THE UNIVERSITY OF BURDWAN

SYLLABUS OF ONE YEAR POSTGRADUATE PROGRAMME

IN

MBA Tourism

Under

Curriculum and Credit Framework for Postgraduate Programme (CCFPP), as per N.E.P. 2020

w.e.f. 2027 – 2028

1- year PG Programme

Semester wise and Course wise Distribution of Credit & Marks under CCFPP as per NEP, 2020

OPTION- I: Coursework in the 1st Semester & Research Thesis/Project in the 2nd Semester

SEM	Course Type	Code& Level	Name of the Course	Credit	L – T - P	Marks	Marks Dist. Th. – Pr. - IA
I	Major/Core Course	**PG1MBAT1011 (500-599)**	Airlines & Aviation Management	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG1MBAT1012 (500-599)**	Planning for Tour Package Operation	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG1MBAT1013 (500-599)**	Event Planning and Management	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG1MBAT1014 (500-599)**	Ecotourism & Sustainable Development	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG1MBAT1015 (500-599)**	Field Study Tour (Report and Presentation)	4	3 - 1 - 0	50	40 – 0 – 10
	Total			**20**		**250**	
II	Research Thesis/ Project	**PG1MBAT2031 (500-599)**	Research Thesis/ Project	20	0- 0- 20	250	0-250-0 Preparation & Submission of Research Thesis/ Project Report (12 Credits)-150 Marks, Seminar Presentation (4 credits, 50 Marks) & Viva-voce (4 Credits, 50 Marks,)-8 Credits, 100 Marks
	Two-credit Compulsory Course	**PG2MBAT2041 (500-599)**	Community Engagement	(This shall not be taken into consideration in the calculation of SGPA and CGPA)			
	Total			**20**		**250**	

OR

<u>OPTION-</u> II: Only Course- work in 1st&2nd Semesters

SEM	Course Type	Code & Level	Name of the Course	Credit	L – T - P	Marks	Marks Dist. Th. – Pr. - IA
I	Major/Core Course	**PG1MBAT1011 (500-599)**	Airlines & Aviation Management	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG1MBAT1012 (500-599)**	Planning for Tour Package Operation	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG1MBAT1013 (500-599)**	Event Planning and Management	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG1MBAT1014 (500-599)**	Ecotourism & Sustainable Development	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG1MBAT1015 (500-599)**	Field Study Tour (Report and Presentation)	4	3 - 1 - 0	50	40 – 0 – 10
	Total			**20**		**250**	
II	Major/Core Course	**PG2MBAT2011 (500-599)**	Research Methodology in Tourism	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT2012 (500-599)**	Tourism Policy Planning & Development	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT2013 (500-599)**	Tour Guiding & Visitors Interpretation	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT2014 (500-599)**	Destination Marketing	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT2015 (500-599)**	On the Job Training (Report and Presentation)	4	3 - 1 - 0	50	40 – 0 – 10
	Two-credit Compulsory Course	**PG2MBAT2041 (500-599)**	Community Engagement	(This shall not be taken into consideration in the calculation of SGPA and CGPA)			
	Total			**20**		**250**	

OR

<u>OPTION-</u> III: Only Research Thesis/ Project in 1st&2nd Semesters

SEM	Course Type	Code & Level	Name of the Course	Credit	L – T - P	Marks	Marks Dist. Th. – Pr. - IA
I	Research Thesis/ Project	**PG1MBAT1031 (500-599)**	Research Thesis/ Project	20	0-0-20	250	0-250-0 Preparation & Submission of Research Thesis/ Project Report (12 Credits)-150 Marks, Seminar Presentation (4 credits, 50 Marks) & Viva-voce (4 Credits, 50 Marks,)-8 Credits, 100 Marks
Total				**20**		**250**	
II	Research Thesis/ Project	**PG1MBAT2031 (500-599)**	Research Thesis/ Project	20	0-0-20	250	0-250-0 Preparation & Submission of Research Thesis/ Project Report (12 Credits)-150 Marks, Seminar Presentation (4 credits, 50 Marks) & Viva-voce (4 Credits, 50 Marks,)-8 Credits, 100 Marks
	Two-credit Compulsory Course	**PG2MBAT2041 (500-599)**	Community Engagement	(This shall not be taken into consideration in the calculation of SGPA and CGPA)			
Total				**20**		**250**	
Grand Total				**40**		**500**	

Paper Name: COMMUNITY ENGAGEMENT

Code – PG2MBAT4041

Credit –

Lecture Hours –

1- year PG Programme

SEMESTER: I

Paper Name: AIRLINES & AVIATION MANAGEMENT

Code – PG2MBAT1011

Credit – 4

Lecture Hours – 60

Unit–I: Introduction to Aviation Industry: Evolution and growth of civil aviation; Structure of the aviation industry; Role of airlines in tourism development; Scheduled and non-scheduled airlines; Regulatory bodies—ICAO, IATA, DGCA and AAI; Familiarization with Official Airline Guide (OAG); Three-letter city and airport codes; Airline designated codes; Minimum Connecting Time (MCT); Global indicators. LH:12

Unit–II: Airline Operations and Airport Management: Airline organization and functions; Airport infrastructure and operations; Ground handling services; Passenger and baggage handling; Airport security and safety standards; Airline scheduling and route planning; Customer service and passenger experience; Frequent Flyer Programmes (FFPs) and airline alliances. LH:12

Unit–III: Air Tariff, Ticketing and Revenue Management: Introduction to air tariff; Currency regulations; Air fare construction and ticketing; Mileage principles; Fare construction with extra-mileage allowance (EMA) and extra-mileage surcharge (EMS); Revenue management; Computer Reservation Systems (CRS), Global Distribution Systems (GDS) and e-ticketing. LH:12

Unit–IV: Aviation Laws, Regulations and Technology: Air transport regulations; International air conventions; Aviation security and risk management; Digital transformation in aviation; Artificial Intelligence (AI), automation and smart technologies in airline operations. LH:12

Unit–V: Emerging Trends in Aviation: Low-cost carriers and full-service airlines; Sustainable aviation and green airports; Smart airports; Challenges and future prospects of the aviation industry. LH:12

Suggested Readings

9. Holloway, S. Straight and Level: Practical Airline Economics.
10. Doganis, R. Flying Off Course: Airline Economics and Marketing.
11. Shaw, S. Airline Marketing and Management.
12. Bhatia, A. K. International Tourism Management.

Paper Name: PLANNING FOR TOUR PACKAGE OPERATION

Code – PG2MBAT1012

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Tour Package Planning: Concept and significance of package tours; Types of tour packages; Components of a package tour; Tour planning process; Role and functions of tour planners and tour operators; Emerging trends in package tourism. LH: 12

Unit–II:

Tour Itinerary and Package Development: Principles of itinerary planning; Preparation of FIT, GIT and Special Interest Tour (SIT) itineraries; Route planning and scheduling; Selection of destinations, transport, accommodation and attractions; Documentation and travel formalities. LH: 12

Unit–III:

Tour Costing and Pricing: Components of tour costing; Cost sheet preparation; Pricing strategies; Negotiation with tourism service providers; Tour budgeting; Revenue management and profitability analysis. LH: 12

Unit–IV:

Tour Operations Management: Reservation and coordination; Tour execution and escorting; Customer service and complaint handling; Quality management; Risk, safety and crisis management in tour operations. LH: 12

Unit–V:

Technology and Emerging Trends in Tour Operations: Computer Reservation Systems (CRS) and Global Distribution Systems (GDS); Online booking platforms and digital tour operations; Sustainable tour packaging; Artificial Intelligence (AI) in travel planning; Innovation and future trends in tour operations. LH: 12

Suggested Readings

9. Foster, D. L. **The Business of Travel Agency Operations and Administration.**
10. Roday, S., Biwal, A. & Joshi, V. **Tourism Operations and Management.**
11. Holloway, J. C. **The Business of Tourism.**
12. Negi, J. **Travel Agency and Tour Operation: Concepts and Principles.**

Paper Name: EVENT PLANNING AND MANAGEMENT

Code – PG2MBAT1013

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Event Management: Concept, nature and scope of event management; Types of events; Event industry and tourism; Event planning process; Roles and responsibilities of event managers; Emerging trends in event management. LH:12

Unit–II:

Event Planning and Organization: Event feasibility and budgeting; Venue selection; Event

design and scheduling; Resource planning; Logistics and vendor management; Legal requirements and permissions. LH:12

Unit–III:

Event Marketing and Sponsorship: Event marketing strategies; Branding and promotion; Digital and social media marketing; Sponsorship planning and fundraising; Media relations; Customer experience and stakeholder management. LH:12

Unit–IV:

Event Operations and Risk Management: Event execution and coordination; Crowd management; Safety, security and emergency planning; Sustainable event management; Event quality assessment and post-event evaluation. LH:12

Unit–V:

MICE and Contemporary Event Management: Meetings, Incentives, Conferences and Exhibitions (MICE); Cultural, sports and festival events; Corporate and destination events; Technology in event management; Innovation, entrepreneurship and future trends in the event industry. LH:12

Suggested Readings

9. Goldblatt, J. **Special Events: Creating and Sustaining a New World for Celebration.**
10. Shone, A. & Parry, B. **Successful Event Management: A Practical Handbook.**
11. Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. **Events Management.**
12. Getz, D. **Event Studies: Theory, Research and Policy for Planned Events.**

Paper Name: ECOTOURISM & SUSTAINABLE DEVELOPMENT

Code – PG2MBAT1014

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Ecotourism and Sustainability: Concept, principles and scope of ecotourism; Evolution of sustainable tourism; Ecotourism resources and attractions; Relationship between tourism, environment and sustainable development; Global Sustainable Development Goals (SDGs). LH:12

Unit–II:

Ecotourism Planning and Management: Ecotourism policies and planning; Protected areas, National Parks, Wildlife Sanctuaries and Biosphere Reserves; Carrying capacity; Visitor management; Community participation and stakeholder involvement in ecotourism development. LH:12

Unit–III:

Environmental Conservation and Responsible Tourism: Biodiversity conservation; Environmental Impact Assessment (EIA); Climate change and tourism; Waste and resource management; Responsible tourism practices; Certification and eco-labelling in tourism. LH:12

Unit–IV:

Sustainable Tourism Development: Sustainable destination management; Rural and community-based tourism; Ecotourism entrepreneurship; Environmental ethics; Role of government, NGOs and international organizations in sustainable tourism. LH:12

Unit–V:

Contemporary Issues in Ecotourism: Green tourism initiatives; Circular economy and regenerative tourism; Smart and sustainable destinations; Artificial Intelligence (AI) and digital technologies for sustainable tourism; Challenges and future prospects of ecotourism. LH:12

Suggested Readings

9. Fennell, D. A. **Ecotourism.** Routledge.
10. Weaver, D. **Ecotourism.** Wiley.
11. Wearing, S. & Neil, J. **Ecotourism: Impacts, Potentials and Possibilities.** Routledge.
12. Honey, M. **Ecotourism and Sustainable Development: Who Owns Paradise?** Island Press.

Paper Name: FIELD STUDY TOUR (REPORT AND PRESENTATION)

Code – PG2MBAT1015

Credit – 4

Lecture Hours – 60

Unit–I:

Field Study and Tour Planning: Objectives and significance of field study; Planning and organization of educational tours; Selection of destinations; Tour itinerary, budgeting and logistics; Code of conduct and travel safety. LH: 12

Unit–II:

Field Observation and Data Collection: Techniques of field observation; Destination profiling; Interaction with tourism stakeholders; Collection of primary and secondary data; Documentation through field notes, photographs and digital tools. LH: 12

Unit–III:

Destination Analysis: Assessment of tourism resources; Tourism products and destination management; Visitor facilities and service quality; Sustainable tourism practices; Identification of tourism issues and opportunities. LH: 12

Unit–IV:

Report Writing and Presentation: Structure and preparation of field study reports; Data analysis and interpretation; Referencing and documentation; Presentation techniques; Seminar and viva-voce. LH: 12

Unit–V:

Learning Outcomes and Professional Development: Critical evaluation of field experiences; Industry exposure and best practices; Teamwork and leadership; Professional ethics; Application of field learning in tourism planning and management. LH: 12

Suggested Readings

9. Gunn, C. A. & Var, T. **Tourism Planning: Basics, Concepts, Cases.**
10. Inskeep, E. **Tourism Planning: An Integrated and Sustainable Development Approach.**
11. Roday, S., Biwal, A. & Joshi, V. **Tourism Operations and Management.**
12. Veal, A. J. **Research Methods for Leisure and Tourism.**

SEMESTER II

Paper Name: Research Thesis/ Project

Code – PG2MBAT2031

Credit – 20

Lecture Hours –

Paper Name: Community Engagement

Code – PG2MBAT2041

Credit –

Lecture Hours –

<u>OPTION-</u> II: Only Course- work in 1st&2nd Semesters

SEMESTER – I

Paper Name: AIRLINES & AVIATION MANAGEMENT

Code – PG2MBAT1011

Credit – 4

Lecture Hours – 60

Unit–I: Introduction to Aviation Industry: Evolution and growth of civil aviation; Structure of the aviation industry; Role of airlines in tourism development; Scheduled and non-scheduled airlines; Regulatory bodies—ICAO, IATA, DGCA and AAI; Familiarization with Official Airline Guide (OAG); Three-letter city and airport codes; Airline designated codes; Minimum Connecting Time (MCT); Global indicators. LH:12

Unit–II: Airline Operations and Airport Management: Airline organization and functions; Airport infrastructure and operations; Ground handling services; Passenger and baggage handling; Airport security and safety standards; Airline scheduling and route planning; Customer service and passenger experience; Frequent Flyer Programmes (FFPs) and airline alliances. LH:12

Unit–III: Air Tariff, Ticketing and Revenue Management: Introduction to air tariff; Currency regulations; Air fare construction and ticketing; Mileage principles; Fare construction with extra-mileage allowance (EMA) and extra-mileage surcharge (EMS); Revenue management; Computer Reservation Systems (CRS), Global Distribution Systems (GDS) and e-ticketing. LH:12

Unit–IV: Aviation Laws, Regulations and Technology: Air transport regulations; International air conventions; Aviation security and risk management; Digital transformation in aviation; Artificial Intelligence (AI), automation and smart technologies in airline operations. LH:12

Unit–V: Emerging Trends in Aviation: Low-cost carriers and full-service airlines; Sustainable aviation and green airports; Smart airports; Challenges and future prospects of the aviation industry. LH:12

Suggested Readings

13. Holloway, S. Straight and Level: Practical Airline Economics.
14. Doganis, R. Flying Off Course: Airline Economics and Marketing.
15. Shaw, S. Airline Marketing and Management.
16. Bhatia, A. K. International Tourism Management

Paper Name: PLANNING FOR TOUR PACKAGE OPERATION

Code – PG2MBAT1012

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Tour Package Planning: Concept and significance of package tours; Types of tour packages; Components of a package tour; Tour planning process; Role and functions of tour planners and tour operators; Emerging trends in package tourism. LH: 12

Unit–II:

Tour Itinerary and Package Development: Principles of itinerary planning; Preparation of FIT, GIT and Special Interest Tour (SIT) itineraries; Route planning and scheduling; Selection of destinations, transport, accommodation and attractions; Documentation and travel formalities. LH: 12

Unit–III:

Tour Costing and Pricing: Components of tour costing; Cost sheet preparation; Pricing strategies; Negotiation with tourism service providers; Tour budgeting; Revenue management and profitability analysis. LH: 12

Unit–IV:

Tour Operations Management: Reservation and coordination; Tour execution and escorting; Customer service and complaint handling; Quality management; Risk, safety and crisis management in tour operations. LH: 12

Unit–V:

Technology and Emerging Trends in Tour Operations: Computer Reservation Systems (CRS) and Global Distribution Systems (GDS); Online booking platforms and digital tour operations; Sustainable tour packaging; Artificial Intelligence (AI) in travel planning; Innovation and future trends in tour operations. LH: 12

Suggested Readings

13. Foster, D. L. **The Business of Travel Agency Operations and Administration.**
14. Roday, S., Biwal, A. & Joshi, V. **Tourism Operations and Management.**
15. Holloway, J. C. **The Business of Tourism.**
16. Negi, J. **Travel Agency and Tour Operation: Concepts and Principles.**

Paper Name: EVENT PLANNING AND MANAGEMENT

Code – PG2MBAT1013

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Event Management: Concept, nature and scope of event management; Types of events; Event industry and tourism; Event planning process; Roles and responsibilities of event managers; Emerging trends in event management. LH:12

Unit–II:

Event Planning and Organization: Event feasibility and budgeting; Venue selection; Event design and scheduling; Resource planning; Logistics and vendor management; Legal requirements and permissions. LH:12

Unit–III:

Event Marketing and Sponsorship: Event marketing strategies; Branding and promotion; Digital and social media marketing; Sponsorship planning and fundraising; Media relations; Customer experience and stakeholder management. LH:12

Unit–IV:

Event Operations and Risk Management: Event execution and coordination; Crowd management; Safety, security and emergency planning; Sustainable event management; Event quality assessment and post-event evaluation. LH:12

Unit–V:

MICE and Contemporary Event Management: Meetings, Incentives, Conferences and Exhibitions (MICE); Cultural, sports and festival events; Corporate and destination events; Technology in event management; Innovation, entrepreneurship and future trends in the event industry. LH:12

Suggested Readings

13. Goldblatt, J. **Special Events: Creating and Sustaining a New World for Celebration.**
14. Shone, A. & Parry, B. **Successful Event Management: A Practical Handbook.**
15. Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. **Events Management.**
16. Getz, D. **Event Studies: Theory, Research and Policy for Planned Events.**

Paper Name: ECOTOURISM & SUSTAINABLE DEVELOPMENT

Code – PG2MBAT1014

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Ecotourism and Sustainability: Concept, principles and scope of ecotourism; Evolution of sustainable tourism; Ecotourism resources and attractions; Relationship between tourism, environment and sustainable development; Global Sustainable Development Goals (SDGs). LH:12

Unit–II:

Ecotourism Planning and Management: Ecotourism policies and planning; Protected areas, National Parks, Wildlife Sanctuaries and Biosphere Reserves; Carrying capacity; Visitor management; Community participation and stakeholder involvement in ecotourism development. LH:12

Unit–III:

Environmental Conservation and Responsible Tourism: Biodiversity conservation; Environmental Impact Assessment (EIA); Climate change and tourism; Waste and resource management; Responsible tourism practices; Certification and eco-labelling in tourism. LH:12

Unit–IV:

Sustainable Tourism Development: Sustainable destination management; Rural and community-based tourism; Ecotourism entrepreneurship; Environmental ethics; Role of government, NGOs and international organizations in sustainable tourism. LH:12

Unit–V:

Contemporary Issues in Ecotourism: Green tourism initiatives; Circular economy and regenerative tourism; Smart and sustainable destinations; Artificial Intelligence (AI) and digital technologies for sustainable tourism; Challenges and future prospects of ecotourism. LH:12

Suggested Readings

13. Fennell, D. A. **Ecotourism.** Routledge.
14. Weaver, D. **Ecotourism.** Wiley.
15. Wearing, S. & Neil, J. **Ecotourism: Impacts, Potentials and Possibilities.** Routledge.
16. Honey, M. **Ecotourism and Sustainable Development: Who Owns Paradise?** Island Press.

Paper Name: FIELD STUDY TOUR (REPORT AND PRESENTATION)

Code – PG2MBAT1015

Credit – 4

Lecture Hours – 60

Unit–I:

Field Study and Tour Planning: Objectives and significance of field study; Planning and organization of educational tours; Selection of destinations; Tour itinerary, budgeting and logistics; Code of conduct and travel safety. LH: 12

Unit–II:

Field Observation and Data Collection: Techniques of field observation; Destination profiling; Interaction with tourism stakeholders; Collection of primary and secondary data; Documentation through field notes, photographs and digital tools. LH: 12

Unit–III:

Destination Analysis: Assessment of tourism resources; Tourism products and destination management; Visitor facilities and service quality; Sustainable tourism practices; Identification of tourism issues and opportunities. LH: 12

Unit–IV:

Report Writing and Presentation: Structure and preparation of field study reports; Data analysis and interpretation; Referencing and documentation; Presentation techniques; Seminar and viva-voce. LH: 12

Unit–V:

Learning Outcomes and Professional Development: Critical evaluation of field experiences; Industry exposure and best practices; Teamwork and leadership; Professional ethics; Application of field learning in tourism planning and management. LH: 12

Suggested Readings

13. Gunn, C. A. & Var, T. **Tourism Planning: Basics, Concepts, Cases.**
14. Inskeep, E. **Tourism Planning: An Integrated and Sustainable Development Approach.**
15. Roday, S., Biwal, A. & Joshi, V. **Tourism Operations and Management.**
16. Veal, A. J. **Research Methods for Leisure and Tourism.**

SEM – II

Paper Name: RESEARCH METHODOLOGY IN TOURISM

Code – PG2MBAT2011

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Research: Meaning, nature and significance of research; Types of research; Research process; Identification and formulation of research problems; Review of literature; Research objectives and hypothesis formulation. LH:12

Unit–II:

Research Design and Data Collection: Research design; Sampling techniques and sample design; Sources of data; Methods of data collection; Questionnaire design; Measurement and scaling techniques. LH:12

Unit–III:

Data Analysis and Interpretation: Data processing and presentation; Descriptive and inferential statistics; Correlation, regression, hypothesis testing and ANOVA; Interpretation of results; Application of statistical software (SPSS/R). LH:12

Unit–IV:

Research Report Writing: Structure and preparation of research reports; Referencing and citation styles; Research ethics and plagiarism; Presentation of research findings; Publication and dissertation writing. LH:12

Unit–V:

Contemporary Research in Tourism: Quantitative and qualitative research methods; Case study and mixed-method research; Bibliometric and systematic literature review; Big data and analytics in tourism; Artificial Intelligence (AI) and emerging trends in tourism research. LH:12

Suggested Readings

5. Kothari, C. R. & Garg, G. **Research Methodology: Methods and Techniques.**
6. Veal, A. J. **Research Methods for Leisure and Tourism.**
7. Jennings, G. **Tourism Research.**
8. Kumar, R. **Research Methodology: A Step-by-Step Guide for Beginners.**

Paper Name: TOURISM POLICY, PLANNING & DEVELOPMENT

Code – PG2MBAT2012

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Tourism Policy and Planning: Concept, nature and significance of tourism policy and planning; Tourism planning approaches; Tourism planning process; Tourism organizations and stakeholders; National Tourism Policy and institutional framework for tourism development. LH:12

Unit–II:

Tourism Planning and Destination Development: Tourism resource assessment; Destination planning and development; Infrastructure and amenities; Tourism circuits and regional planning; Community participation and public-private partnership (PPP) in tourism development. LH:12

Unit–III:

Sustainable Tourism Development: Principles of sustainable tourism; Environmental, socio-cultural and economic dimensions of tourism development; Carrying capacity; Responsible tourism; Sustainable Development Goals (SDGs) and tourism. LH:12

Unit–IV:

Tourism Policy and Governance: Tourism policies in India; Tourism legislation and regulatory framework; Role of Central and State Governments; International tourism organizations; Monitoring and evaluation of tourism plans and policies. LH:12

Unit–V:

Contemporary Issues in Tourism Development: Smart destinations; Digital transformation in tourism; Destination competitiveness and resilience; Crisis and disaster management; Innovation, climate change and future challenges in tourism planning. LH:12

Suggested Readings

5. Inskeep, E. **Tourism Planning: An Integrated and Sustainable Development Approach.**
6. Gunn, C. A. & Var, T. **Tourism Planning: Basics, Concepts and Cases.**
7. Hall, C. M. **Tourism Planning: Policies, Processes and Relationships.**
8. Swain, S. K. & Mishra, J. M. **Tourism: Principles and Practices.**

Paper Name: TOUR GUIDING & VISITOR INTERPRETATION

Code – PG2MBAT2013

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Tour Guiding: Concept, nature and significance of tour guiding; Types and roles of tourist guides; Qualities and professional competencies of a tour guide; Code of conduct and ethics; Government policies and guide training programmes. LH: 12

Unit–II:

Guiding Techniques and Communication: Principles and techniques of tour guiding; Tour commentary and storytelling; Communication and presentation skills; Group handling; Cross-cultural communication; Leadership and customer service. LH: 12

Unit–III:

Visitor Interpretation: Concept and principles of visitor interpretation; Interpretation of natural, cultural and heritage resources; Interpretation media and techniques; Museums, monuments and protected areas; Interpretation planning. LH: 12

Unit–IV:

Tour Guiding Operations: Tour preparation and itinerary briefing; Travel documentation and visitor assistance; Safety, security and risk management; Crisis handling; Responsible and accessible tourism practices. LH: 12

Unit–V:

Contemporary Trends in Tour Guiding: Digital interpretation and smart guiding; Audio guides, mobile applications and virtual tours; Sustainable heritage interpretation; Artificial Intelligence (AI) in visitor services; Future prospects and challenges in professional tour guiding. LH: 12

Suggested Readings

5. Pond, K. L. **The Professional Guide: Dynamics of Tour Guiding.**
6. Weiler, B. & Black, R. **Tour Guiding: Principles and Practices.**
7. Holloway, J. C. **The Business of Tourism.**
8. Ministry of Tourism, Government of India. **Incredible India Tourist Facilitator (IITF) Programme – Training Manual.**

Paper Name: DESTINATION MARKETING

Code – PG2MBAT2014

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Destination Marketing: Concept, nature and scope of destination marketing; Tourism destination and destination life cycle; Destination Marketing Organizations (DMOs); Destination competitiveness; Stakeholders in destination marketing. LH:12

Unit–II:

Destination Branding and Marketing Strategies: Destination image and branding; Market segmentation, targeting and positioning (STP); Tourism consumer behaviour; Integrated Marketing Communication (IMC); Marketing strategies for heritage, rural, coastal, ecotourism and wellness destinations. LH:12

Unit–III:

Digital Destination Marketing: Digital marketing concepts; Social media marketing; Search Engine Optimization (SEO) and Search Engine Marketing (SEM); Content and influencer marketing; Online reputation management; E-tourism, Online Travel Agencies (OTAs) and destination websites. LH:12

Unit–IV:

Destination Promotion and Visitor Experience: Destination promotion campaigns; Public relations and media management; Events and festivals as marketing tools; Customer Relationship Management (CRM); Visitor satisfaction, service quality and destination loyalty. LH:12

Unit–V:

Contemporary Issues in Destination Marketing: Smart destinations; Sustainable destination marketing; Artificial Intelligence (AI), Big Data and analytics in destination marketing; Crisis communication and destination recovery; Emerging trends and future challenges in destination marketing. LH:12

Suggested Readings

5. Morrison, A. M. **Marketing and Managing Tourism Destinations.** Routledge.
6. Pike, S. & Page, S. J. **Destination Marketing: An Integrated Marketing Communication Approach.** Routledge.
7. Kotler, P., Bowen, J. T. & Makens, J. C. **Marketing for Hospitality and Tourism.** Pearson.
8. Middleton, V. T. C., Fyall, A., Morgan, M. & Ranchhod, A. **Marketing in Travel and Tourism.** Routledge.

Paper Name: ON THE JOB TRAINING (REPORT AND PRESENTATION)

Code – PG2MBAT2015

Credit – 4

Lecture Hours –

Paper Name: COMMUNITY ENGAGEMENT

Code – PG2MBAT2041

Credit –

Lecture Hours –

<u>OPTION-</u> III: Only Research Thesis/ Project in 1st&2nd Semesters

SEMESTER: I

Paper Name: Research Thesis/ Project

Code – PG2MBAT1031

Credit – 20

Lecture Hours –

SEMESTER: II

Paper Name: Research Thesis/ Project

Code – PG2MBAT2031

Credit – 20

Lecture Hours –

Paper Name: Community Engagement

Code – PG2MBAT2041

Credit –

Lecture Hours –