Note: The distribution of marks would be on the basis of Work done/Task performance (20 marks), Performance (written/presentation) (20 marks) and viva-voce (20 marks), total=60 marks.*


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Guidelines for the Preparation of Report

- The purpose of the research project in MBA Tourism and Hospitality Management is to introduce basic research methodologies to the students. It may consist of review of some research papers, field survey, working out Tourism and Hospitality Management Issues, participation in some on-going research activity, analysis of data, etc. The work can be carried out in any thrust areas of Tourism and Hospitality Management under the guidance of faculty members of the department. A small project report or review article submission of any one topic related to the concerned branch of interest will be submitted as per the instructions.
- The students must submit their project work/seminar report in the Department as per the date announced for the submission. Internal assessment of the project work/seminar will be carried out by respective faculty members assigned to them as mentor/supervisor as per evaluation scheme. External assessment of the project work will be carried out by an external examiner (nominated by the Head/Chairperson of the Department) as per evaluation scheme.
- The project report/seminar report will contain a cover page, certificate signed by student and supervisor, table of contents, introduction, methodology, result and discussion conclusion and references etc. The paper size to be used should be A-4 size. The font size should be 12 with Times New Roman Font. The text of the report may be typed in 1.5 (one and a half) space. The print out of the report shall be done on both sides of the paper (instead of single side printing).
- The candidate shall be required to submit two soft bound copies of the report in the department as per the date announced. Report will be evaluated internally by the supervisor allotted to the student during the semester and the candidate will present his/her work through presentation/viva before the External/Internal examiner at the end of semester and will be awarded marks. The candidate is required to submit the final copy of the report in hard or spiral bound at the time of VIVA/VOCE or Presentation.
- ***For each research project and seminar, each lecture/contact hour per week will be considered as one credit. The duration of written and viva voce examination shall be decided by the internal and external examiners***
- For Seminar/ Institutional Training/ Research Project/ Summer Internship /Survey /SWAYAM /MOOC /NPTEL courses the list of topics will be provided by the Department/University. The students will pick the option, get registered and prepare the report. The evaluation will be done on the basis of presentation/solving assignments.
- Guidelines for the online courses from SWAYAM/MOOC/NPTEL etc. may be taken after the registration through online portal/concerned Department. Each student has to register for online course after the permission/approval from concerned Department/University and has to pass the selected online course within the duration of running semester.
- The students have to complete their Seminar/Industrial Training/Research Project/Summer Internship/Survey/SWAYAM/MOOC/NPTEL under the guidance of the supervisor (taken from the same Department) allotted by Head/Coordinator of the concerned Department. For these courses, the students will prepare presentation. The students may be given option to complete above tasks by choosing co-supervisor from the same Department/University or from any other institutions. Acceptance of SWAYAM/MOOC/NPTEL courses will be as per the verification of faculty involved.
- Value added and Interdepartmental courses offered by the Department for the students of MBA Tourism and Hospitality Management may also be taken by the students of other Departments.
- The Department may offer more than one optional/elective courses depending upon the specialization and strength of the faculty members. The final decision will be taken by the Head/Coordinator of the Department.


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Guidelines for the Preparation of Internship Report

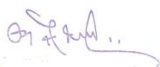
- Student presentations would be organised based on their internship reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their internship reports. Based on feedback, students would submit a final report which would be evaluated by an internal/external examiner out of 100 marks.

- **Guidelines for the Study Tour and Leadership Development Programme**

Study tour and Leadership Development Programme will be organized within the duration of running semester.

8. Overall General Instructions

- There will be theory papers of 100 (60 % ESE & 40 % IA) marks for all courses of each semester.
- For the 1st, 2nd, 3rd and 4th semester, there will be 24, 28, 28 and 24 credits. Total marks for the subjects in all the semesters will be 2600 and total credits will be 104.
- Each lecture hour per week will be considered as one credit and two practical hours as one credit.
- For each theory course of 04 credits, there will be 4 lecture hours of teaching per week and for each theory course of 02 credits, there will be 2 lecture hours of teaching per week.
- For each practical course of 02 credits, there will be 4 lecture hours of teaching per week.
- Duration of end semester theory examination shall be 3 hours for all courses. Duration for the practical examination shall be 3 hours.
- In each semester, the students are required to perform at least seven experiments for the 04 credits course and five experiments for the 02 credits course.
- For Seminar, Institutional Training, Research Project, Summer Internship, Survey, SWAYAM, MOOC, NPTEL; the internal and external assessment shall be same as that of theory courses i.e. 100 (60 % ESE & 40 % IA) marks for all courses.
- The distribution of internal & external assessment for Project work/Seminar will be same as that of Core course/DSE. Supervisor/Examiner will distribute the marks on the basis of presentations, interaction during the course work, collection resource material, literature survey, setting up of the experiment (if any), theoretical framework, written work of project/Seminar report and viva as well.
- Teaching hours for each 04-credit theory course will be minimum 60 hours and of 02 credit theory course will be minimum 30 hours.
- For Research project, Seminar/SWAYAM/MOOC/NPTEL/Industrial Internship/Survey, the time frame for the duration of classes, examination, format for writing the report and evaluation system will be decided by the Department/University itself or organizing/host/collaborative institutions and the work load will be counted as the theory paper teaching load of the teacher.
- For the attendance from 75% to 80%, 1 mark; above 80% to 85%, 2 marks; above 85% to 90%, 03 marks; above 90% to 95%, 04 marks and above 95%, 5 marks will be awarded.
- Students having the attendance below 75% in each course will not be allowed to appear in the final examination.
- Duration: One year divided into two semesters.
- Medium of instruction: English.
- Passing Standard: As mentioned in the Ordinance


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**SUBJECT COMBINATIONS ALLOWED FOR MBA Tourism and Hospitality Management
Program**

THE DETAILS OF CREDIT DISTRIBUTION

School: School of Tourism and Hospitality Management

Program: MBA Tourism and Hospitality Management

Core Courses (CC) (Theory & Practical)			Discipline Specific Elective Courses (DS)			Value Added, Skill Enhancement Elective Courses and Minor Elective Courses Seminar/Industrial Training/Summer Internship/Survey/			Inter Departmental (ID)			Research Project/Training/ SWAYAM/MOOC/NP TEL		
13 Papers (Theory)			06 Papers (Theory)			02 Paper (Theory)			01 Paper (Theory)					
Sem.	Papers	Credit	Sem.	Papers	Credit	Sem.	Papers	Credit	Sem.	Paper s	Credit	Sem.	Papers	Credit
I	05	18	I	-	-	I	2	4	I	-	-	I	-	-
II	03	10	II	3	12	II	1	2	II	1	2	II	-	-
III	04	16	III	3	12	III	-	-	III			III	-	-
IV	-	-	IV	-	-	IV	-	-	IV			IV	-	24
Study Tour & LDP														
Sem.	Papers	Credit												
I	-	2												
II	-	2												
III	-	-												
IV	-	-												
Credits = 48			Credits = 24			Credits = 06			Credits = 02			Credits = 24		
Total Credits = 104							Total Marks = 2600							

Note: For getting the degree to be awarded, the student has to pass **104 credits (2600 marks)**

LDP= Leadership Development Programme


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Scheme of Teaching and Examination MBA Tourism and Hospitality Management

Semester-I

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
MBA THM-6101	CC	Management Practices and Organization Behaviour	4	0	0	4	60	20	15	05	40	100
MBA THM-6102	CC	Tourism Concepts and Principles	4	0	0	4	60	20	15	05	40	100
MBA THM-6103	CC	Tourism Geography and Destination Knowledge	4	0	0	4	60	20	15	05	40	100
MBA THM-6104	CC	Introduction to Hospitality Management	4	0	0	4	60	20	15	05	40	100
MBA THM-6105	CC	Study Tour	0	0	4	2	-	-	-	-	-	100
MBA THM-6106	SEC	Guiding Skills and Personality Development	2	0	0	2	60	20	15	05	40	100
MBA THM-6107	CC	Contemporary Issues in Tourism	2	0	0	2	60	20	15	05	40	100
UHV- 6100	VAC	Universal Human Values and Professional Ethics	2	0	0	2	60	20	15	05	40	100
			22	0	4	24	420	140	105	35	280	800

Legends:	CC - Core Course	ESE -End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT - Travel Trade	
	TM - Tourism Marketing	
	HM - Hospitality Management	


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Scheme of Teaching and Examination MBA Tourism and Hospitality Management

Semester-2

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
MBA THM-6201	CC	Travel Agency Management and Tour Operation	4	0	0	4	60	20	15	05	40	100
MBA THM-6202	CC	Tourism Entrepreneurship and Legal Aspects	3	0	0	3	60	20	15	05	40	100
MBA THM-6203	CC	Indian Knowledge System with reference to tourism	3	0	0	3	60	20	15	05	40	100
MBA THM-6204	CC	Leadership Development Program	0	0	4	2	-	-	-	-	-	100
IKS-6200	VAC	Indian Knowledge System	2	0	0	2	60	20	15	05	40	100
	DSE	Specialization- 1	4	0	0	4	60	20	15	05	40	100
	DSE	Specialization- 2	4	0	0	4	60	20	15	05	40	100
	DSE	Specialization- 3	4	0	0	4	60	20	15	05	40	100
	ID	Interdepartmental elective course	2	0	0	2	60	20	15	05	40	100
			26	0	4	28	480	160	120	40	320	900

Note: Students can opt any of the one specialization with 3 mandatory DSE subjects out of 5 Discipline Specific Electives.

Legends:	CC - Core Course	ESE -End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT - Travel Trade	
	TM - Tourism Marketing	
	HM - Hospitality Management	


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Discipline Specific Electives: (Specialization: 1-Travel Trade) Semester-2nd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM – TT 6201	DSE	Tour Package Designing	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 6202	DSE	Destination Interpretation: India	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 6203	DSE	MICE and Event Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 6204	DSE	Introduction to Aviation Industry	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 6205	DSE	Information and Technology in Tourism Industry	4	0	0	4	60	20	15	05	40	100

Discipline Specific Electives: (Specialization: 2 -Tourism Marketing) Semester-2nd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM– TM 6201	DSE	Introduction to Tourism and Hospitality Marketing	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 6202	DSE	Principles of Marketing-1	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 6203	DSE	Consumer Behaviour in Tourism and Hospitality Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 6204	DSE	Service Quality in Tourism and Hospitality Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 6205	DSE	Public Relation in Tourism and Hospitality Management	4	0	0	4	60	20	15	05	40	100


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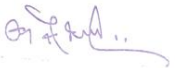
Discipline Specific Electives: (Specialization : 3 -Hospitality Management) Semester-2nd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM - HM 6201	DSE	Culinary Art	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 6202	DSE	Food and Beverage Service Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 6203	DSE	Front Office Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 6204	DSE	Accommodation Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 6205	DSE	Application of computers in Hospitality Industry	4	0	0	4	60	20	15	05	40	100

Legends:	CC - Core Course	ESE -End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT - Travel Trade	
	TM - Tourism Marketing	
	HM - Hospitality Management	

Basket of Interdepartmental Subjects

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								MSE	TA	A	Total	
MBA THM ID-6001	ID	Travel Media and Journalism	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6002	ID	Tourism Resources- Art and Architecture	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6003	ID	Tourism Product of India: Natural Heritage	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6004	ID	Indian Society and Culture	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6005	ID	Introduction to Indian Cookery	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6006	ID	Security, Rescue and Disaster management	2	0	0	2	60	20	15	05	40	100


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After completion of Level 6 the candidate will have basic knowledge of Tourism and Hospitality Management with its specialization.

Note: Student will get Post Graduation Diploma in Tourism and Hospitality Management after completion of first year and bridge course.

Bridge Course					
Sr. No.	Category	Subject Code	Title of Subject/Subject Name	Credit	Total Marks
1	CC	MBA THM-6206	Credit Specific Training/Internship of 6 weeks and its report	6	100
2	SEC	MBA THM-6207	Compulsory MOOC/NPTEL/Swayam Certification	4	100


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Scheme of Teaching and Examination MBA Tourism and Hospitality Management

Semester-3

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
MBA THM- 7301	CC	Research Methodology and Business Analytics	3	1	0	4	60	20	15	05	40	100
MBA THM-7302	CC	Tourism Business Environment	4	0	0	4	60	20	15	05	40	100
MBA THM-7303	CC	Tourism Planning and sustainable development	4	0	0	4	60	20	15	05	40	100
MBA THM-7304	CC	Airline service and in-flight facilities	4	0	0	4	60	20	15	05	40	100
	DSE-1	Specialization- 1	4	0	0	4	60	20	15	05	40	100
	DSE-2	Specialization- 2	4	0	0	4	60	20	15	05	40	100
	DSE-3	Specialization- 3	4	0	0	4	60	20	15	05	40	100
			27	1	0	28	420	140	105	35	280	700

Note: Students can opt any of the one specialization with 3 mandatory DSE subjects out of 5 Discipline Specific Electives.

Legends:	CC - Core Course	ESE-End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT- Travel Trade	
	TM- Tourism Marketing	
	HM- Hospitality Management	


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Discipline Specific Electives: (Specialization: 1 -Travel Trade) Semester-3rd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM – TT 7301	DSE	Destination Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 7302	DSE	Tourism Circuit of India	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 7303	DSE	International Tourism and Frontier Formalities	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 7304	DSE	Destination Interpretation World	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 7305	DSE	Itinerary Preparation and Costing	4	0	0	4	60	20	15	05	40	100

Discipline Specific Electives: (Specialization: 2 -Tourism Marketing) Semester-3rd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM – TM 7301	DSE	Personal selling and salesmanship	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 7302	DSE	Logistics and Supply Chain Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 7303	DSE	E- Marketing	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 7304	DSE	Destination Marketing	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 7305	DSE	Principles of Marketing-2	4	0	0	4	60	20	15	05	40	100


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Discipline Specific Electives: (Specialization: 3 - Hospitality Management) Semester-3rd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM - HM 7301	DSE	Resort Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 7302	DSE	Bar Operation and Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 7303	DSE	Global Hospitality Trends	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 7304	DSE	World Cuisine Trends	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 7305	DSE	Facility Planning	4	0	0	4	60	20	15	05	40	100

Legends:	CC - Core Course	ESE -End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT - Travel Trade	
	TM - Tourism Marketing	
	HM - Hospitality Management	


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Semester-4					
Sr. No.	Category	Subject Code	Title of Subject/Subject Name	Credit	Marks
1	Core Compulsory	MBA THM-7401 (A)	20-22 Weeks (Internship) On the Job Training VIVA VOCE 10 credit + 10 Credit Internship Report	20	100
	Generic Elective	MBA THM-7402	Compulsory MOOC/NPTEL/Swayam Certification	4	100
OR					
2	Core Compulsory	MBA THM-7401 (B)	Research Project	20	100
3	Generic Elective	MBA THM-7402	Compulsory MOOC/NPTEL/Swayam Certification	4	100
				24	200

Post Graduate Degree in MBA (Tourism and Hospitality Management) will be awarded after completing all four semesters.


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Syllabus
for
MBA Tourism and Hospitality Management
(MBA THM)

(SEMESTER-1)

National Education policy (NEP-2020)

(w.e.f. the Academic Year 2023-2024)

Department of Tourism and Hospitality Management
School of Tourism and Hospitality Management


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Scheme of Teaching and Examination MBA Tourism and Hospitality Management

Semester-I

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
MBA THM-6101	CC	Management Practices and Organization Behaviour	4	0	0	4	60	20	15	05	40	100
MBA THM-6102	CC	Tourism Concepts and principles	4	0	0	4	60	20	15	05	40	100
MBA THM-6103	CC	Tourism geography and Destination Knowledge	4	0	0	4	60	20	15	05	40	100
MBA THM-6104	CC	Introduction to Hospitality Management	4	0	0	4	60	20	15	05	40	100
MBA THM-6105	CC	Study Tour	0	0	4	2	-	-	-	-	-	100
MBA THM-6106	SEC	Guiding Skills and Personality Development	2	0	0	2	60	20	15	05	40	100
MBA THM-6107	CC	Contemporary Issues in Tourism	2	0	0	2	60	20	15	05	40	100
UHV-6100	VAC	Universal Human Values	2	0	0	2	60	20	15	05	40	100
			22	0	04	24	420	140	105	35	280	800

Legends:	CC - Core Course	ESE -End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT - Travel Trade	
	TM - Tourism Marketing	
	HM - Hospitality Management	


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MBA THM-6101 MANAGEMENT PRACTICES AND ORGANIZATION BEHAVIOUR							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- Travel Agency Management 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.
- 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 I: Concept of Management	15 Lectures
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 II: Process of Management	15 Lectures
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 III: Motivation and Leadership	15 Lectures
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 IV: Organizational Behaviour	15 Lectures
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.	

COURSE LEARNING OUTCOMES (CLOs): On successful completion of the course, the students will be able to

- Demonstrate understanding and application of Concepts and principles of Organizational behaviour, perception, and personality.
- Improving practical experience in the field of Management and Organization Behaviour
- Develop skills and ability to work in groups to achieve organizational goals.
- Develop a greater understanding about Behavioural aspects to analyses the concepts related to individual behaviour, attitude, and personality.

References:

- Certo, Samuel. (2015) Modern Management. Pearson Education, New Delhi.
- Griffins (2014), Management ,Houghton Mifflin Company.
- Luthans, F. (2017) Organisation Behaviour. Prentice Hall of India, New Delhi.
- Robbins, (2000) Management. Pearson education , New Delhi
- Robbins, S.(2003) Organisational Behaviour. Pearson Education, New Delhi.
- Stoner, Freeman and Gilbert Jr. (2009) Management. Prentice Hall of India, New Delhi.
- Wurech Koontz , (2014) Essentials of Management , Mc Graw Hill


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Format of Question Paper for End Semester Examination

Roll No:.....

Total Pages:.....

Month-Year (---/---)

MBA Tourism & Hospitality Management

Code: MBA THM-6101

**Title: Management Practices and Organization Behaviour
Semester-1**

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section, A, B, C, D and section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

- 1 (a) Define the concept of Corporate Social Responsibility.
- (b) Explain Henry Fayol's 14 principles of management. (8,4)
- 2 Explain in detail about different approaches to management. (12)

SECTION – B

- 3 What is Management by Objective. Explain in detail. (12)
4. (a) What are various functions of management.
- (b) Explain the steps in management. (8,4)

SECTION – C

5. (a) Define Herzberg's two factor theory with examples.
- (b) Define expectancy Theory (8,4)
6. Explain in detail about different leadership styles (12)

SECTION – D

7. Explain the different models of organizational behaviour and their implications for management. (12)
8. Explain the process of conflict and strategies for managing and resolving conflicts in organizations. (12)


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SECTION – E (Compulsory)

9 (a) Management Vs Administration

(b) Accountability

(c) Job Enrichment

(d) Group Dynamic

(e) Job Design

(f) Level of Management ($6 \times 2 = 12$)



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MBA THM-6102 TOURISM CONCEPTS AND PRINCIPLES							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (CO's):

- 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.

Unit I: Introduction to tourism	15 Lectures
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 II: Tourism structure	15 Lectures
Tourism Industry- Structure and Components, accommodation, activities, transportation, food and beverage (F&B), shopping entertainment, infrastructure and hospitality. Emerging areas of tourism: Rural, Eco, Medical, MICE, Indigenous, wellness, Film, Golf, Responsible tourism, Alternative tourism and Ethnic Tourism.	
Unit III: Tourism Transportation	15 Lectures
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 AM Trak) 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 IV: Tourism Impacts	15 Lectures
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.	

COURSE LEARNING OUTCOMES (CLO's): On successful completion of the course, the students will be able to

- understand and can identify tourism products
- know the components of tourism products
- Understand the central, peripheral services and public services in tourism products.
- Understand the tourist transportation industry.
- Know and apply the knowledge of tourism system and tourism impact.

References:

- Annual Report (Latest),(2018) Ministry of Tourism, Government of India, New Delhi.
- Burkart A.J., Medlik S.(2014), Tourism - Past, Present and Future, Heinemann, London.
- Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1994), The Travel Industry, VanNostrand Reinhold, New York.
- Holloway, J. C., (2015) The Business of tourism, Pitman Publishing, London.
- Medlik, S., (1990) Understanding tourism, Butterworth Hinemann, Oxford.
- Michael M. Coltman, Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
- Page J. Stephen & Brunt Paul, Tourism- A Modern Synthesis, Thomson Publishers,London.
- Ray Youell, (2015) Tourism-an introduction, Addison Wesley Longman, Essex.


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Format of Question Paper for End Semester Examination

Roll No:.....

Total Pages:.....

Month-Year (---/---)

MBA Tourism & Hospitality Management

Code: MBA THM-6102

Title: Tourism Concepts and principles

Semester-1

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section, A, B, C, D and section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

- 1 (a) Define the term tourism and its characteristics.
- (b) What are the various classification of tourist? (8,4)
- 2 How historical development of tourism related to culture, explain. (12)

SECTION – B

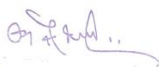
- 3 What do you understand by alternate tourism and theme tourism. (12)
4. (a) What are the emerging area of tourism.
- (b) How does shopping influencing tourist behaviour. (8, 4)

SECTION – C

5. (a) Explain the aviation policies and elaborate them
- (b) Define Types of rail tours in India (8,4)
6. How water transport help in tourism growth in India (12)

SECTION – D

7. How does socio economy impacts the tourism behaviour in rural area .(12)
8. Define push and pull theory. (12)


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SECTION – E (Compulsory)

- 9(a) Leiper's Model
- (b) Doxey's Index
- (c) Hovercrafts
- (d) Difference between homestays and boutique hotels
- (e) Excursionist
- (f) MICE (6 × 2 = 12)


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MBA THM-6103 TOURISM GEOGRAPHY AND DESTINATION KNOWLEDGE							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES(CO's):

- To learn the significance of geography as the basic edifice of tourism.
- The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travelers, suggesting various destinations to the clients for their travel.

Unit I: Importance of geography in Tourism	15 Lectures
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 II: Aviation Geography	15 Lectures
IATA Traffic Conference Areas. Important tourist circuits and popular Itineraries of Far East countries (Malaysia, Singapore, Thailand, Japan).	
Unit III: Tourists circuit of Europe	15 Lectures
Important tourist circuits and popular Itineraries of European countries (France, Germany, Italy, Spain and Switzerland)	
Unit IV: Tourist circuit of famous country	15 Lectures
Important tourist circuits and popular Itineraries of selected countries (USA, Australia, UAE, Kenya and South Africa).	


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COURSE LEARNING OUTCOMES (CLO's): On successful completion of the course, the students will be able to

- Describe the tourism geography and cognitive framework related to the tourism geography and will be able to explain the importance of strategy and planning to improving sustainable tourism.
- Evaluates the main characteristics of spatial design of recreational activities
- Relates the geography and tourism.
- the relationship of tourism and climate.

References:

- Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism Oxford:Butterworth Heinemann.
- Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment,place & space, London: Routledge.
- Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman.
- Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society ofIndia
- Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi Sarina Singh, India, Lonely Planet Publications.


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Format of Question Paper for End Semester Examination

Roll No:.....

Total Pages:.....

Month-Year (---/---)

MBA Tourism & Hospitality Management

Code: MBA THM-6103

Title: Tourism Geography and Destination Knowledge

Semester-1

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section, A, B, C, D and section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1 (a) How does climate affect tourism.

(b) Explain GMT in detail. (8,4)

2 What are the different types of landforms and how does they play role in tourist attraction. (12)

SECTION – B

3 What is the significance of geography in tourism, explain with suitable examples. (12)

4. Explain IATA. What are the rule and regulations of IATA? (12)

SECTION – C

5. Prepare the itinerary of South Africa for 7 nights 8 days. (12)

6. Prepare the itinerary Malaysia for 7 nights 8 days (12)

SECTION – D

7. Explain the tourism circuit with one suitable example (12)

8. Make an itinerary regarding Europe tourism circuit. (12)

SECTION – E (Compulsory)

9 (a) Map reading

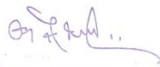
(b) Name four countries of Africa

(c) Define itinerary

(d) Difference between latitude and longitude

(e) Geo tourism

(f) Domestic tourism circuit (6 × 2 = 12)


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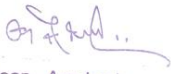
MBA THM-6104 INTRODUCTION TO HOSPITALITY INDUSTRY							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

Course Objective (CO's):

- 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 I: Introduction to Hospitality Industry	15 Lectures
History of accommodation sector. Different types of accommodation: Utilities and features available in modern accommodations. Common structure of an accommodation unit, Different department. Introduction to Cruise industry – Careers, Duties, and responsibilities.	
Unit II: Front Office Management	15 Lectures
Guest Cycle, Reservation– Importance, Modes of reservation, Channels and sources (FITs, 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 III: Hotel Operations	15 Lectures
Types of rooms, Common tariff plans; Technology and Front Office operation. Housekeeping (HK): Planning and organizing 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 IV: Introduction to Food & Beverage	15 Lectures
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. Types of catering. Introduction to Indian cuisines, Brief discussion on Indian and International commercial hospitality organizations including hotel chains. Function and scope of Federation of Restaurant and Hotel Associations of India (FRHAI).	


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Course Learning Outcome (CLO's): On successful completion of the course, the students will be able to

- To understand the basics of Hotel Industry
- To get familiar with the Front office, Food & Beverage Service and Housekeeping department.
- To learn guest handling skills.

References:

- Bhatnagar, S.K., Front Office Management, Frank Bros, India, 2009.
- Global Tourism and Hospitality by Andrews
- Managing Front Office Operations – Michael L Kasarana & Richard Brooks (2012)
- Introduction to Hospitality - I & II – Dennis Foster
- Introduction to Hospitality Management, Walker, Fourth Edition (2012). Pearson ISBN: 978-0-13-295994-0


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Format of Question Paper for End Semester Examination

Roll No:.....

Total Pages:.....

Month-Year (---/---)
MBA Tourism & Hospitality Management
Code: MBA THM-6104
Title: Introduction to Hospitality Industry

Semester-1

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section, A, B, C, D and section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

- 1 How is cruise industry related to hospitality industry. (12)
- 2 What are the amenities available according to accommodation. (12)

SECTION – B

- 3 How is upselling different from discounts. (12)
4. What are pre and post steps of guest cycle. (12)

SECTION – C

5. What are the steps taken by budget and purchase department. (12)
6. (a) What is duty roaster and how it is important?
(b) What are the important things kept in mind during the preparation of duty roaster (8,4)

SECTION – D

7. Explain the different type of caterings with suitable examples (12)
8. Explain FHRAI and its scopes in detail. (12)

SECTION – E (Compulsory)

- 9 (a) Duty roaster
(b) Frequency schedule
(c) Menu planning
(d) a` la carte
(e) Sarai
(f) Inn

(6 ×2=12)


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MBA THM-6105 STUDY TOUR						
Teaching Scheme			Credit	Marks Distribution		Duration of End Semester Examination
L	T	P	C		Total	
0	0	4	2	External Assessment: 100	100	-

Note: In the End of semester student has to come up with report.

Course Objective (CO's):

- Effective Learning (experience & explore the incredible heritage of India)
- Personal Development
- Deepen Social and Historical Knowledge
- Develop Critical Thinking
- Respect for Culture
- Effective Communication

Course Learning Outcome (CLO's): On successful completion of the course, the students will be able to

- An interesting outcome of this is that it further strengthens the bond between the teachers and the students, and also among the students.
- It helps in improving critical thinking skills.

Evaluation: This report would be evaluated by an internal/external examiner, nominated by the Academic Committee of HPTU out of 100 marks.

The tour's duration will be flexible. (Depends on the itinerary and the number of destinations; duration will be decided by the coordinator or head of the department.)


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MBA THM-6106 GUIDING SKILLS AND PERSONALITY DEVELOPMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVE (CO's):

- The course is designed to help the learners to understand about the importance of guiding in tourism industry
- Empower students to acquire skills to guide the tourist at various destinations. Help students to develop their personality skills further.

Unit I: Understanding the Role of Guide	8 Lectures
Meaning of Tour Guide, Role of Tour Guide at destination, Importance of guiding, Requirements of good guide, Importance of tour guide in tourism destination promotion.	
Unit II: Tour Guiding	8 Lectures
Preparing for guiding a group, Assembling and meeting the group leading, Commentary at various sites, Handling questions and complaints, Concluding the tour.	
Unit III: Skills for Tour Guide	7 Lectures
Positioning and Commentary, Voice and time limit, How to organize the effective commentary, Presentation skills, Qualities required for effective tour guide.	
Unit IV: Personality Development	7 Lectures
Understanding personality, personality traits, traits theory, Types of personalities, Personality quality initiative, Qualities of highly effective people, Ways to improve self-esteem.	


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Course Learning Outcome (CLO's): On successful completion of the course, the students will be able to

- To get knowledge of concept, history and responsibilities of tour guides.
- Importance of effective communications skills for a tour guide.
- Conceptual understanding of visitor interpretation and nature interpretation.
- Knowledge of emergencies to be handled and skills required by guides to deal with

Reference:

- High Performance leadership text, cases and practical tools for HR Management (2014), second revised edition G. Vijayaragam, Himalayan Publishing House, New Delhi.
- Hand Book for Tour Guides (2013), Nimit Chowdhary, Matrix Publishers, New Delhi.
- Case Studies in Management J.A Kulkarni,(2015) A Pandey, Sandeep Pachpande, Pearson Delhi



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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM-6106

Title: Guiding Skills and Personality Development

Semester-1

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A,B,C,D and section E compulsory. All question carries equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

- 1 What is role of tour guide in adventure tourism. (12)
- 2 Importance of guiding in professional tourism development. (12)

SECTION – B

- 3 How language play important role in tour guiding. (12)
4. How a tour guide Handles questions and complaints during the tour. (12)

SECTION – C

5. How to organize the effective commentary. (12)
6. What are the ethical values in hospitality and tourism industry. (12)

SECTION – D

- 7 Explain the duties and responsibilities of a tour guide. (12)
- 8 What skills are required for being a professional tour guide. (12)

SECTION – E (Compulsory)

9. (a) Tour director
 - (b) Difference between professional tour guide and local tour guide
 - (c) Amateur tour guide
 - (d) Window
 - (e) Hygiene of tour guide
 - (f) en route
- (6 × 2 = 12)


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MBA THM-6107 CONTEMPORARY ISSUES IN TOURISM							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVE (CO's):

- The course provides to give students the opportunity to acquire additional knowledge in the local and in the global context in various selected topics representing contemporary challenges relevant to the development and management of hospitality and tourism operations and to the role and influence of governments and the communities in which such businesses are operating/functioning.

Unit I: Introduction	8 Lectures
Development and Management of current and new Hotel, Tourism and Events enterprises in local and global contexts. Corporate Governance & Leadership in Hospitality and Tourism operations - the role of the Chief Executive Officer (CEO)/General Manager (GM).	
Unit II: Key Performance Indicators	8 Lectures
Strategic Human Resource Management and Development and its impacts upon the performance of Hospitality and Tourism operations; the role of key performance indicators (KPIs').	
Unit III: Corporate Social Responsibility (CSR)	7 Lectures
The Legal Environment and Health & Safety Management in Hospitality and Tourism operations. Managing Workforce Diversity in Hospitality and Tourism industries across and within cultures. Corporate Social Responsibility (CSR) in Hospitality and Tourism operations. Ethics & Ethical Reasoning in Hospitality and Tourism operations in the local and international contexts.	
Unit IV: Quality Standards	7 Lectures
Development and Management of Quality Standards and Services in Hotel, Tourism and Events operations. Events Development and Management across international destinations. Marketing research - Methodological approaches in identifying Tourists perceptions about resort destinations. The role of technology advancement implications in Hospitality and Tourism Operations in local and global contexts.	

COURSE LEARNING OUTCOMES (CLOs): On successful completion of the course, the students will be able to

- Discuss a range of contemporary issues and their impact on the tourism or event industries.
- Evaluate the implications of key issues on tourism strategic management policies
- Assess critically the utility of contemporary research in the context of the management of tourism or event industries
- Evaluate a range of competing perspectives relating to various issues affecting the development of tourism or event industries

References:

- Michael C. Hall, Contemporary Geographies of Leisure, Tourism and Mobility, Fieldwork in Tourism: Methods, Issues and Reflections, Routledge 2010.
- Jamie Kaminski, Angela M Benson, David Arnold Contemporary Geographies of Leisure, Tourism and Mobility, Contemporary Issues in Cultural Heritage Tourism, Routledge 2010


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM-6107

**Title: Contemporary Issues in Tourism
Semester-1**

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A,B,C,D and section E compulsory. All question carries equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

- 1 What is role of the General Manager in the growth of a five-star hotel. (12)
2. Explain “Corporate Governance & Leadership in Hospitality and Tourism operations”. (12)

SECTION – B


- 3 What are the key role Strategic Human Resource Management. (12)
4. What is the importance of human resource development in tourism industry. (12)

SECTION – C

5. (a)How to provide the Legal Environment and Health & Safety Management.
(b) How does corporate society maintain cultural values in tourism (8,4)
- 6.What are the ethical values in hospitality and tourism industry. (12)

SECTION – D

- 7.What are the Development and Management of Quality Standards and Services in event explain. (12)
- 8 What are the methodological approaches in identifying Tourists perceptions about resort destinations. (12)


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SECTION – E (Compulsory)

- 9 (a) Chief Executive Officer
(b) Workforce Diversity in Hospitality
(c) Freelance guide
(d) What are professional ethical values
(e) CSR
(f) Methodological approaches

(6 × 2 = 12)


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UHV-6100 UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COS):

- To help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.
- To enable the students to imbibe, internalize the values and ethical behavior in the personal and Professional lives.

Unit-I: Introduction to Value Education	(8 Lectures)
Right understanding, Relationship and physical facility (holistic development and the role of education), Understanding value education, Self-exploration as the process for value education, Continuous happiness, and prosperity-the basic human aspirations exploring human consciousness, Happiness and prosperity-current scenario, Method to fulfil the basic human aspirations, Exploring natural acceptance.	
Unit-II: Harmony in the Human Being	(8 Lectures)
Understanding human being as the co-existence of the Self and the Body, Distinguishing between the needs of the Self and the Body, Exploring the difference of needs of Self and Body, The Body as an instrument of the self-understanding, Harmony in the self-program to ensure Self-regulation and Health exploring harmony of Self with the Body.	
Unit-III: Harmony in the Family and Society	(7 Lectures)
Harmony in the family-the basic unit of human interaction, 'Trust'-the foundational value in relationship, Exploring the feeling of trust, 'Respect'-as the right evaluation, Exploring the feeling of respect and other feelings, Justice in human-to-human relationship, understanding harmony in the society, Vision for the	


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universal human order, exploring systems to fulfil human goal.	
Unit-IV: Ethics	(7 Lectures)
Ethics -definitional aspects, Nature of ethics, Scope of ethics, The philosophical basis of ethics, Family ethics, Ethics at the workplace and professions, Relevance of ethics in society.	

COURSE LEARNING OUTCOMES (CLOs):

- Students will be able to understand the harmony in nature and existence, and work out their mutually fulfilling participation in nature.
- Students will be able to relate ethical concepts and materials to ethical problems in specific professions and professionalism.
- Students will be made available to aware about the types of ethical challenges.

Books Recommended:

- R R Gaur, R Asthana, G P Bagaria, The Textbook A Foundation Course in Human Values and Professional Ethics, 2nd Revised Edition, Excel Books, New Delhi, 2019.
- R R Gaur, R Asthana, G P Bagaria, The Teacher's Manual Teachers' Manual for A Foundation Course in Human Values and Professional Ethics, 2nd Revised Edition, Excel Books, New Delhi, 2019.
- R. R. Gaur, R. Sangal, G. P. Bhagaria, A Foundation Course in Value Education, Excel Books Publisher.

Reference Books

- Ek Parichaya, A Nagaraj, Amar Kantak, Jeevan Vidya, Jeevan Vidya Prakashan, 1999.
- A.N. Tripathy, 2003, Human Values, A Foundation Course in Human Values and Professional Ethics, New Age International Publishers.
- Mohandas Karamchand Gandhi, The Story of My Experiments with Truth.


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Format of Question Paper for End Semester Examination

Roll No:.....

Total Pages:.....

Month-Year (---/---)

MBA Tourism & Hospitality Management

Code: UHV-6100

Title: Universal Human Values and Professional Ethics

Semester-I

Max. Time: 3 Hour

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section, A, B, C, D and section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Section A

- 1 Self-exploration is a process of dialogue between 'What you are' and 'What you really want to be Explain and illustrate. (12)
- 2 What do you mean by values and human values? Explain the basic guidelines and process for value education? (12)

Section B

3. How does the feeling of *Sanyam* ensure health of the body? List two programs of *Sanyam*. (12)
4. Distinguish between the needs of self and need of body. The needs of the body are quantitative support your answers with examples. (12)

Section C

5. There are four orders in Nature. How do each other participate in the harmony in the Nature? Give few examples.(12)
6. What is the meaning of justice in human relationship? How it follows from family to world family (12)

Section D

7. What do you understand by competence in professional ethics? Give two examples of its implications in Industry. (12)
8. What do you mean by competence in professional ethics? Elaborate with examples. (12)


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Section E

9. Write short notes on the following:
- (a) Value Education.
 - (b) Self-regulation.
 - (c) Sensations and preconditioning.
 - (d) Happiness and prosperity.
 - (e) What do you mean by human relationship?
 - (f) How to build trust in the relationship?

(6x2=12)


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HIMACHAL PRADESH TECHICAL UNIVERSITY, HAMIRPUR



Syllabus
for
MBA Tourism and Hospitality Management
(MBA THM)
(SEMESTER-2)

As per National Education policy (NEP-2020)

(w.e.f. the Academic Year 2023-2024)

Department of Tourism and Hospitality Management
School of Tourism and Hospitality Management


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Scheme of Teaching and Examination MBA Tourism and Hospitality Management

Semester-2

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ES E	Internal Assessment				
								PE	TA	A	Total	
MBA THM-6201	CC	Travel Agency Management and Tour Operation	4	0	0	4	60	20	15	05	40	100
MBA THM-6202	CC	Tourism Entrepreneurship and Legal Aspects	3	0	0	3	60	20	15	05	40	100
MBA THM-6203	CC	Indian Knowledge System with reference to tourism	3	0	0	3	60	20	15	05	40	100
MBA THM-6204	CC	Leadership Development Program	0	0	4	2	-	-	-	-	-	100
IKS-6200	VAC	Indian Knowledge System	2	0	0	2	60	20	15	05	40	100
	DSE	Specialization- 1	4	0	0	4	60	20	15	05	40	100
	DSE	Specialization- 2	4	0	0	4	60	20	15	05	40	100
	DSE	Specialization- 3	4	0	0	4	60	20	15	05	40	100
	ID	Interdepartmental elective course	2	0	0	2	60	20	15	05	40	100
			26	0	4	28	480	160	120	40	320	900

Note: Students can opt any of the one specialization with 3 mandatory DSE subjects out of 5 Discipline Specific Electives.

Legends:	CC - Core Course	ESE-End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT- Travel Trade	
	TM- Tourism Marketing	
	HM- Hospitality Management	


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MBA THM -6201 TRAVEL AGENCY MANAGEMENT AND TOUR OPERATION							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency.
- 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 I: Introduction to travel agency	15 Lectures
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 prospects, problems, and issues. Organization structure of a standard Travel Agency with examples of some leading agencies (Yatra.com, makemytrip.com, 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 II: Tour Operations	15 Lectures
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 Retail Travel.	
Unit III: Field Operations	15 Lectures


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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 IV: Tour Packaging

15 Lectures

Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, information, counseling and other ancillary services to GITs & FITs. Tour Packaging: The concept of tour & tour packaging Growing demand for tour packages: organizations and agencies in tour packaging business: Various types of tour packages.

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to

- Defines differences between travel and tourism concepts.
- Defines the structure of travel industry
- Lists the enterprises and their functions in travel industry
- Explains the relationship between travel agencies and other enterprises.

Suggested Readings:

- Mohinder Chand,(2019) Travel Agency Management, Anmol: Delhi
- Chunk, James, Dexter &Boberg, (2020) Professional Travel Agency Management. Prentice Hall Publication
- Fay Betsy, (2009) Essentials of Tour Management, New Jersey: Prentice Hall Publication.
- Negi J.M., (2014) Travel Agency and Tour Operation: Concepts and Principles, New Delhi:Kanishka Publishers & Distributors


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM -6201

**Title: Travel Agency Management & Tour Operation
Semester-II**

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. (a) Write about History and growth of travel agency business.
(b) Explain emergence of Thomas Cook as travel agency. (8,4)
2. Explain in detail about different Organization structure of a standard Travel Agency with examples of some leading agencies. (12)

SECTION – B

3. What are the Types of Tour Operators. Explain in detail. (12)
4. (a) What is the Process of travel decision making.
(b) Explain the Mode and Destination selection. (8,4)

SECTION – C

5. (a) Explain Role of Distribution in exchange process.
(b) Write about Distribution System in Tourism Operation (8,4)
6. Explain in detail about Importance and Future of credit cards and RBI Regulations for Tour Operators (12)

SECTION – D

7. Explain the different Functions of Travel Agents & Tour operators (12)
8. Explain the Various types of tour packages. (12)


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SECTION – E (Compulsory)

9. Write short note on

(a) Yatra.com

(b) LPTI Travels

(c) Reservation and Cancellation procedures for Tour related services

(d) Airline Exchange Order

(e) Daily Sales Record

(f) GITs and FITs. (6 ×2=12)



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MBA THM -6202 TOURISM ENTREPRENEURSHIP AND LEGAL ASPECTS							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

Course Objectives (COs)

- The aim of this course is to enrich students with entrepreneurial styles
- To learn entrepreneurial challenges and legal aspects in Hospitality & Tourism

Unit I: Entrepreneurship	15 Lectures
Definition characteristics and functions. Distinction between entrepreneur and manager. Entrepreneur traits and motivation; theories of entrepreneurship. Role of entrepreneur in economic development- factors affecting entrepreneurial growth. Basic needs of a tourism entrepreneur. Schumpeter's concept of an entrepreneur. Risk and uncertainty in entrepreneurship with reference to tourism and hospitality. Entrepreneurial competencies.	
Unit II: Types of entrepreneurs	15 Lectures
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 to tourism and hospitality. Women entrepreneur; need, scope, and problems. Women empowerment and entrepreneurship.	
Unit III: Venture promotion	15 Lectures
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 a Small scale business. Tourism	

marketing mix for entrepreneurs-travel firms (tour operators, travel agencies), Hospitality- (hotels, supplementary units)	
Unit IV: Project	15 Lectures
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.	

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able

- Understand the public organization of the tourism sectors.
- Analyze information and make decisions using critical thinking and problem-solving skills.
- Evaluate diversity and ethical considerations relevant to the tourism & hospitality industry.
- Identify and apply business concepts and skills relevant to the operational areas of tourism & hospitality management.
- Describe and apply the fundamental principles of leadership and model the behaviour of effective leaders.

References

- Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi. 5. Abraham M.M., Entrepreneurship Development and Project Management, Prakash: Changemakers.
- Desai, Vasant (2012) Entrepreneurship Development, Himalaya Publishers.
- Hisrich.D.Robert. (2011), International Entrepreneurship: starting Developing and, Managing a Global Venture, Sage.
- Rice P. Mark (2008), Entrepreneurship, Atlantic Publishers.
- Stephen J. Page (Editor), Jovo Ateljevic (2009) Tourism and Entrepreneurship: International Perspectives (Advances in Tourism Research), A Butterworth Heinemann Title; 1 edition.


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM -6202

Title: Tourism Entrepreneurship and Legal Aspects

Semester-II

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. (a). Describe Risk and uncertainty in entrepreneurship with reference to tourism and hospitality industry.

(b) Write about Schumpeter's concept of an entrepreneur. (8, 4)

2. Define entrepreneurship; explain its characteristics and functions. (12)

SECTION – B

3. Write an essay on Women empowerment and entrepreneurship. (12)

4. (a) What are the Factors affecting entrepreneurial growth in general and with reference to tourism and hospitality.

(b) Explain the Types of entrepreneurs. (8,4)

SECTION – C

5. (a) Explain Venture promotion steps.

(b) Write about Tourism marketing mix for entrepreneurs. (8, 4)

6. Explain in detail about problems faced by a new entrepreneur and the pre requisites to start a small-scale business (12)

SECTION – D

7. Explain the Comparative study of PERT and CPM (12)

8. Write the Format of feasibility report. (12)


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SECTION – E (Compulsory)

9. Write short note on

- (a) Administration and management.
- (b) Forms of ownership.
- (c) Women entrepreneur.
- (d) Project appraisal.
- (e) Motivation.
- (f) Basic needs of a tourism entrepreneur. (6 ×2=12)


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MBA-THM 6203 INDIAN KNOWLEDGE SYSTEM WITH REFERENCE TO TOURISM							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- Understand the basics of art & architecture.
- To get familiar with the culture of India.
- To know the natural and cultural heritage of India

Unit I: Art and Architecture of India	15 Lectures
Introduction to Art and Architecture of Ancient, Medieval and Modern India.	
Unit II: Historical Significance	15 Lectures
Places with historical significance in India (North, South, East and West), Main Religious circuits of India (Hinduism, Buddhism, Islamic & Sikhism)	
Unit III: Indian Culture	15 Lectures
Fairs and festivals of India, Classical Music, Classical Dances, Folk Dances, Main tribes of India	
Unit IV: UNESCO SITES	15 Lectures
UNESCO natural, cultural, and mixed world heritage sites of India, Wetlands	


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Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to;

- Acquire details of various religions being practiced in India.
- Understand the need of proper management and efficient marketing of religious tourism in India.
- Understand the basics of Indian cultural heritage.
- Identify the architectural heritage sites of India

References

- Agrawal V.S.: The Heritage of Indian Art, Govt. of India Publication.
- Basham A L: The wonder that was India, Tapling Publishing Co., New York
- Christopher Tadgell : The History of Architecture in India, Penguin, New Delhi
- Daljeet and PC Jain: Indian Miniature Paintings, Brijwasi Art Press
- Dalmia Yashodhra: Contemporary Indian Art: Other Remedies, Marg Publisher, Mumbai
- Luniya B.N.: Ancient Indian Culture, Laxmi Narain Educational Publisher, Agra
- Venkataraman Leela: Indian Classical Dance, Roli Books



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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA-THM 6203

**Title: Indian Knowledge System with Reference to Tourism
Semester-II**

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. Introduction to Art and Architecture of Ancient India. (12)
2. Explain in detail Art and Architecture of Modern India. (12)

SECTION – B

3. Write about Places with historical significance in North India. (12)
4. What are the main religious circuits of India? (12)

SECTION – C

5. (a) List out various Fairs and festivals of India.
(b) Write about Main tribes of India. (8, 4)
6. Explain in detail the Classical Dances and Folk Dances of India. (12)

SECTION – D

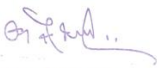
7. Make a list of UNESCO world heritage sites in India. (12)
8. Write the name of Wetlands in India. (12)


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SECTION – E (Compulsory)

9. Write short note on

- (a) UNESCO.
- (b) Wetlands.
- (c) Classical Music.
- (d) Places with historic significance.
- (e) Any one Buddhism circuit.
- (f) Art and architecture of medieval India. (6 ×2=12)



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MBA-THM 6204 LEADERSHIP DEVELOPMENT PROGRAM						
Teaching Scheme		Credit		Marks Distribution		Duration of End Semester Examination
L	T	P	C		Total	
0	0	4	2	External Assessment: 100	100	-

Course Objectives (COs)

- The objective of this course is to develop the leadership qualities through various field activities, like trekking, camping, mountaineering, adventure sports, along with possibilities of learning in outdoor environments.

Course Learning Outcomes (CLOs):: On successful completion of the course, the students will be able to;

- Emerge as leaders in teams in organizations.
- Become familiar with team building activities and fun games.
- Develop as entrepreneurs in the tourism sectors.
- Successfully survive through tough terrains in expeditions.
- Learn the skill of adaptability in diverse situations by indulging in various outdoor activities.

The duration of this programme will be minimum of seven (7) days. Duration/LDP camp location can be subject to change as decided by the coordinator or head of the department. After coming back the students will submit their report in the department

Evaluation: This report would be evaluated by an internal/external examiner, nominated by the Academic Committee of HPTU out of 100 marks


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IKS-6200 INDIAN KNOWLEDGE SYSTEM							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs):

- To equip the students with the knowledge and understanding related to Indian knowledge systems, origin, evolution and the approaches used in ancient and modern times.
- To promote the youths to do research in the various fields of Bhāratīya knowledge system.

Unit-I: Bhāratīya Civilization and Development of Knowledge System	8 Lectures
Genesis of the land, On the trail of the Lost River, Discovery of the Saraswatī River, The Saraswatī-Sindhu civilization, Traditional knowledge system, The introduction to Vedas, Main Schools of Philosophy (6+3), Ancient education system, The Takṣaśilā University, The Nālandā University, Alumni, Knowledge export from Bhārata.	
Unit-II: Arts, Literature and Scholars	8 Lectures
Art, Music, and Dance, Naṭarāja– A masterpiece of Bhāratīya Art, Literature, Life and works of Agastya, Lopāmudrā, Ghoṣā, Vālmīki, Patañjali, Vedavyāsa, Yājñavalkya, Gārgī, Maitreyī, Bodhāyana, Caraka, Suśruta, Jīvaka, Kaṇāda, Patañjali, Kauṭīlya, Pāṇini, Thiruvalluvar, Āryabhaṭa, Varāhamihira, Bhāskarācārya, Mādhavācārya.	
Unit-III: Engineering, Science and Management	8 Lectures
Engineering, science and technology in the Vedic Age, Post-Vedic period and Saraswatī-Sindhu civilization, Concept of matter, life and universe, Bhāratīya Kāla-gaṇanā, Concepts of Zero, Pi and number system, Vedic Mathematics, Āyurveda, Astronomy in India, Agriculture in India, Water Management in India, Trades in Ancient India, Seals, Coins and Marine	

Technology.	
Unit-IV: Cultural Heritage and Indian Traditional Practice	6 Lectures
Temple architecture in ancient India, Sculptures, Theatre, Drama and Martial arts traditions, Fairs and festivals, Yoga, Integrated approach to healthcare, Approaches and strategies to the protection and conservation of environment.	

Course Learning Outcomes (CLOs):

- The students will be able to understand and appreciate the rich heritage that resides in our traditions.
- The students will be able to improve mindfulness and more maturity leading to an effective process of learning.
- The students will be able to create awareness amongst the youths about the true history and rich culture of the country.

Books Recommended:

- Bhag Chand Chauhan, IKS: The Knowledge of Bharata, Garuda Prakashan, 2023.
- Pradeep Kohle et. Al. Pride of India- A Glimpse of India's Scientific Heritage edited by Sanskrit Bharati, 2006.
- Keshav Dev Verma, Vedic Physics, Motilal Banarsidass Publishers, 2012.
- Suresh Soni, India's Glorious Scientific Tradition, Ocean Books Pvt. Ltd., 2010.
- Sibaji Raha, et al, History of Science in India Volume-1, Part-I, Part-II, Volume VIII, National Academy of Sciences, India and The Ramkrishna Mission Institute of Culture, Kolkata, 2014.


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: IKS-6200

Title: Indian Knowledge System

Semester-II

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. (a) Write about Traditional knowledge system.
(b) Explain emergence of The Nālandā University. (8,4)
2. Explain in detail about Knowledge export from Bhārata. (12)

SECTION – B

3. What are the Types of Art, Music, and Dance in Bhārata. (12)
4. (a). Discuss Life and works of Agastya.
(b). Discuss about evolution of Patañjali. (8,4)

SECTION – C

5. (a) Explain Role of astronomy in India.
(b) Write about Ayurveda.(8,4)
6. Explain the Practices of Engineering, science and technology in the Vedic Age and Post-Vedic period. (12)

SECTION – D

7. Explain the different types of Temple architecture in ancient India (12)
8. Explain the Various Approaches and strategies to the protection and conservation of environment. (12)


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SECTION – E (Compulsory)

9. Write short note on

- (a) Life and universe.
- (b) Yoga.
- (c) The Takṣaśilā University.
- (d) Water Management in India
- (e) Marine Technology.
- (f) Fairs and festivals. (6 × 2 = 12)


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Discipline Specific Electives: (Specialization : 1-Travel Trade) Semester-2nd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM – TT 6201	DSE	Tour Package Designing	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 6202	DSE	Destination Interpretation: India	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 6203	DSE	MICE and Event Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 6204	DSE	Introduction to Aviation Industry	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 6205	DSE	Information and Technology in Tourism Industry	4	0	0	4	60	20	15	05	40	100


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MBA THM – TT 6201 TOUR PACKAGE DESIGNING							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The course aims to provide a comprehensive theoretical and practical knowledge of tour operation, types of tour, standard components of tour package
- Preparation of tour packages-their costing and pricing and marketing strategies.

Unit I: Tour Packaging – Concept, Nature and Scope	15 Lectures
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 II: Types of Itineraries	15 Lectures
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 III: Linkages for Packaging	15 Lectures

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 IV: Tour Packaging in Indian Context – Case Examples	15 Lectures
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.	

Course Learning Outcomes (CLOs) : On successful completion of the course, the students will be able to:

- Prepare the tour packages.
- Prepare itineraries for tourists.
- Understand the linkages in travel trade industry.
- Carry out the cost of tour packages

References

- Travel Agency & Tour Operations, Foster D (2014) Conducting Tours, Dellers
- Travel Agency and Tour Operation, J M Negi (2019)
- Marketing for Tourism – J. Christopheo Holloway & Chris Robinson


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM – TT 6201

Title: Tour Package Designing

Semester-II

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. (a) Write about Marketing of Tour Packages.
(b) Explain Need for Pre-active Approach. (8,4)
2. Explain in detail about Concept, Significance, Scope and Limitations, Key Elements and Steps involved in Formulation Standard Tour Package. (12)

SECTION – B

3. What are the Types of Itineraries? Explain in detail. (12)
4. (a) What is Tour Escort's Itinerary? Write Definitions and Case Examples.
(b) Explain Special Interest Itineraries. (8,4)

SECTION – C

5. (a) Explain Method of Preparation of Tour Itinerary.
(b) Write about Costing of Tour Itinerary. (8, 4)
6. Explain in detail about various Tools and Techniques for Preparation of Tour Itineraries (12)

SECTION – D

7. Explain the different Land Based Adventure Tourism Packages. (12)
8. Explain the Various types of Cultural Tourism Packages . (12)


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SECTION – E (Compulsory)

9. Write short note on

- a) Public relations.
- b) Key elements of standard tour package.
- c) Shoulder Season.
- d) Benefits of Tour Escort.
- e) SIT.
- f) DMC. (6 × 2 = 12)


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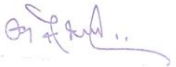
MBA THM – TT 6202 DESTINATION INTERPRETATION: INDIA							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- To gain knowledge on the Tourism industry in India.
- To learn about the growing hospitality, transport industries and their activities.
- Students to gain knowledge on the government policies.

Unit I: Tourism Industry	15 Lectures
To Definition, Nature and Scope – Tourism as an Industry -- Economic Contribution - India's Share in World Tourist Arrivals and Receipts -- Foreign Exchange Earnings - Employment -Foreign Investment -- Basic Components of Tourism -Transport- Accommodation- Facilities and Amenities -- Emerging trends in tourism industry	
Unit II: Tourist Destinations: Geographical locations -- Mountains – Hill stations.	15 Lectures
Kashmir, Sri Nagar, Shimla, Manali, Kullu Valley, Nainital, Darjeeling Mt. Abu, Mahabaleswar, Ooty, Kodaikanal -- Beaches: Gopalpur, Juhu, Goa, Visakhapatnam, Chennai, Mahabalipuram, Pondichery and Kovalam.	
Unit III: Heritage Centres : Forts and Palaces.	15 Lectures
Jaipur – Jodpur – Udaipur – Jhansi – Bandhavgar - Raigad – Golkonda – Vellore – Penukonda – Chandragiri – Gooty -- Palaces : Mysore Palace -- Umaid Bhavan Palace Jodhpur- HawaMahal, Jaipur- Lake Palace Udaipur	
Unit IV: Tour Packaging in Indian Context – Case Examples	15 Lectures
Responsible Tourism: Role of Public and Private sectors in Tourism -- Ministry of Tourism, Government of India and State Tourism Corporations -- Sustainable Tourism development – Conservation and Ecotourism.	

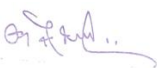

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Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Gain Knowledge about major tourism destinations of India.
- Identify the monuments of historic importance in India.
- Describe the famous hill stations and national parks of India.
- Insight into the coastal destinations and islands of India.

References:

- A bhoy Das Jhangi, Tourism industry in India, Pacific book international publishers, 2019.
- Robinet Jacob, Mahadevan, Sindhu Josep, Tourism products of India, Abhijeet Publications, 2012.
- Media Transasia India, Discover India, Burda Media publication, 1988.
- A. Satish Babu, Tourism Development in India, APH Publication, 2008.
- Planning commission Report, India 2007.
- P.B. Das Nageshwar Rao, Journal of Services Research, (September 2002)



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MBA THM – TT 6203 MICE AND EVENT MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The purpose of this course is to enable the students to acquire a general knowledge about the "MICE and 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.
- The purpose of this course is 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 MICE and Event Management.

Unit I: Introduction to Events	15 Lectures
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 II: Event Planning	15 Lectures
Event planning – Concept, Process and Design, Pre-Event Research, Studying Event Feasibility, legal compliances, marketing and promotion of event, financial management of Events	
Unit III: Protocol In Events	15 Lectures
Event management, meaning, definition, resourcing in event management .Time management in events, developing leadership and supervision skills during events and group development	
Unit IV: Mice Overview	15 Lectures
Introduction to M.I.C.E (Meeting, Incentive, Conference and Convention, Exhibitions)	

Business Meetings: understanding the concept, various meeting setups, organizing business meetings.

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.

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Clarify concept of events and their management.
- Understand the evolution of MICE industry.
- Conceptual knowledge of Conference, Convention and Events and their types.
- Firm grip on famous tourism festivals and trade fairs of India.

References

- Van der Wagen, L., & Carlos, B. R. (2005). Event management: For tourism, cultural, Business and Sporting Events. Upper Saddle River, NJ: Pearson, Prentice Hall.
- S.N Bagchi and Anita Sharma, Food and Beverage Service, Aman Publication, New Delhi.
- Lawson, F.R Congress, Conventions and Conference: facility Supply and demand, International Journal of Tourism management, September. 188, 1980.
- Donald Getz, Event Management & Event Tourism, 1999.
- Goldblatt, JJ Special Events: Art and Science of Celebration. New York, Van Nostrand Reinhold. 1990.
- Torkildsen, G Organisation of major events. In G Torkildsen, Leisure and Recreation Management, 4th Eds. London; New York: E & FN Spon; Routledge. 1999


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MBA THM -TT 6204 INTRODUCTION TO AVIATION INDUSTRY							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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 I: Concepts Of Airlines	15 Lectures
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:, problems of airlines business.	
Unit II: Airport Management	15 Lectures
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 III: Air Transport Services	15 Lectures
International trends-Emerging Indian scenario-PPP- Public Private Partnership in Indian Airports-Environmental Regulations-Private participation in international developments Environment Regulations-Regulatory issues-Meteorological services for Aviation-Airport fees, rates, and charges.	


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Unit IV: Airline Operations	15 Lectures
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.	

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Understand the evolution, structure and working of aviation industry.
- Analyse the airport management process.
- Gain knowledge of various human resources involved in aviation sector.
- Explore air traffic control process and ground handling Issues.

References:

- Graham Annie (2010), Aviation and Tourism-Implications for Leisure Travel, Ashgate, USA
- Raju G, MihirBabu G (2009), “Civil Aviation,-A global perspective”, Excel Books ,New Delhi.
- Graham A (2009), Managing Airports - An international Perspective, Butterworth Heinemann.
- Alexander T Wells (2003), Airport Planning & Management McGraw Hill Professional.
- Alexander T, Well, Seth, Principles of Airport Management
- Nnueville.R, Airport System, Planning Design & Management
- Percy K Singh (2009), Pilot, Airhostess, Flight Engineer and Steward-Roles and responsibilities.


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MBA THM -TT 6205 INFORMATION AND TECHNOLOGY IN TOURISM INDUSTRY							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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 I: Introduction	15 Lectures
Information Technology in Tourism & Hospitality: Historical Development –Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.	
Unit II: Global Distribution System:	15 Lectures
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 III: Typologies of E-tourism:	15 Lectures
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 IV: Payment Systems in E-tourism:	15 Lectures
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	

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Use Electronic technology for data processing and communication.
- Understand Business models.
- Use payment Systems in E tourism.

References

- Sheldon P. (2002), Tourism Information Technology, CABI.
- Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.
- Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
- Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
- Malvino A.P (1995), Electronic Principles, McGraw- Hill. Weaver, D. , The


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Discipline Specific Electives: (Specialization: 2-Tourism Marketing) Semester-2nd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM– TM 6201	DSE	Introduction to Tourism and Hospitality Marketing	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 6202	DSE	Principles of Marketing-1	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 6203	DSE	Consumer Behaviour in Tourism and Hospitality Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 6204	DSE	Service Quality in Tourism and Hospitality Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 6205	DSE	Public Relation in Tourism and Hospitality Management	4	0	0	4	60	20	15	05	40	100


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MBA THM– TM 6201 INTRODUCTION TO TOURISM AND HOSPITALITY MARKETING							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- Understanding the principles and practices of tourism and hospitality management: Students are introduced to the basic concepts, principles, and practices of tourism and hospitality management, including tourism and hospitality operations, marketing, financial management, and human resource management.
- Developing critical thinking skills: Students are taught to analyze and evaluate the various issues and challenges faced by the tourism and hospitality industry, such as globalization, sustainability, and changing consumer preferences.
- Developing management skills: Students are trained to become effective managers and leaders in the tourism and hospitality industry. They learn how to manage operations, employees, and finances, and how to make strategic decision.

Unit I: INTRODUCTION TO TOURISM MARKETING	15 Lectures
Introduction to Tourism Marketing, The concept of Services Marketing. Nature of Tourism Services, Reasons for the Growth of Tourism Services. Meaning of Tourism Market; Retailer; Wholesaler in Travel Trade. Managing the Tourism Services / Distinctive Features of Tourism Product; the Tourism Marketing Mix. Management of Three Additional P's of Tourism Marketing Mix. Strategic Issues in Marketing of Services, Innovations in Services Marketing. The Customer Gap, The Provider Gaps, putting it all Together: Closing the Gaps	

Unit II: GLOBAL PERSPECTIVE OF TOURISM MARKETING	15 Lectures
Tourism marketing at different levels of Economic Development. Significance of Tourism Marketing for National Economy. Marketing of Tourism Products at national and International Level events with relation to travel Trade Fairs like Sate; WTM; ITB Berlin; ITB Asia; Eibtm. Case Study of Honk Kong Disneyland, Timeshare – Well worth Buying and Enjoying. Purchase Process of Tourism Services – Consumption Values, A purchase Model of Tourism Services, Pre-Purchase Phase, The Service Encounter and Post Purchase Phase. Marketing of P's and C's in Travel Trade.	
Unit III: MANAGING HUMAN ELEMENT AND QUALITY ASPECTS:	15 Lectures
Importance and Role of Human element in Tourism Marketing, Building the Right Mind set – Developing Service Culture. Tourism Service Quality; Definition of Quality; Service Encounters and Service Recovery. Determinants of Tourism Service Quality, Gaps Model of Tourism Service Quality. 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).	
Unit IV: MARKETING TOURISM, TRAVEL, TRANSPORT AND HOSPITALITY SERVICES:	15 Lectures
<p>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.</p> <p>Case Study: Indore City Transport Service Limited.</p>	

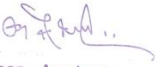
Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Gain a comprehensive understanding of the principles and practices of tourism and hospitality management..
- Critical thinking skills: Students will develop the ability to analyze and evaluate complex issues and challenges faced by the tourism and hospitality industry..
- Management skills: Students will acquire practical management skills necessary for effective leadership in the tourism and hospitality industry.


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References

- The Tourism Concepts and Practices; John R Walker Joweilyn T Walker Pearson (2017).
- Services Marketing, 2e Kenneth E Clow and David L Kuntz
- Services Marketing – Concepts and Practices – Ramneek Kapoor, Justin Paul, BiplabHalder (2013)
- Customer Relationship Management – Urvashi Makkar and Harinder Kumar Makkar
- Marketing Management – Arun Kumar and N Meenakshi
- Services Marketing – Valarie Zithami , Mary Jo Bitner, Dwayne D Gremler , Ajay Pandit
- The business of Tourism Concepts and Strategies; A K Bhatia; Sterling Publishers. (2019)


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM– TM 6201

**Title: Introduction to Tourism and Hospitality Marketing
Semester-II**

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. (a) What are the Distinctive Features of Tourism Product.
(b) Explain the Tourism Marketing Mix. (8,4)
2. How would you define services marketing, and what are its key characteristics when applied to the tourism sector? (12)

SECTION – B

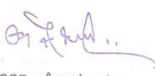
3. What are different levels of the Tourism marketing? (12)
4. (a) What is ITB Asia? Explain.
(b) Discuss purchase Model of Tourism Services. (8,4)

SECTION – C

5. (a) Explain Service Encounters and Service Recovery.
(b) Write about the reason for Gaps in Services. (8, 4)
6. Explain Importance and Role of Human element in Tourism Marketing. (12)

SECTION – D

7. How to Manage marketing mix for Tourism and Hospitality. (12)
8. Explain the Best Practices in Tourism Marketing. (12)


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SECTION – E (Compulsory)

9. Write short note on

- a) Customer Profile of Travel and Transport Services.
- b) The concept of Total Quality Management (TQM).
- c) Determinants of Tourism Service Quality.
- d) Pre-Purchase Phase.
- e) Significance of Tourism Marketing for National Economy
- f) Closing the Gaps. (6 ×2=12)


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MBA THM– TM 6202 PRINCIPLES OF MARKETING -I							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- Understanding the basic concepts and principles of marketing: Students are introduced to the fundamental concepts and principles of marketing, including market research, market segmentation, target marketing, and the marketing mix.
- Developing an understanding of consumer behavior: Students learn about consumer behavior and the factors that influence it, such as motivation, perception, learning, and attitudes.
- Understanding market segmentation and targeting: Students learn how to identify and segment markets based on demographics, psychographics, and behavior, and how to select target markets for their products or services.

Unit I: THE MARKETING PROCESS:	15 Lectures
Approaches to the study of marketing, evaluation of marketing, the modern concepts of marketing, components of hospitality product and services.	
Unit II: THE ROLE OF MARKETING ORGANISATION:	15 Lectures
Organizing for marketing, evolution of marketing organization, principles of organizational design & marketing organization structures, organizational problems, planning & control of marketing operations, problems of marketing planning, sales forecasting - a planning tool, control of marketing operations.	
Unit III: MICRO & MACRO ENVIRONMENT:	15 Lectures

Micro and macro environment in tourism industry, meaning & dimensions of market, market segmentation, Indian market, marketing opportunities.

Unit IV: MARKETING RESEARCH

15 Lectures

Marketing research: meaning & scope, contributions & limitations of marketing research, profile of marketing research in India, marketing research procedure, types & techniques of marketing research, marketing research organization and CPM.
Distinguish between administration and management.

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Knowledge and understanding: Students will gain a solid understanding of the basic concepts and principles of marketing.
- They will be familiar with key marketing terms, theories, and models, including market research, market segmentation, target marketing, and the marketing mix (product, price, place, and promotion).

References

- "Marketing Management" by Philip Kotler and Kevin Keller
- "Principles of Marketing" by Gary Armstrong and Philip Kotler
- Marketing: An Introduction" by Gary Armstrong and Philip Kotler
- "Marketing: Real People, Real Choices" by Michael Solomon, Greg W. Marshall, and Elnora W. Stuart
- "Marketing for Hospitality and Tourism" by Philip Kotler, John T. Bowen, and James Makens
- Marketing: A Global Perspective" by Svend Hollensen


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MBA THM– TM 6203 CONSUMER BEHAVIOUR IN TOURISM AND HOSPITALITY MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The course is designed to help the learners to understand about the importance of guiding in tourism industry.
- Empower students to acquire skills to guide the tourist at various destinations. Help students to develop their personality skills further.

Unit I: CHARACTERISTICS AFFECTING CONSUMER BEHAVIOUR:	15 Lectures
Cultural factors, social factors, Personal factors, psychological factors. Models of Consumer Behaviour - Black Box model, High Commitment and Low Commitment Consumer Behaviour.	
Unit II: PROJECT MANAGEMENT	15 Lectures
Managing resources, 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 III: BUYER DECISION PROCESS:	15 Lectures
Need recognition, Information search, Evaluation of alternatives, Purchase decision, Post purchase behaviour. Buyer Decision Process for New Products. Stages in the adoption process, Individual differences in innovativeness, Influence of product characteristics on rate of adoption	
Unit IV: MARKETING RESEARCH	15 Lectures


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Marketing research: meaning & scope, contributions & limitations of marketing research, 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.

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Consumer behavior understanding: Students will develop an understanding of consumer behavior and the factors that influence it. They will learn about the psychological and social processes that affect consumer decision-making, including motivation, perception, learning, attitudes, and cultural influences. This knowledge will enable them to create effective marketing strategies that resonate with target consumers.

References:

- Hoyer, Consumer Behaviour, 1998.
- Kotler, Philip and Armstrong, Philip, Principles of Marketing, Prentice Hall of India-1999.
- Mathiesen A. and Wall G., Tourism : Economics, Physical and Social Impacts Longman,London,1992
- Mayo, E. and Jaris, L., The Psychology of Leisure Travel CBI Publishing Co., BostonMass,1991
- Pearce P.L., The Social Physiology of Tourist Behavior Pergamon Press,1982


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MBA THM– TM 6204 SERVICE QUALITY IN TOURISM AND HOSPITALITY MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- To present a service management approach to building quality and competitive advantage
- To enable the learner to employ the basic analytical tools required to assess servicequality.
- To provide students an opportunity to analyze hospitality and related service businesses

Unit I: QUALITY – VISION, MISSION, AND POLICY STATEMENTS.	15 Lectures
<p>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.</p> <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. 	
Unit II: PROJECT MANAGEMENT:	15 Lectures
<p>Managing recourses, time, Quality Project Management techniques & skills.</p> <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. 	

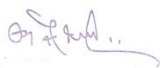
<ul style="list-style-type: none"> • Total Quality Management & Tourism • ISO <p>Importance of quality Management in developing and tourist destination.</p>	
Unit III: CONCEPT OF SERVICE	15 Lectures
<p>Definitions & Meaning</p> <ul style="list-style-type: none"> • Types of service • Classifications of 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 IV: PRODUCTIVITY & QUALITY IMPROVEMENT	15 Lectures
<ul style="list-style-type: none"> • Management challenges in service sector • Key elements of Managerial skill in Tourism & hospitality Industry • Tourism and crises Management 	

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Understanding of Service Quality Concepts: Students should develop a solid understanding of the fundamental concepts and theories related to service quality in the tourism and hospitality industry. This includes concepts such as customer satisfaction, service expectations, service gaps, and the dimensions of service quality.
- Knowledge of Customer Expectations: Students should gain knowledge about the factors that influence customer expectations in the tourism and hospitality industry. They should be able to analyze customer needs and preferences and understand how these expectations shape their perceptions of service quality.

References:

- 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
- Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.
- Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.
- Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.
- M. Raghavachari & KV Ramani, Delivering Service Quality: Managerial Challenges for 21st Century, Macmillan Publishers India, Third Edition 2011.


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MBA THM– TM 6205 PUBLIC RELATIONS IN TOURISM AND HOSPITALITY MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- This course emphasizes the importance of Public Relations in Tourism & Hospitality.
- It aims to teach the basic principles involved in managing public relationships.

Unit I: INTRODUCTION TO CONTEMPORARY PUBLIC RELATIONS:	15 Lectures
Organizational context of public relations, social context of public relations – Communication and Public opinion, Principles of persuasion, adjustment, and adaptation – PR in Tourism.	
Unit II: PROMOTION-MIX FACTORS; ADVERTISING	15 Lectures
Creative advertising, major decisions and process in creative advertising, public relations, press relations, product publicity, corporate communications, lobbying, and counselling; Public relations: process/PR tools in tourism and hospitality industry.	
Unit III: CRM	15 Lectures
Optional allocation rules for CRM, Measuring the effectiveness of relationship marketing, Characteristics of a Good Customer Satisfaction Survey	
Unit IV: RELATIONSHIP MARKETING	15 Lectures
Strategies and Customer Perceived Service Quality, Organizing for Relationship Management,	


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Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Understanding the importance of public relations in tourism and hospitality: Students will recognize and appreciate the crucial role that public relations play in the tourism and hospitality industry.
- Knowledge of the basic principles of managing public relationships: Students will learn the fundamental principles and strategies involved in managing public relationships. They will study topics such as stakeholder analysis and engagement, media relations, crisis communication, corporate social responsibility, and ethical considerations in public relations.

References:

- Ed Peelen: Customer Relationship Management: Pearson, New Delhi
- Alok Kumar Rai: Customer Relationship Management: PHI, New Delhi
- G. Shainesh: Customer Relationship Management: Tata McGraw Hill, New Delhi


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Discipline Specific Electives: (Specialization: 3 -Hospitality Management) Semester-2nd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM - HM 6201	DSE	Culinary Art	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 6202	DSE	Food & Beverage Service Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 6203	DSE	Front Office Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 6204	DSE	Accommodation Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 6205	DSE	Application of computers in Hospitality Industry	4	0	0	4	60	20	15	05	40	100


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MBA THM -HM 6201 CULINARY ART							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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 I: Introduction to the Art of Cookery:	15 Lectures
Culinary History- Development of the Culinary Art from the Middle Ages to modern cookery. Modern hotel kitchen Nouvelle Cuisine, 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 II: Preparation of ingredients	15 Lectures
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 III: Equipment used in kitchen	15 Lectures
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 IV: Stocks

15 Lectures

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.

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Evaluate Concepts and Theories in Culinary Tourism
- Analyze the structure, products, services, and interactions in tourism and hospitality
- Examine the role of culinary tourism in communities and environments
- Evaluate theories of culinary tourism by adopting a multi-disciplinary perspective
- Communicate and respond to the diversity within the hospitality and tourism industry

References

- Theory of Cookery – Krishna Arora.
- Modern Cookery – ThangamPhilip (2016)
- Larousse Gastronomique - Montagne
- Professional Chef – Arvind Saraswat.(2018)
- Food Production Operation – Parvinder Bali


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM -HM 6201

Title: Culinary Art

Semester-II

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. (a) What are the Raising agent- functions of raising agents, chemical raising Agents & yeast?

(b) Write down the Popular International Cuisines. (8,4)

2. Write about Development of the Culinary Art from the middle ages to modern cookery. (12)

SECTION – B

3. What are different Methods of mixing foods? (12)

4. (a) Write in detail about various vegetable cutting style and also explain.

(b) Discuss Preparation of ingredients. (8,4)

SECTION – C

5. (a) What do you mean by Cooking fuels ? What are uses & advantage of different types of cooking fuels?

(b) Write about the Methods of Cooking. (8, 4)

6. Explain Importance and Types of Kitchen Equipments. (12)

SECTION – D

7. Write down the Recipes for known International Sauces & their uses. (12)

8. Explain the Best Soups, classification of soups, meaning of each type with examples. (12)


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SECTION – E (Compulsory)

9. Write short note on

- a) Commonly used fats and oils.
- b) Main Kitchen and Kitchen Duties
- c) Methods of cooking food.
- d) Basic Preparations.
- e) Derivatives of mother sauces
- f) Baking and roasting. (6 × 2 = 12)



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MBA THM -HM 6202 FOOD & BEVERAGE SERVICE MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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 kitchens, staff, equipment's used in kitchen as well as in restaurant and further they will know about different types of services.

Unit I: Introduction	15 Lectures
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.	
Unit II: Food and Beverage Services Operations	15 Lectures
Introduction, concept and classification of catering establishment, their importance, personal hygiene, uniform and grooming standards, F&B service outlets and familiarization with their layouts, hierarchy of F&B service department, modern staffing in various hotels, duties and responsibilities of various employs in F&B services	
Unit III: Food & Beverage Service equipment's	15 Lectures
Types & Usage of Equipment- Furniture, Chinaware, Silverware & Glassware, Linen, Disposables, Special Equipment, Care & maintenance. Recent Development in Food & Beverage operarion	

Unit IV: Control System	15 Lectures
Necessity and function of Control System, F & B Control Cycle, Role of Cashier in F & B Controls, Cash handling equipment, Theft control procedures - Single K.O.T, Double K. O. T, Triplicate K.O.T & four copies K.O.T, Introduction of Micros in F & B - its role and importance.	

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Will know factors that play role in the development of the food and beverage industry
- Can explain social and economic reasons in the development of food and beverage industry.
- Can classify the types of food and beverage operations.
- will know the difference of food and beverage operations management.

References

- Food Production Operations: Parvinder S Bali, Oxford University Press
- Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman
- Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu.


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MBA THM -HM 6203 FRONT OFFICE MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- This course shall introduce management.
- To handle transactions between the guests and the hotel accurately. To track the transactions throughout the guest's occupancy. To monitor the guest's credit limit.

Unit I: Introduction to Tourism and Hospitality Industry	15 Lectures
Tourism and its importance, Hospitality and its origin Hotels, their evolution and growth, Brief introduction to hotel core areas with special reference to Front Office.	
Unit II: Classification of Hotels	15 Lectures
Size, Star, Location & clientele, Ownership basis, independent hotels, Management contract hotel, Chains, Franchise/Affiliated, Supplementary accommodation, Timeshares and condominium	
Unit III: Types of Rooms	15 Lectures
According to the Categories of room, the Size of room according the standardization and according to room size what size is preferable for different type of room bed size.	
Unit IV: Front Office Organization	15 Lectures
Function areas, Front office hierarchy, Duties and responsibilities, Personality traits	


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Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Design all the functions to manage the front office.
- Explains planning, organization, and coordination in front office.
Explains recruiting, directing, and auditing in front office.
- Reports the all the activities.

References

- Hotel front office operations and management –Jatashankar R. Tewari
- Front Office Management-Gajanan Shirke Professional Chef – Arvind Saraswat.
- Food Production Operation – Parvinder Bali



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MBA THM -HM 6204 ACCOMMODATION MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The Housekeeping course is intended to impact knowledge, skills and attitudes that will enable the participants to carry out and manage housekeeping operations in a hotel as well as provide a wide range of supporting service.

Unit I: Tariff Structure	15 Lectures
Basis of charging, Plans, competition, customer's profile, standards of service & amenities, Hubbart formula, Different types of tariffs. Rack Rate. Discounted Rates for Corporates, Airlines, Groups & Travel Agents	
Unit II: Organization chart of the Housekeeping	15 Lectures
Hierarchy in small, medium, large and chain hotels, Identifying Housekeeping Responsibilities, Personality Traits of housekeeping Management Personnel and Duties & Responsibilities of Housekeeping staff, Layout of the Housekeeping Department Size, Star, Location & clientele, Ownership basis, independent hotels, Management contract hotel, Chains, Franchise/Affiliated, Supplementary accommodation, Timeshares and condominium	
Unit III: Inter department relation	15 Lectures


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With Front Office, With Maintenance, With Security, With Stores and With Accounts, With Personnel

Unit IV: Reservations

15 Lectures

Importance of reservation-Modes of reservation, Channels and sources (FITs, Travel Agents, Airlines, GITs), Types of reservations (Tentative, confirmed, guaranteed etc.), Systems (non-automatic, semi-automatic fully automatic), Cancellation, Amendments, Overbooking

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Identify the role of housekeeping in a hospitality operation. Explain how to follow environmentally sound procedures for sustainable housekeeping. Describe how to plan and organize the work of the hospitality housekeeping department.

References

- Housekeeping Management – Dr. Pralay Ganguly (2016)
- Hotel Housekeeping management & operation –Sudhir Andrews


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MBA THM -HM 6205 APPLICATION OF COMPUTERS IN HOSPITALITY INDUSTRY							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section- E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- Develop industry-ready professionals for the hospitality sector.
- Gear students for operational and supervisory roles in all sectors. Prepare students for each food production and service roles.

Unit I: Computer Fundamentals	15 Lectures
Definitions, Need, Quality and Value of Information, Data Processing Concepts elements of a computer system, Definitions, Characteristics of Computers, Classification of Computers, Limitations	
Unit II: Hardware Features and Uses	15 Lectures
Components of a Computer -Generations of Computers -Primary and Secondary Storage Concepts -Data Entry Devices Data Output Devices. Software System -Software Application , Language Classification, Compilers and Interpreters	
Unit III: Operating Systems/Environments - Theory basics of MS-DOS	15 Lectures
Internal commands - External commands. Introduction to windows-GUI/Features , What are Windows and Windows 95 and above? Parts of a Typical Window and their Functions	


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Unit IV: Networks – Theory	15 Lectures
Network Topology, Bus, Star, Ring. Types of Networks, LAN, MAN, WAN. Network Configuration Hardware Server, Nodes, Channel, Fibre optic, Twisted, Co-axial	

Course Learning Outcomes (CLOs): On successful completion of the course, the students will be able to:

- Uses of software in hotel industry
- Analyze information and make decisions using critical thinking and problem-solving skills.
- Evaluate diversity and ethical considerations relevant to the hospitality industry.

References

Computers in Hotels: Concepts and Applications Paperback – Illustrated, 29 July 2013
by Partho Pratim Seal (Author)


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Basket of Interdepartmental Subjects

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM ID-6001	ID	Travel Media and Journalism	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6002	ID	Tourism Resources- Art and Architecture	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6003	ID	Tourism Product of India: Natural Heritage	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6004	ID	Indian Society and Culture	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6005	ID	Introduction to Indian Cookery	2	0	0	2	60	20	15	05	40	100
MBA THM ID-6006	ID	Security, Rescue and Disaster management	2	0	0	2	60	20	15	05	40	100

Legends:	CC - Core Course	ESE-End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT- Travel Trade	
	TM- Tourism Marketing	
	HM- Hospitality Management	


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MBA THM ID-6001		TRAVEL MEDIA AND JOURNALISM					
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- To learn different forms of media
- To learn the significance of travel media and journalism in tourism

Unit I: Introduction	8 Lectures
Meaning & types; Role of print and electronic media in tourism promotion: Highlighting new tourism destination, destination image building.	
Unit II: Travel journalism	8 Lectures
Meaning and role in tourism industry; Reporting of meetings, conferences and exhibitions for newspapers, magazines, and journals.	
Unit III: Tourism events	7 Lectures
Reporting of events related to tourism in a calendar year at different places; Advertisement of different travel and tourism events.	
Unit IV: Content writing	7 Lectures
Content writing on various tourism destinations of India with special reference to UNESCO world heritage sites.	


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COURSE LEARNING OUTCOMES (CLOs): On successful completion of the course, the students will be able to

- Understand the role of media.
- To know how to do reporting of tourism events.
- To learn content writing.

References:

- Mass communication: Theory and practice- Uma Narula.(2018)
- Understanding journalism- Lynette Sheridan Burns.
- Travel Journalism: Exploring production, impact and culture- F. Hanusch & E. fursich. (2020)



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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

MBA THM ID-6001

Travel Media and Journalism

Semester-II

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. Write about Role of print and electronic media in tourism promotion. (12)
2. What are various tools and strategies for destination image building. (12)

SECTION – B

3. What do you mean by Travel journalism? Explain its role in tourism industry in detail. (12)
4. (a) Write in detail about conferences and exhibitions for newspapers.
(b) Discuss Reporting of meetings. (8,4)

SECTION – C

5. (a) What do you mean by Advertisement of different travel and tourism events.
(b) Write about the Methods of Advertisement. (8, 4)
6. List out events related to tourism in a calendar year at different places. (12)

SECTION – D

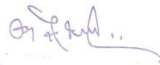
7. Write down the UNESCO world heritage sites in India. (12)
8. What do you mean Content writing on various tourism destinations of India. (12)


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SECTION – E (Compulsory)

9. Write short note on

- a) UNESCO.
- b) Travel and tourism events.
- c) Magazines.
- d) Journals.
- e) New tourism destination.
- f) Electronic media. (6 ×2=12)



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MBA THM ID-6002 TOURISM RESOURCES- ART AND ARCHITECTURE							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- A thorough knowledge about the various tourism product (Art and Architecture)
- It will enhance knowledge about ancient, medieval, and modern architecture features.

Unit I: Elements of Indian Art	8 Lectures
Dance, Music, Literature, Cinema, Handicrafts	
Unit II: Indian Sculptures	8 Lectures
Ancient, Medieval and Modern; Evolution through the ages; Main tourist centres in India.	
Unit III: Indian Architecture	7 Lectures
Ancient, Medieval and Modern; growth and development through the ages; Different style of architecture in India - Hindu, Buddhist and Islamic.	
Unit IV: Indian Paintings	7 Lectures
Ancient, Medieval and Modern; Various schools of Paintings; Important Museums, Art Galleries and Libraries of India.	

COURSE LEARNING OUTCOMES (CLOs): On successful completion of the course, the students will be able to

- Learn the concept and significance of cultural tourism.
- Identify the general features, evolution, components and structure of Indian society.
- Elaborate on the famous architecture, paintings and dance forms of India.

References:

- Agrawal V.S. (2020) The Heritage of Indian Art, Govt. of India Publication.
- Basham A L: The wonder that was India, Tapling Publishing Co., New York


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- Christopher Tadgell : The History of Architecture in India, Penguin, New Delhi
- Daljeet and PC Jain (2017) Indian Miniature Paintings, Brijwasi Art Press
- Dalmia Yashodhra: Contemporary Indian Art: Other Remedies , Marg Publisher, Mumbai
- Luniya B.N.:Ancient Indian Culture, Laxmi Narain Educational Publisher, Agra
- Venkataraman Leela: Indian Classical Dance, Roli Books
- Thapar Romila and Percival Spear: History of India, Orient Longman, New Delhi.
- Sarina Singh et. al., India, Lonely Planet Publications, AustraliaAcharya Ram: Tourism and Culture heritage of India, RBSA Pub, Jaipur


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MBA THM ID-6003 TOURISM PRODUCT OF INDIA: NATURAL HERITAGE							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The knowledge of natural places shall give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc.
- It will enhance knowledge about natural heritage and its significance in tourism.

Unit I: Nature as a tourism attraction	8 Lectures
Concept of ecotourism and responsible tourism, do's and don'ts for tourists and stakeholders, Special requirements for visiting natural areas in India.	
Unit II: Famous Hill Stations	8 Lectures
Mountain and Highland Tourism in India (Major tourist places, activities): Case studies of following tourist places: Ladakh, Srinagar (J&K), Shimla, Manali, Nainital, Mount Abu, Darjeeling, Gangtok, Ooty, Kodaikanal.	
Unit III: Indian Rivers	7 Lectures
Rivers as tourist attractions (Activities and places): Beas, Ganga, Brahmaputra, Periyar. Backwater Tourism, Cruise Tourism in India.	
Unit IV: Wildlife Sanctuaries and National Parks of India	7 Lectures
Important Wildlife Sanctuaries and National Parks of India (Major features, access, facilities, history, procedural aspects for visiting): Great Himalayan National Park, Corbett National Park, Keoladeo Ghana National Park, Ranthambor National Park, Gir National Park, Bhandhargarh, Kanha National Park, Nanda Devi, Kaziranga, Sunder bans, Nagarhole, Periyar.	


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COURSE LEARNING OUTCOMES (CLOs): On successful completion of the course, the students will be able to

- To experience the natural heritage of India
- To get deep insight into various aspects nature-based tourism
- To learn about wildlife sanctuaries and national park of India.

References:

- Hannam Kevin, Anya Diekmann, Tourism and India: A Critical Introduction, Routledge: Oxon
- Newsome David, and Susan A. Moore, Natural Area Tourism: Ecology, Impacts and Management, Chanel View Publication
- Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society of India


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MBA THM ID-6004 INDIAN SOCIETY AND CULTURE							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The Indian society and culture is the main tourist product of India. Its thorough knowledge is essential for any students pursuing wide range of UG & PG courses.
- This course will brief learner about the core understanding of Indian society, culture and various religions in India.

Unit I: Indian Culture	8 Lectures
Culture and its components, Structure of Indian Society, Varnashrama, Caste system in India, Karma and Dharma Philosophy, Rites and Rituals, Main characteristics of Indian culture.	
Unit II: Indian Religion	8 Lectures
Major religions of India - Foundations, Major centres in India: Hinduism, Buddhism, Jainism, Islam, Christianity and Sikhism	
Unit III: Indian Festivals	7 Lectures
Festivals of India - Background, importance and popular places: Ganapati- puja, Diwali, Holi, Dussehara, Puja-Navaratra, Janmashtami, Pongal, Onam, Id, Muharram, Gurpurab, Christmas.	
Unit IV: Dress & Dances of India	7 Lectures
Traditional Dresses and Ornaments, Dances of India (Classical)	


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COURSE LEARNING OUTCOMES (CLOs): On successful completion of the course, the students will be able to

- Learn the concept and significance of cultural tourism.
- Identify the general features, evolution, components and structure of Indian society.
- To get deep insight into major religion of India.

References:

- Agrawal V.S.: The Heritage of Indian Art, Govt. of India
- Publication. Basham A L: The wonder that was India, Tapling Publishing Co., New York
- Christopher Tadgell : The History of Architecture in India,Penguin, New Delh Daljeetand PC Jain: Indian Miniature Paintings, Brijwasi ArtPress
- Dalmia Yashodhra: Contemporary Indian Art: Other Remedies , Marg Publisher,Mumbai


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MBA THM ID-6005 INTRODUCTION TO INDIAN COOKERY							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- This course will give the knowledge of Indian cooking to the students.
- Students will get versed with Indian regional cuisine, basic Indian spices, and basic Indian gravies, traditional Indian cooking methods, cooking equipment used and required or Indian cuisine and specific cooking ingredients.

Unit I: Introduction to regional cuisine	8 Lectures
Introduction to Indian Regional Cuisine History & heritage of Indian Cuisine Factors that affect eating habits in different parts of the country Geographic location Historical background Seasonal availability Special equipment Staple diets Specialty cuisine for festivals and special occasions Indian cuisine Culinary Term.	
Unit II: Indian cuisines north region	8 Lectures
Kashmir Mugalai Punjab Rajasthan INDIAN CUISINES EAST Bengal Seven sister states (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland & Tripura) INDIAN CUISINES WEST Gujarat Maharashtra INDIAN CUISINES SOUTH Tamil Nadu Kerala Andhra Pradesh INDIAN CUISINES CENTRAL INDIA Madhya Pradesh Chhattisgarh Uttar Pradesh/Bihar.	
Unit III: Introduction to Dum Cooking and Tandoor Cooking	7 Lectures
Introduction Origin of Dum Cooking Special Equipment and their use Classical Dishes Origin and history of tandoor. Types of Tandoor and their uses Installing a new tandoor Marinating and making techniques for kebab Basic Indian breads made in tandoor.	


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Unit IV: Introduction to indian sweets	7 Lectures
Introduction, Origin and history of Indian sweets, Ingredients used in Indian Sweets, Regional Influence on Indian Sweets, Equipment used in preparing Indian Sweets.	

COURSE LEARNING OUTCOMES (CLOs): On successful completion of the course, the students will be able to

- Learn the concept and significance of cultural tourism.
- Identify the general features, evolution, components and structure of Indian society.
- To get deep insight into major religion of India.

Refrences:

- Food Production Operations: Parvinder S Bali, OxfordPublication
- Prashad Cooking With Indian Masters, J. Inder SinghKalra .
- A Taste Of India, MadurJaffery, Great Britain PavilionBooks Ltd.
- ZaikeKa Safar, Jiggs Kalra
- Daawat, Jiggs Kalra, New Delhi, Allied Publishers
- The Professional Chef, Arvind Saraswat, New Delhi, UbsPublishers


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MBA THM ID-6006 SECURITY, RESCUE AND DISASTER MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- This course will provide students a general concept in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human activities and will emphasize on disaster preparedness, response and recovery.

Unit I: Introduction on Disaster Management	8 Lectures
Different Types of Disaster: A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc. B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc. Causes, effects and practical examples for all disasters.	
Unit II: Risk and Vulnerability Analysis	8 Lectures
Risk: Its concept and analysis, Risk Reduction, Vulnerability: Its concept and analysis, Strategic Development for Vulnerability Reduction.	
Unit III: Disaster Preparedness and Response Preparedness	7 Lectures
Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management. Disaster Response, Disaster Response Plan, Role of Government, International and NGO Bodies, Psychological Response and Management, Relief and Recovery, Medical Health Response to Different Disasters.	


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Unit IV: Rehabilitation, Reconstruction and Recovery	7 Lectures
Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures, Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction, Sanitation and Hygiene, Education and Awareness, Dealing with Victims' Psychology, Long-term Counter Disaster Planning, Role of Educational Institute.	

COURSE LEARNING OUTCOMES (CLOs): On successful completion of the course, the students will be able to

- Understand the dimensions of disaster and how it affects tourism industry.
- Analyze crisis planning and organizational measures.
- Learn and demonstrate safety, security and rescue procedures required during emergencies.

References:

- Coppola D P, 2007. Introduction to International Disaster Management, Elsevier Science (B/H), London.
- Manual on natural disaster management in India, M C Gupta, NIDM, New Delhi
- An overview on natural & man-made disasters and their reduction, R K Bhandani, CSIR, New Delhi
- World Disasters Report, 2009. International Federation of Red Cross and Red Crescent, Switzerland
- Encyclopedia of disaster management, Vol I, II and III. Disaster management policy


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Syllabus

for

MBA Tourism and Hospitality Management (MBA THM)

(SEMESTER-3)

As per National Education policy (NEP-2020)

(w.e.f. the Academic Year 2023-2024)

Department of Tourism and Hospitality Management
School of Tourism and Hospitality Management


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Scheme of Teaching and Examination MBA Tourism and Hospitality Management

Semester-3

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
MBA THM- 7301	CC	Research Methodology and Business Analytics	3	1	0	4	60	20	15	05	40	100
MBA THM-7302	CC	Tourism Business Environment	4	0	0	4	60	20	15	05	40	100
MBA THM-7303	CC	Tourism Planning and sustainable development	4	0	0	4	60	20	15	05	40	100
MBA THM-7304	CC	Airline service and in-flight facilities	4	0	0	4	60	20	15	05	40	100
	DSE	Specialization- 1	4	0	0	4	60	20	15	05	40	100
	DSE	Specialization- 2	4	0	0	4	60	20	15	05	40	100
	DSE	Specialization- 3	4	0	0	4	60	20	15	05	40	100
Total			27	1	0	28	420	140	105	35	280	700

Note: Students can opt any of the one specialization with 3 mandatory DSE subjects out of 5 Discipline Specific Electives.

Legends:	CC - Core Course	ESE -End Semester Examination
	SEC - Skill Enhancement Course	PE – Periodical Exam
	VAC – Value Addition Course	TA - Teacher's Assessment
	DSE - Discipline Specific Electives	A – Attendance
	GE – Generic Elective	L – Lecture
	ID - Inter Departmental Elective Course	T – Tutorial
	C – Compulsory	P – Practical
	TT - Travel Trade	
	TM - Tourism Marketing	
	HM - Hospitality Management	


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MBA-THM 7301 RESEARCH METHODOLOGY AND BUSINESS ANALYTICS							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	1	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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.
- To familiarize basic statistical concepts
- To analyze and interpret the results of statistical analysis

Unit I: Introduction	15 Lectures
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 II: Data Collection	15 Lectures
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 Questionnaire Salient Features of an Effective Questionnaire, Sampling and Sample Designs: Concept, Purpose and Types; Criteria for Selecting appropriate sampling Procedure.	
Unit III: Field Operations	15 Lectures
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, Data Processing and Analysis: Arrangement of the data collected– tabulation, diagrams and graphs and frequency distributions; Summarization of the data using certain statistics – Measures of Central Tendency.	
Unit IV: Hypothesis Testing	15 Lectures


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Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Parametric and Non- Parametric Test. Preparation of Research Report.

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to

- Gain elementary research knowledge.
- Understand research techniques and statistics used in research.
- Knowledge of report writing and presentation.
- Conduct research in tourism.

Suggested Readings:

- Babbie. E .(2001). The Practice of Social Research, 9th Edition, Wardworth, andThomson Learns, USA.
- Blaikie N. (2000). Designing Social Research, Polity Press, Canterbury, UK.
- Creswell, J.W.(1998). Qualitative Inquiry and ResearchDesign- Choosing Among Five Traditions. Sage Publications,New Delhi.
- David de Vaus. (2002). Analyzing social sciences, Data, Sage Publication, New Delhi.
- David, M. and Sutton, C.D.(2004). Social Research- TheBasics. Sage Publications, NewDelhi.
- DeVellis, R.F.(2003). Scale Development- Theory and Applications. Sage Publications,New Delhi.
- Cooper, D. R & Schindler, P. S.(2006). Business Research Methods, McGraw Hill, NewDelhi.
- Field, A. (2005). Discovering Statistics Using SPSS, (1st Edition), Sage Publications,New Delhi.
- Hatt, C. (2000) .Doing A Literature Review- Releasing The Social Science Research Imagination. Sage Publications, NewDelhi.
- Huizing,E.(2007). Applied Statistics with SPSS. Sage Publications, New Delhi.
- Joseph F,Haur, Robert & David. J .(2004). Market Research, McGraw Hill, New Delhi.
- Kothari, C.R (2002). Research Methodology, Vishwa Prakashana India.
- Ranjit, K.(2005). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications, New Delhi.


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM -7301

Title: Research Methodology and Business Analytics

Semester-III

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. (a) What is Research methodology? Explain its significance in Research. (12)
2. What is Research? Explain its significance in Tourism Management. (12)

SECTION – B

3. Explain various steps in Data Processing. (12)
4. (a) Discuss Salient Features of an Effective Questionnaire.
(b) Explain Methods of Collecting Secondary Data . (8,4)

SECTION – C

5. (a) Explain non parametric test.
(b) What is Research Problem? Explain the necessity of defining a Research Problem.(8,4)
6. Write a short note on Sampling and Sampling design. Also discuss different types of Sampling. (12)

SECTION – D

7. What is Hypothesis Testing and basic concept concerning Hypothesis Testing? (12)
8. Discuss various steps of report writing (12)


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SECTION – E (Compulsory)

9. Write short note on

- (a) Parametric Test
- (b) Skewness
- (c) Hypothesis
- (d) Differentiate between Research design and Sampling Design
- (e) Limitations of observation method of data collection
- (f) Central Tendency.

(6 × 2 = 12)


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MBA-THM 7302 TOURISM BUSINESS ENVIRONMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The objective of this course is to make students understand the Business Environment with reference to tourism.

Unit I: Introduction	15 Lectures
Tourism Business Environment: Nature, components, and determinants. Types of environments. Environmental scanning.	
Unit II: Current scenario	15 Lectures
Assessing current state of tourism business environment in India: Economic Reforms, Liberalization, Privatization and globalization. Small Scale tourism Enterprises: Meaning, Significance to the Indian economy, problems and various incentives given to these.	
Unit III: Various Acts	15 Lectures
Industrial Policies of India: Various Industrial Policies of India with special emphasis on new industrial policy with various amendments related with tourism business, Competition Act and its impact on Indian tourism business.	
Unit IV: Business Trends	15 Lectures
Various tourism & travel Trade Reforms: Various tourism & travel Trade Reforms announced in India in recent times. Trends in tourism business in India; Foreign Direct Investment in tourism - significance, policy and current position of India.	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able

- To learn about the role and importance of business environment in tourism.
- To understand the basic features of Indian business sector and its relationship with tourism and travel industry.
- To comprehend the practical applicability of business models in the real-life scenario.

References

- Daniel, John D and Radebaugh, Lee H (2014), International Business, New York, Addison
- Wiley. Charles W. Hill, International Business, Tata McGraw Hill Publications Companies. (2016)
- AK. Sundaram J. Stemart Block: (2014) The International Business Environment, PHI.


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM -7302

Title: Tourism Business Environment

Semester-III

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. Write about various latest trends in tourism business in India. (12)
2. Explain in detail Tourism Business Environment; it's Nature, components and determinants. (12)

SECTION – B

3. Write a note on various problems and various incentives given to small scale enterprise. (12)
4. (a) Explain Significance of Small Scale tourism Enterprises to the Indian economy.
(b) Write a short note on Liberalization, Privatization. (8,4)

SECTION – C

5. Discuss various Industrial Policies of India with special emphasis on new industrial policy with various amendments related with tourism business .(12)
6. Explain Competition Act and its impact on Indian tourism business (12)

SECTION – D

7. Write a note on various tourism & travel Trade Reforms announced in India in recent times. (12)
8. Write a note on significance of Foreign Direct Investment in tourism.(12)


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SECTION – E (Compulsory)

9. Write short note on

- (a) Liberalization
- (b) Privatization
- (c) Environmental scanning
- (d) Competition Act
- (e) Foreign Direct Investment in tourism
- (f) Components of Tourism Business Environment


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MBA-THM 7303 TOURISM PLANNING AND SUSTAINABLE TOURISM DEVELOPMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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.
- To explore the interrelationships between resource management and tourism planning and Development.
- To understand the tourism policy initiative taken in India

Unit I: Introduction	15 Lectures
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 II: Various Tourism Policies	15 Lectures
An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Tourism Policy - 2002, National Action Plan on Tourism - 1992, The latest Policy Document on Tourism. Opportunities for investment in hotel sectors and tourism related organizations. Incentives & concessions extended for tourism projects and sources of funding.	
Unit III: Various Acts	15 Lectures
Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination lifecycle concept	
Unit IV: Typologies of Tourism Development	15 Lectures
Tourism Planning at International, national, regional, state and local level. Tourism and Five- year Plans in India with special reference to 11th Five-year Plan. Agents and typologies of tourism development. Ecotourism Planning and Development. Design considerations for eco-tourism facilities. Community participation in tourism planning.	

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to

- Create monitoring and assessment protocols for tourism.
- Engage respectfully with individuals and groups that may have diverse perspectives and priorities regarding tourism development, and facilitate understanding and conflict resolution across these individuals and groups

References

- Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
- Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
- Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)
- Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van Nostrand Reinhold)
- Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis)
- Tourism Dimensions : S.P. Tiwari (New Delhi)
- Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
- Tourism Planning : An integrated and Sustainable Approach - Inskeep E.
- National & Regional Tourism Planning : Inskeep E. (London, Routledge)
- Ecotourism: A case guide for planners and managers - Ecotourism Society
- Report of Adhoc Committee on Tourism - 1963
- National Tourism Policy - 1982
- National Committee Report - 2002 14. National Action - 1992 15. Draft of Tourism Policy – 1997.


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM -7303

**Title: Tourism Planning and Sustainable Tourism Development
Semester-III**

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. Private players in tourism have a greater role in contributing towards the tourism policy. Illustrate. (12)
2. Write in detail the various steps involved in tourism planning at state level with examples. (12)

SECTION – B

3. Discuss in detail about the major points from National Tourism Policy 1982. (12)
4. (a) Write about various recommendations given by L.K. Jha Committee in 1963.
(b) Write a short note on various initiatives taken by Ministry of Tourism to promote sustainable tourism development. (8,4)

SECTION – C

5. Without the involvement of the local community tourism cannot grow at a local/regional level. Elaborate. (12)
6. Discuss in detail about the Destination Life Cycle with examples. (12)

SECTION – D

7. Discuss in detail the key points mentioned in the 11th Five Year Plan in context to growth of tourism in India. (12)
8. Elaborate in detail about Ecotourism Planning and Development. (12)


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SECTION – E (Compulsory)

9. Write short note on

- (a) Tourism Stakeholders
- (b) Discuss Concessions and Incentives
- (C) Role of sustainability in Tourism Planning.
- (d) Define Eco-system
- (e) Sustainable tourism development.
- (f) Destination Planning



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MBA-THM 7304 AIRLINE SERVICE AND IN-FLIGHT FACILITIES							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The objective of this course is to make students understand the Airline service and in-flight facilities with reference to tourism.

Unit I: The Airline Industry	15 Lectures
Trends, Challenges and Strategies. Past, present and future trends, Regional Analysis of trends. Airlines Types: Scheduled and non scheduled, Air taxis, domestic and international, commuter, short haul and long haul, low cost carriers, cabin crew.	
Unit II: In-flight services	15 Lectures
Types of class-up grading and down grading. Introduction to civil aviation hospitality. The Cabin Crew profession: Origin, Duties and responsibilities, Benefits and challenges of the profession, Cabin Crew Basic Service, Business Class Service, First Class Service.	
Unit III: Roles and responsibilities of airline staff	15 Lectures
Preparing to undertake a flight, Pre-flight briefing, Prior to passenger boarding, boarding of passengers, Special handling of passengers, Public announcements, Safety demonstration, During taxiing, Preparing for take-off, Preparing for landing, After landing.	
Unit IV: Aircraft galleys and equipment	15 Lectures
Proper handling techniques of galley equipment, Pre-flight galley checks, Airline catering and delivery of catering on board, Food Service and Hygiene, Types of meals and special meals, Special meal codes, Meal service, types and service levels.	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to

- Brief about the Airline Industry.
- Tell about roles and responsibilities of airline staff.
- Demonstrate the in-flight services

References

- Introduction to Airline Industry: IATA Study KIT.
- Jagmohan Negi: Air Travel and Fare Construction. – Kanishka Pub, Delhi. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill).
- Study Kit for IATA/UFTAA, Stephen Shaw, Airline Marketing and Management, Ashgate.
- Kenneth Moore, Airport, aircraft and airline security, Butterworth Heinemann.



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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM -7304

Title: Airline service and in-flight facilities

Semester-III

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

- 1.Explain about latest trends and strategies of Airlines Industry. (12)
2. What are various challenges associated with airline Industry to run their operations? (12)

SECTION – B

- 3.Discuss Origin, Duties and responsibilities of The Cabin Crew profession. (12)
4. (a)Explain Business Class Service, First Class Service.
(b) Write up grading and down grading class. (8,4)

SECTION – C

- 5.Discuss Pre-flight briefing and steps of Preparing to undertake a flight .(12)
6. Discuss in detail about
(a)Boarding of passengers,
(b)Special handling of passengers. (8,4)

SECTION – D

7. Explain proper handling techniques of galley equipment, Pre-flight galley checks. (12)
- 8.Elaborate in detail about Airline catering and delivery of catering on board also explain about Food Service and Hygiene. (12)


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SECTION – E (Compulsory)

9. Write short note on

- (a) Chartered Flight
- (b) Air Taxi
- (c) Downgrading
- (d) Cabin Crew
- (e) Boarding Pass
- (f) Airline catering



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Discipline Specific Electives: (Specialization: 1-Travel Trade) Semester-3rd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM – TT 7301	DSE	Destination Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 7302	DSE	Tourism Circuit of India	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 7303	DSE	International Tourism and Frontier Formalities	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 7304	DSE	Destination Interpretation World	4	0	0	4	60	20	15	05	40	100
MBA THM – TT 7305	DSE	Itinerary Preparation and Costing	4	0	0	4	60	20	15	05	40	100


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MBA THM-TT 7301 DESTINATION MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- To help students to understand about tourism planning process, strategy, and policies and about importance of tourism planning and marketing at national level.
- To understand problems relating to tourism and its development in India.
- This course aims to provide knowledge about the tourist destination concept, the tourist destination management system, the concept of destination resources and attractions, and destination marketing.

Unit I: Destination Management and Marketing	15 Lectures
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 or Tourism Area Life cycle. Destination governance.	
Unit II: Destination Product development and promotions	15 Lectures
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 III: Destination Markets	15 Lectures
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 IV: Destination Planning	15 Lectures
Approaches to Destination 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.	


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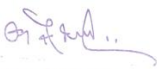
Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to

- Understand the tourism destination concept and tourist destination demand analysis.
- Identify the organisations involved in destination management.
- Address the issues in destination management.
- Acquire knowledge of sustainable destination tourism development.

References

- Baud, Bovy Munuel and Lawson, Tourism and Recreation Development, C.B.I. Pub.
- Likorish Leonard J, Development, Tourism Destination Policies and Perspectives.
- Seth P.N, Successful Tourism Planning Management, Cross publication.
- Murphy Peter E. Tourism- A Community Approach NewYork.
- Kaul R.N, Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.



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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM-TT 7301

Title: Destination Management

Semester-III

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. Elaborate the scope and significance of Destination Management. (12)
2. Explain in detail 10 A's of successful destinations. (12)

SECTION – B

3. Discuss Product development strategy models. (12)
4. (a) Explain features and functions of destination brand.
(b) Role of DMO's in destination marketing strategies . (8,4)

SECTION – C

5. Discuss travel purchase behavior process for destination markets development policies. (12)
6. Discuss in detail about
(a) Emerging Tourism paradigms,
(b) Tourism metamorphosis (8,4)

SECTION – D

7. Explain Important Features of Five Year Tourism plans in India. (12)
8. How do Destination Marketing Principles and Marketing mix contribute in Destination Management? (12)


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SECTION – E (Compulsory)

9. Write short note on

- (a) Stakeholder
- (b) Internal Destination Planning
- (c) FAM Tours
- (d) Features of Brand
- (e) Resort Planning
- (f) Internal Destination Planning


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MBA THM – TT 7302 TOURISM CIRCUIT OF INDIA							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The course aims at providing a comprehensive overview on Tourism in India.
- It will critically examine existing scope of challenges in the India.
- 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.

Unit I: Tourism resources and destinations in Himachal Pradesh	15 Lectures
Tourism resources in Himachal - Natural and man-made Resources - important tourist circuits – Socio cultural Heritage - Ethnic groups - fairs and festivals – religion – music - handlooms and handicrafts - customs and traditions. Emerging tourism Destinations.	
Unit II: Major tourism circuits of India	15 Lectures
Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa	
Unit III: Natural resources	15 Lectures
Wildlife sanctuaries Circuit - National parks Circuit - Biosphere reserves - Mountain Tourism Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.	
Unit IV: Emerging Tourism Destinations of India	15 Lectures
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.	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to

- Explain the tourist resources of India.
- Elaborate on Indian cultural ethos.
- Communicate the importance of the protection of tourists' resources.
- Elaborate tourist resources of Himachal Pradesh.

References

- Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.
- Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
- Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
- Lonely Planet Publications – India & Other Nations.
- World Atlas. Internet Resources:
- Websites of Tourism Authorities / Departments of India, and from different nations of the World.


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MBA THM – TT 7303 INTERNATIONAL TOURISM AND FRONTIER FORMALITIES							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- To understand the basic principles of various Laws, Codes, roles and regulations relating to tourism for providing professional assistance and advice to tourists.

Unit I: Travel Documentation	15 Lectures
Knowledge of travel documents, passport, visa, multiple visa, different fees for visa to different areas, travel insurance, health insurance, hygiene and vaccination.	
Unit II: Taxes and Regulations	15 Lectures
Currency regulations –Custom formalities Different types of taxes. Restricted and Protected areas –types of restrictions. Health Regulations, Prohibited areas formality	
Unit III: Visa documentation	15 Lectures
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 orPending Visas, Destination Departure Records.	
Unit IV: Destinations	15 Lectures
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.	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to

- Understand the Tourism industry in the International context.
- Understand types of passport and visa.
- Know about various regulations in Tourism Industry.

References

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange
- Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
- M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.


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MBA THM – TT 7304 Destination interpretation – World							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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 travelers, suggesting them various destinations to the clients for their travel etc.

Unit I: World Geography	15 Lectures
Physical and political features of Indian subcontinent. Climatic conditions prevailing in World. Tourism attractions in World.	
Unit II: Geographical elements	15 Lectures
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 III: Tourism Analysis	15 Lectures
Tourism Definition Planning, Environmental Analysis, Resource Analysis, Regional Environmental Analysis, Market Analysis, Competitor Analysis, Regional Environmental Scanning.	
Unit IV: Planning and development of Tourism	15 Lectures
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.	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Discuss the development of tourism around the world.
- Identify important destinations around the globe.
- Discuss the global nature of tourism
- Describe emerging trends in tourism industry

References

- Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
- C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation Environment, Place and Space, Third Edition, Routledge, London.
- Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd.,
- India, Lonely Planet Publications.
- Travel Information Manual, IATA, Netherlands, 2009.
- World Atlas.
- RosemaryBurton (1995), Travel Geography PitmanPublishing, Marlow Essex.
- Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & TourismOxford Butterworth Heinemann.



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MBA THM – TT 7305 ITINERARY PREPARATION AND COSTING							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- Students will be able to understand the significance of travel agency and tour operation business.
- Know the current trends and practices in the tourism and travel trade sector; and
- Develop adequate knowledge and skills applicable to travel industry.

Unit I: Itinerary Preparation	15 Lectures
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.	
Unit II: Tour Packaging	15 Lectures
Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Liaisoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.	
Unit III: Product Oriented Package	15 Lectures
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.	
Unit IV: Costing a Tour	15 Lectures
Costing a Tour: Components, Considerations- Types of Costs- Cost sheet, FIT Costing and Group Costing. Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meal. Pricing Strategies and Distribution Mechanism	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Prepare itineraries.
- Prepare product oriented packages.
- Do the Costing of a tour.

References

- Travel Agency & Tour Operations, Foster D (2017) Conducting Tours, Deller
- Travel Agency and Tour Operation, J M Negi.



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Discipline Specific Electives: (Specialization : 2 -Tourism Marketing) Semester-3rd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM – TM 7301	DSE	Personal selling and salesmanship	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 7302	DSE	Logistics and Supply Chain Management	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 7303	DSE	E- Marketing	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 7304	DSE	Destination Marketing	4	0	0	4	60	20	15	05	40	100
MBA THM – TM 7305	DSE	Principles of Marketing-2	4	0	0	4	60	20	15	05	40	100


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MBA THM – TM 7301 PERSONAL SELLING AND SALESMANSHIP							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.
- Understanding the principles of sales: Students are introduced to the basic concepts and principles of sales, such as sales processes, sales strategies, and sales techniques.

Unit I: Introduction To Personal Selling	15 Lectures
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 II: Buying Motives:	15 Lectures
Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling	
Unit III: Selling Process:	15 Lectures
Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.	
Unit IV: Sales Reports	15 Lectures
Reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Familiarity with the fundamentals of personal selling: Students will gain a solid understanding of the fundamentals of personal selling, which involves the one-on-one interaction between a salesperson and a customer. They will learn about the importance of building relationships, effective communication, understanding customer needs, and delivering value through personalized selling approaches. Students will become familiar with the steps involved in the personal selling process, from prospecting and qualifying leads to closing the sale and maintaining customer relationships.
- Knowledge of the principles of sales: Students will be introduced to the foundational principles of sales. They will learn about the sales process, which typically includes steps such as prospecting, needs assessment, presentation, and demonstration, handling objections, closing the sale, and follow-up.

References:

- Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
- Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill
- Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
- Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,
- Johnson, Kurtz and Schueing, Sales Management, McGraw Hill
- Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., Selling: Principles and Methods, Richard, Irvin.


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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM -TM 7301

Title: Personal Selling and Salesmanship

Semester-III

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION – A

1. Explain the importance of personal selling in today's business environment. Provide examples of how personal selling can contribute to building long-term customer relationships and increasing sales. (12)
2. Differentiate between salesmanship and sales management. (12)

SECTION – B

3. Describe Maslow's theory of need hierarchy and its relevance to understanding buying motives. Provide examples of how different levels of needs can influence purchasing decisions in personal selling situations. (12)
4. Explain the concept of "dynamic nature of motivation" and how salespeople can adapt their selling approach based on the changing motivations of customers. (12)

SECTION – C

5. Discuss the importance of prospecting and qualifying in the selling process. Explain the steps involved in effective prospecting and how salespeople can identify and prioritize potential customers. (12)
6. Outline the common types of objections salespeople may encounter and provide strategies for effectively addressing and overcoming these objections to close the sale. (12)

SECTION – D

7. Explain the significance of sales reports and documents in the sales management process. Describe the essential components of a sales manual and how it can assist sales teams in their day-to-day activities. (12)
8. Ethical considerations play a vital role in selling. Discuss the ethical aspects that salespeople should consider during the sales process. (12)


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SECTION – E (Compulsory)

9. Write short note on

1. What is personal selling, and why is it important for businesses?
2. Name one common myth about selling and explain why it is not accurate.
3. Define motivation in the context of personal selling.
4. How does Maslow's theory of need hierarchy relate to buying motives?
5. What is the purpose of prospecting in personal selling?
6. Differentiate between the approach and pre-approach stages of the selling process. (6 ×2=12)



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MBA THM – TM 7302 LOGISTIC AND SUPPLY CHAIN MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and the ability to apply them in the enterprise reality.
- This course shall introduce learner to tourism's growth and development.

Unit I: The Logistics of Business	15 Lectures
The Logistical Value Proposition – The Work of Logistics – Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization	
Unit II: Transport Functionality	15 Lectures
Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation	
Unit III: International Logistics And Supply Chain Management	15 Lectures
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 IV: International Insurance	15 Lectures
Cargo movements – water damage – Theft – Priva –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	

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Knowledge of efficient optimization and management in Logistics Management: Students will gain a comprehensive understanding of the possibilities and techniques foroptimizing and managing operations in Logistics Management..
- Application of optimization and management knowledge in enterprise reality: Students will develop the ability to apply the knowledge and skills gained in logistics managementto real-world enterprise scenarios.

- Students will gain an understanding of the economic, social, and environmental impacts of tourism and the challenges and opportunities it presents. They will explore topics such as destination management, sustainable tourism, tourism planning, and tourism policy.

References:

- Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.(2017)
- Burt, Dobbler, Starling, World Class Supply Management, TMH.
- Donald J Bowersox, David J Closs, Logistical Management, TMH (2015)
- Pierre David, “International Logistics”, Biztantra.
- Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India.



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MBA THM – TM 7303 E-MARKETING							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The Objective of this course is learning more about the main social media platforms and also knows about the e marketing.
- Understanding the principles of digital marketing: Students are introduced to the basic concepts and principles of digital marketing, including online advertising, search engine optimization, social media marketing, email marketing, and mobile marketing.
- Developing skills in online marketing tactics: Students learn how to use various online marketing tactics to reach and engage with customers, including creating and optimizing website content, developing email marketing campaigns, and leveraging social media platforms.

Unit I: E-Marketing-An Overview	15 Lectures
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 II: Types Of E-Market	15 Lectures
Introduction, Objectives, Definition of E-market, E-Malls, E-Storefront, E-Marketplace 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. E-Marketing Plan – Introduction, Objectives, Definition of E-Marketing Plan, Situational Analysis, Setting Objectives, Marketing Mix Decision, Budget Allocation, Action Plan, Measuring Success.	
Unit III: Components Of E-Marketing	15 Lectures
Introduction, Objectives, Customers (Buyers): Impulsive, Patient and Analytical Sellers and Products, Infrastructure: Building a Product System, Intermediaries, Other Business Partners, Support Services, Digital Products. E-Customers - Introduction, Objectives, Definition of E- Customers, Dealing with Customers' Motivations and Expectations, Fears and Phobias of Online Customers, Online Buying Process	

Unit IV: Methods and Techniques of E-Marketing	15 Lectures
Introduction, Objectives, Advertising Techniques, Selling Methods, Sales Promotion, Public Relations Methods and Techniques of E-Marketing II - Introduction, Objectives, Sponsorship Techniques, Direct Marketing Techniques, Merchandising Techniques, Online Seminar Techniques, Word-of-Mouth Marketing Techniques Legal and Ethical Issues in E-Marketing Introduction, Objectives, Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues.	

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Knowledge of social media platforms and e-marketing: Students will gain a thorough understanding of the main social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, and YouTube. They will learn about the features, functionalities, and audience demographics of each platform, as well as best practices for using them effectively in marketing strategies. Additionally, students will become familiar with e-marketing concepts, which encompass various digital marketing techniques and strategies used to promote products or services online.
- Understanding principles of digital marketing: Students will develop a solid foundation in the principles of digital marketing. They will learn about key concepts and strategies, such as online advertising, search engine optimization (SEO), social media marketing, email marketing, and mobile marketing. Students will understand how these digital marketing channels and tactics can be integrated into a comprehensive marketing plan to drive brand awareness, customer engagement, and business growth.

References:

- Kaushik, A. (2010). Web Analytics 2.0 (1st ed.). Wiley Publishing, Inc.
- Krug, S. (2014). Don't make me think, Revisited (3rd ed.). New Riders Press
- Hunt, B. (2011). Convert Designing websites to increase traffic and conversion (1st ed.). Wiley Publishing.
- Bailey, M (2011). Internet Marketing: An Hour a Day (1st ed.). Wiley Publishing.
- Kerpen, D. (2011). Likeable Social Media (1st ed.). McGraw-Hill
- Ryan, D. & Jones, C. (2012). Understanding Digital Marketing (2nd ed.). Kogan Page Publishers.


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MBA THM – TM 7304 DESTINATION MARKETING							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

Course OBJECTIVES (COs)

- 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 I: Tourism Attraction	15 Lectures
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 II: Regional Goal Formulation	15 Lectures
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 III: Components Of Destination	15 Lectures
Marketing Mix, Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.	
Unit IV: Marketing Skills	15 Lectures
Developing Marketing Skills for Tourism; Self-Motivation; Team Building; Personality Development; Creativity & Innovation; Innovative Products in Tourism; International Perspective and Contemporary Trends in destination marketing.	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Understanding destination management and operations: Students will gain a comprehensive understanding of destination management and operations. They will learn about the various components and stakeholders involved in managing and operating a destination, including tourism boards, destination marketing organizations, government agencies, local communities, and tourism businesses. Students will be familiar with the roles and responsibilities of these entities in coordinating and facilitating the development and promotion of a destination.
- Knowledge of the scope of the tourism and hospitality industries: Students will develop an understanding of the scope and significance of the tourism and hospitality industries within the context of destination management. They will learn about the various sectors and sub-sectors within these industries, such as accommodations, attractions, transportation, food and beverage, and events.

References:

- Ernie Health & Geoffrey Wall, Marketing Tourism Destinations , John Wiley & Sons.Inc.
- J. Christopheo Holloway & Chris Robinson,Marketing for Tourism
- Philip Kotler, Jon Bower, Marketing for Hospitality and Tourism.



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MBA THM – TM 7305 PRINCIPLES OF MARKETING-2							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- Understanding the basic concepts and principles of marketing: Students are introduced to the fundamental concepts and principles of marketing, including market research, market segmentation, target marketing, and the marketing mix.
- Developing an understanding of consumer behavior: Students learn about consumer behavior and the factors that influence it, such as motivation, perception, learning, and attitudes.
- Understanding market segmentation and targeting: Students learn how to identify and segment markets based on demographics, psychographics, and behavior, and how to select target markets for their products or services.

Unit I: Marketing Mix	15 Lectures
Pricing Meaning & role of pricing, Pricing in theory & practices, Management of pricing, public policy in relation to pricing in India, Product -market integration -product & brand strategies Product -market integration, Product positioning, Diversification, product -line simplification, planned obsolescence, Branding, Packaging, Personal selling Personal selling: meaning & importance, Status of personal selling in India, The selling job: nature & methods, Management of sales force, Advertising Meaning & role of advertising, Profile of advertising in India, Management of advertising.	
Unit II: Channels Of Distribution	15 Lectures
Meaning & role of distribution channels, Classification of distribution channels & intermediaries, Factors governing choice of channels (s) & intermediaries, Distribution channel policies & strategies, other aspects of channel management, Conflict & cooperation in distribution channel.	
Unit III: Physical Distribution	15 Lectures
Meaning, objectives & organization, role & relevance of physical distribution in the Indian setting, physical distribution management	
Unit IV: Branding And Product Development	15 Lectures
Branding and Brand Management, Product Life Cycle, Product Development Process, Pricing Strategies and Tactics, Pricing Objectives and Approaches, Price Elasticity of Demand, Promotional Pricing, Advertising and Promotion, Integrated Marketing Communications (IMC), Types of Advertising, Measuring Advertising Effectiveness	

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Knowledge of basic marketing concepts and principles: Students will gain a solid understanding of the fundamental concepts and principles of marketing. They will learn about the marketing concept, the importance of customer value and satisfaction, and the role of marketing in creating and delivering value to customers. Students will also become familiar with core marketing elements such as market research, market segmentation, target marketing, and the marketing mix (product, price, place, promotion).
- Understanding consumer behavior: Students will develop an understanding of consumer behavior and the factors that influence it. They will learn about the psychological processes that drive consumer decision-making, including motivation, perception, learning, and attitudes. Student will explore how consumer behavior varies across different demographic and psychographic segments and how it can be influenced by social and cultural factors.

References:

- "Marketing Management" by Philip Kotler and Kevin Keller.
- "Principles of Marketing" by Gary Armstrong and Philip Kotler.
- "Marketing: An Introduction" by Gary Armstrong and Philip Kotler.
- "Marketing: Real People, Real Choices" by Michael Solomon, Greg W. Marshall, and Elnora W. Stuart.
- "Marketing for Hospitality and Tourism" by Philip Kotler, John T. Bowen, and James Makens.
- "Marketing: A Global Perspective" by Svend Hollensen.



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Discipline Specific Electives: (Specialization : 3- Hospitality Management) Semester-3rd

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	ESE	Evaluation Scheme				Total
			L	T	P			Internal Assessment				
								PE	TA	A	Total	
MBA THM - HM 7301	DSE	Resort Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 7302	DSE	Bar Operation and Management	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 7303	DSE	Global Hospitality Trends	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 7304	DSE	World Cuisine Trends	4	0	0	4	60	20	15	05	40	100
MBA THM - HM 7305	DSE	Facility Planning	4	0	0	4	60	20	15	05	40	100


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MBA THM – HM 7301 RESORT MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit- IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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 I: The History and Characteristics of Resorts	15 Lectures
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 II: Recreational Activities	15 Lectures
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 III: Security and Safety	15 Lectures
Rules and protection in Casino management planning, Guest Safety, Social aspects of Casino development (neighborhood crime, organized corruption, political corruption), Marketing the Resort Experience:, Resort Marketing and Sales Promotion. The Economic, Environmental and Social Impact or Resort	
Unit IV: Marketing the Resort Experience	15 Lectures
Resort Marketing and Sales Promotion, Market Segmentation and potential guest markets, Advertising, Promotion, and Publicity, The Casino concept in relation to other Resort services.	

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Resort management is an integral part of the hospitality and tourism industry.
- It involves overseeing and taking care of a lodging facility's operations, accommodations, recreation, entertainment, and food services.

References

- Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann
- Robert Christie Mill (2008), Resorts Management and Operations, Wiley.
- Jagmohan Negi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
- Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.
- Chuck Y Gee (1996), Resort Development and Management , AHMA, USA.



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Format of Question Paper for the End Semester Examination

Roll No:.....

Total Pages:

(Month-Year)

MBA Tourism & Hospitality Management

Code: MBA THM – HM 7301

Title: Resort Management

Semester-III

Time: 3 Hours

Max. Marks: 60

Note: Attempt five questions in all, selecting one question from each section A, B, C and D. Section E is compulsory. All questions carry equal marks.

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION - A

- 1.. Define the resort concept and explain its significance in the tourism industry. (12 marks)
2. Compare and contrast the development of gaming in resorts in the past with the resorts in the 21st century. (12 marks)

SECTION - B

3. Discuss the key factors to consider during the planning and development of a resort. Highlight the role of management planning in ensuring resort success. (12 marks)
4. Explain the importance of food and beverage planning in a resort. How does it contribute to the overall guest experience? (12 marks)

SECTION - C

5. Describe the recreational activities commonly offered in resorts, such as golf, tennis, and water sports. How do these activities enhance the resort experience? (12 marks)
6. Discuss the significance of effective personnel organization and human relations in managing a resort. Also, explain the concept of wage and salary administration. (12 marks)

SECTION - D

7. Safety and security are crucial in resort management. Describe the measures and rules that should be implemented to ensure guest safety in a casino resort. (12 marks)
8. How can resorts effectively market their experiences to potential guests? Explain the role of comps and credit in resort marketing and sales promotion. (12 marks)


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SECTION - E (Compulsory)

9. Write short notes on the following:

- (a) Theme Resorts
- (b) Market Segmentation and potential guest markets
- (c) Spa and Health Club Facilities
- (d) Differentiate between Research design and Sampling Design
- (e) Social aspects of Casino development (neighbourhood crime, organized corruption, political corruption)
- (f) Soups - classification of soups, meaning of each type. (6*2= 12 marks)


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MBA THM – HM 7302 BAR OPERATION AND MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit- IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- The course content aims to enhance the practical skills and knowledge of aspiring bar operation and management so as to enable the students to be more proficient in bar operations.

Unit I: Dispense Bar – Organizing Mise-en-place	15 Lectures
Wine service equipment, Beer service equipment, Cocktail bar equipment, Liqueur / Wine Trolley, Bar stock - alcoholic & non-alcoholic beverages, Bar accompaniments & garnishes, Bar accessories & disposables	
UNIT-II Wine and Beer	15 Lectures
Different types of wine and beer. Manufacturing process of wine (red wine, white wine and champagne) and beer.	
Unit III: Service of Wines	15 Lectures
Service of Red Wine , Service of White/Rose Wine, Service of Sparkling Wines, Service of Fortified Wines, Service of Aromatized Wines, Service of Cider, Perry & Sake	
Unit IV: Matching Wines with Food	15 Lectures
Menu Planning with accompanying Wines Cuisine Indian Regional Cuisine, Table laying & Service of menu with accompanying Wines Continental Cuisine Indian Regional Cuisine	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Summarizing local, state, and federal laws pertaining to the service and purchase of alcoholic beverages.
- Measuring liquor law liability.
- Dissecting levels of intoxication and methods to control consumption by guests.
- Distinguishing the laws regarding record keeping, minors, intoxicated patrons, hours of operation, and empty bottles

References:

- Food Production Operations: Parvinder S Bali, Oxford University Press
- Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman
- Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu.



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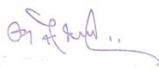
MBA THM – HM 7303 GLOBAL HOSPITALITY TRENDS							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit- IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- To understand the theoretical framework of destination planning and various intricate involved in it.
- To analyze global trends and tourism practices as the best way of overcoming the negative impacts of tourism development.

Unit I: Outbound and Inbound Tourism Trends	15 Lectures
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 II: Tourist Movements	15 Lectures
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 III: Locations and characteristics	15 Lectures
Location of major tourist destination in India. Characteristics of Indian outbound tourism. Characteristics of India's major international Markets	
Unit IV: Latest case studies	15 Lectures
Latest Case Tourism and Hospitality trends of selected countries like Malaysia, Singapore, China, Thailand, Switzerland, France, UK, Spain and Japan.	


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Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- To interpret the fundamental principles of essential hospitality and tourism business functions.
- To demonstrate professional behavior and competencies in customer service.
- To develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict.
- To communicate effectively in oral and written communication.
- To analyze and solve problems, using appropriate tools and technology.
- To recognize the challenges and opportunities of working effectively with people in adverse environment.

References:

- Bookman, K.R. and Bookman, M.Z. (2007) Medical Tourism in Developing Countries, Palgrave.
- D'Angelo, J. (2010) Spa Business Strategies: A Plan for Success, (2nd Ed), Cengage Learning.
- Erfurt-Cooper, P. and Cooper, M. (2009) Health and Wellness Tourism, Spas and HotSprings, Channel View Publications.
- Griffin, A. (2014) Crisis, Issues and Reputation Management:
A Handbook for PR and Communications Professionals.


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MBA THM – HM 7304 WORLD CUISINE TRENDS							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit- IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- 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 I: Features of early Indian cuisine	15 Lectures
Development of Indian Cuisine between 1st and 16th centuries. Features, tradition, cookware, ingredients, festive cooking and popular menus of following cuisines : Northern India: North-westfrontier, 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 II: French Cuisine	15 Lectures
Introduction to classical cuisine,Provinces of France and its classical dishes.Key cooking terms of /Frenchcuisine:Aioli Confit Florentine, Gretine, Brule Fumet Abats. Canard, Coq auvin Jambon Tartare,Tornedos, Crème Brulee Glace Alsacienne, Bourguigonne.	
Unit III: Spanish Cuisine	15 Lectures
History and Development of Spanish Cuisine Meal Routines, Spanish Regional Variations Italian Cuisine: History and development of Italian Cuisine. Meal structure. Main ingredientsused in Italian cuisine Regional Variations.	
Unit IV: Introduction to Chinese Cuisine and Japanese Cuisine	15 Lectures
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	

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- To interpret the fundamental principles of essential hospitality and tourism business functions,
- To demonstrate professional behavior and competencies in customer service,
- To develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict,

References:

- Moyers, S. B. (1996). Garlic in health, history, and worldcuisine (Vol. 3, pp. 1-36). St. Petersburg, FL.: Suncoast Press.
- Goody, J. (2012). Industrial food: towards the development of a world cuisine. In Food and culture (pp. 86-104). Routledge.
- Pilcher, J. M. (2017). Food in world history. Routledge.
- Bottéro, J. (2004). The oldest cuisine in the world: Cooking in Mesopotamia. University of Chicago Press.
- Hall, C. M., Sharples, L., Mitchell, R., Macdonis, N., & Cambourne, B. (Eds.). (2004). Food tourism around the world. Routledge.


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MBA THM – HM 7305 FACILITY PLANNING							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C	Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

Guidelines for setting Question Paper: Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit- IV respectively and Section-E will cover whole syllabus.

COURSE OBJECTIVES (COs)

- Develop industry-ready professionals for the hospitality sector.
- Gear students for operational and supervisory roles in all sectors. Prepare students for each food production and service roles. 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 I: Hotel design	15 Lectures
Hotel design: Design consideration, Attractive Appearance, Efficient Plan, Good location, Suitable material, Good workmanship, Sound financing, Competent Management.	
Unit II: Facilities planning	15 Lectures
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 III: Star classification of hotel	15 Lectures
Star classification of hotel: Criteria for star classification of hotel(Five, four, three, two, one & heritage)	
Unit IV: Network Theory	15 Lectures
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)	

Course Learning Outcomes (CLOs)

On successful completion of the course, the students will be able to:

- Demonstrate effective communication skills.
- Uses of software in hotel industry
- Analyze information and make decisions using critical thinking and problem solving skills.
- Evaluate diversity and ethical considerations relevant to the hospitality industry. The goal of facility planning is to not only recognize opportunities for efficiency, but to anticipate them as well. Alleviating inefficiencies within the workplace has rippling effects across the entire business.

References:

- Hotel facility planning by Tarun Bansal,(2018) Oxford University Press.New Delhi
- Hotel Venture Management by Pandit S.N, Hotex Publishers,
New Delhi
- Hotel Management Theory by B.K Chakaravati.(2022)


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Syllabus

for

MBA Tourism and Hospitality Management (MBA THM)

(SEMESTER-4)

As per National Education policy (NEP-2020)

(w.e.f. the Academic Year 2023-2024)

Department of Tourism and Hospitality Management

School of Tourism and Hospitality Management


Dean - Academic
H.P. Technical University
Hamirpur - 177 001, HP

Semester-4					
Sr. No.	Category	Subject Code	Title of Subject/Subject Name	Credit	Marks
1	Core Compulsory	MBA THM-7401 (A)	20-22 Weeks (Internship) On the Job Training VIVA VOCE 10 credit + 10 Credit Internship Report	20	100
	Generic Elective	MBA THM-7402	Compulsory MOOC/NPTEL/Swayam Certification	4	100
OR					
2	Core Compulsory	MBA THM-7401 (B)	Research Project	20	100
3	Generic Elective	MBA THM-7402	Compulsory MOOC/NPTEL/Swayam Certification	4	100
				24	200

Post Graduate Degree in MBA (Tourism and Hospitality Management) will be awarded after completing all four semesters.


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