THE UNIVERSITY OF BURDWAN

SYLLABUS OF TWO YEAR POSTGRADUATE PROGRAMME

IN

MBA Tourism

Under

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

w.e.f. 2026 – 2027

2- year PG Programme

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

- **An equivalent course subject to the approval of the Department may be pursued from SWAYAM both for minor and Major Course.**

SEM	Course Type	Course Code & Level	Name of the Course	Credit	L – T - P	Marks	Marks Dist. Th. – Pr. - IA
I	Major/Core Course	**PG2MBAT1011 (400-499)**	Tourism Concepts & Impacts	6	5 - 1 - 0	75	60 – 0 – 15
	Major/Core Course	**PG2MBAT1012 (400-499)**	Tourism Economics	6	5 - 1 - 0	75	60 – 0 – 15
	Major/Core Course	**PG2MBAT1013 (400-499)**	Management Process and Organizational Behavior	6	5 - 1 - 0	75	60 – 0 – 15
	Major/Core Course	**PG2MBAT1014 (400-499)**	Geography & International Tourism	6	5 - 1 - 0	75	60 – 0 – 15
	Minor Course	**PG2MBAT1021 (300-399)**	Adventure Tourism Or Indian Knowledge System	4	3 - 1 - 0	75	60 – 0 – 15
	Total			**28**		**375**	
II	Major/Core Course	**PG2MBAT2011 (400-499)**	Travel Agency & Tour Operation Management	6	5 - 1 - 0	75	60 – 0 – 15
	Major/Core Course	**PG2MBAT2012 (400-499)**	Tourism Products of India	4	3 - 1 - 0	75	60 – 0 – 15
	Major/Core Course	**PG2MBAT2013 (400-499)**	Tourism Marketing	4	3 - 1 - 0	75	60 – 0 – 15
	Major/Core Course	**PG2MBAT2014 (400-499)**	Managerial Skills and Communication Development	4	3 - 1 - 0	75	60 – 0 – 15
	Minor Course	**PG2MBAT2021 (300-399)**	Tourism Entrepreneurship & Small Business Management Or Legal & Ethical Issues in Tourism	4	3 - 1 - 0	75	60 – 0 – 15
	Total			**22**		**375**	

<u>OPTION- I</u>: Course-work in the 3rdSemester & Research Thesis/Project in the 4thSemester

SEM	Course Type	Code & Level	Name of the Course	Credit	L – T - P	Marks	Marks Dist. Th. – Pr. - IA
III	Major/Core Course	**PG2MBAT3011 (500-599)**	Airlines & Aviation Management	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT3012 (500-599)**	Planning for Tour Package Operation	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT3013 (500-599)**	Event Planning and Management	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT3014 (500-599)**	Ecotourism & Sustainable Development	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT3015 (500-599)**	Field Study Tour (Report and Presentation)	4	3 - 1 - 0	50	40 – 0 – 10
	Total			**20**		**250**	
IV	Research Thesis/ Project	**PG2MBAT4031 (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 (50 Marks, 4 credits)& Viva-voce (50 Marks, 4 Credits)-100 Marks, 8 Credits
	Two-credit Compulsory Course	**PG2MBAT4041 (500-599)**	Community Engagement	(This shall not be taken into consideration in the calculation of SGPA and CGPA)			
	Total			**20**		**250**	

OR

<u>OPTION- II</u>: Only Course- work in 3rd&4th Semesters

SEM	Course Type	Code & Level	Name of the Course	Credit	L – T - P	Marks	Marks Dist. Th. – Pr. - IA
III	Major/Core Course	**PG2MBAT3011 (500-599)**	Airlines & Aviation Management	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT3012 (500-599)**	Planning for Tour Package Operation	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT3013 (500-599)**	Event Planning and Management	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT3014 (500-599)**	Ecotourism & Sustainable Development	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT3015 (500-599)**	Field Study Tour (Report and Presentation)	4	3 - 1 - 0	50	40 – 0 – 10
	Total			**20**		**250**	
IV	Major/Core Course	**PG2MBAT4011 (500-599)**	Research Methodology in Tourism	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT4012 (500-599)**	Tourism Policy Planning & Development	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT4013 (500-599)**	Tour Guiding & Visitors Interpretation	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT4014 (500-599)**	Destination Marketing	4	3 - 1 - 0	50	40 – 0 – 10
	Major/Core Course	**PG2MBAT4015 (500-599)**	On the Job Training (Report and Presentation)	4	3 - 1 - 0	50	40 – 0 – 10
	Two-credit Compulsory Course	**PG2MBAT4041 (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 3rd&4th Semesters

SEM	Course Type	Code & Level	Name of the Course	Credit	L – T - P	Marks	Marks Dist. Th. – Pr. - IA
III	Research Thesis/ Project	**PG2MBAT3031 (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
IV	Research Thesis/ Project	**PG2MBAT4031 (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	**PG2MBAT4041 (500-599)**	Community Engagement	(This shall not be taken into consideration in the calculation of SGPA and CGPA)			
	Total			**40**		**500**	
Grand Total				**90**		**1250**	

SEMESTER: I

Paper Name: TOURISM CONCEPTS & IMPACTS

Paper Code – PG2MBAT1011

Credit – 6

Lecture Hours – 90

Unit–I:

Introduction to Tourism: Evolution and concepts of tourism; Nature, scope and characteristics of tourism; Tourist, traveler, visitor and excursionist; Components of tourism; Tourism system; Tourism products and services; Tourism industry and stakeholders; Role and functions of international and national tourism organizations (UN Tourism, WTTC, WTO, IATA, PATA, TAAI, FHRAI, Ministry of Tourism, Government of India). LH:18

Unit–II:

Tourism Demand, Supply and Forms of Tourism: Tourism demand and supply; Determinants and measurement of tourism demand; Tourism infrastructure and superstructure; Types and forms of tourism: Domestic, International, Inbound, Outbound, Cultural, Heritage, Ecotourism, Adventure, Medical, Wellness, MICE, Rural, Coastal and Marine Tourism; Emerging tourism trends. Tourist motivation. LH:18

Unit–III:

Tourism Resources and Destination Development: Tourism resources and attractions; Elements of tourist destination and their influence on tourist flows; Destination development and life cycle; Destination image and branding; Carrying capacity; Community participation; Smart tourism, Digital tourism, Accessible tourism and Blue Economy in tourism; Role of ITDC, State Tourism Development Corporations (STDCs), ASI, Ministry of Railways and Ministry of Civil Aviation in tourism development. LH:18

Unit–IV:

Impacts of Tourism: Economic, socio-cultural and environmental impacts of tourism; Multiplier effect; Employment generation; Cultural preservation and commodification; Climate change, over tourism and environmental sustainability; Tourism impact assessment. Innovation in tourism with Artificial Intelligence (AI), Big Data, Virtual Reality (VR) and Smart Destinations. LH:18

Unit–V:

Hotel and Operations: Introduction to Hotel, Definitions, Types, Hotel Classification Organization Structure of Hotels; Functions of Major Hotel Departments (Basic Hotel Operations, Reservation and Guest Services; International Hotel Chains operating in India. Yield Management and Factors Affecting Demand and Supply of Hotel Accommodation. LH:18

Suggested Readings

1. Cooper, C., Fletcher, J., Gilbert, D. & Wanhill, S. **Tourism: Principles and Practice.** Pearson.
2. Goeldner, C. R. & Ritchie, J. R. B. **Tourism: Principles, Practices, Philosophies.** Wiley.
3. Page, S. J. **Tourism Management.** Routledge.
4. Holloway, J. C. & Humphreys, C. **The Business of Tourism.** Pearson.
5. Das, D.K.& Biswas, S. (2019) **Tourism Concept, Issues and Impacts**, Sage Publications

Paper Name: TOURISM ECONOMICS

Paper Code – PG2MBAT1012

Credit – 6

Lecture Hours – 90

Unit–I:

Introduction to Tourism and Managerial Economics: Nature, scope and significance of tourism economics; Concepts and scope of managerial economics; Micro and macroeconomic principles in tourism; Basic economic problems; Opportunity cost, marginal analysis and decision-making; Role of managerial economics in tourism and hospitality. LH:18

Unit–II:

Tourism Demand and Supply: Tourism demand and supply; Determinants of tourism demand and supply; Demand forecasting; Elasticity of tourism demand and supply; Tourism consumer behaviour; Tourism market equilibrium and pricing decisions. LH:18

Unit–III:

Production, Cost and Market Structure: Production function and economies of scale; Cost concepts and cost analysis; Break-even analysis; Pricing strategies in tourism; Market structures—Perfect competition, Monopoly, Monopolistic competition and Oligopoly; Revenue management in tourism. LH:18

Unit–IV:

Tourism and the Economy: Economic impacts of tourism; Tourism multiplier and multiplier effect; Employment generation; Foreign exchange earnings; Tourism Satellite Account (TSA); Cost-benefit analysis; Public-private partnership (PPP) and government intervention in tourism development. LH:18

Unit–V:

Contemporary Issues in Tourism Economics: Sustainable tourism economics; Globalization and tourism; Digital economy and platform tourism; Sharing economy; Economic resilience and crisis management; Emerging issues in tourism with AI, dynamic pricing and smart tourism. LH:18

Suggested Readings

1. Tribe, J. **The Economics of Recreation, Leisure and Tourism.** Routledge.
2. Sinclair, M. T. & Stabler, M. **The Economics of Tourism.** Routledge.
3. Dwivedi, D. N. **Managerial Economics.** Vikas Publishing House.
4. Mukhopadhyay, S. **Tourism Economics.** Ane Books.

Paper Name: MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

Paper Code – PG2MBAT1013

Credit – 6

Lecture Hours – 90

Unit–I:

Introduction to Management: Nature, scope and significance of management; Evolution of management thought; Managerial functions, roles and skills; Levels of management; Systems and contingency approaches; Management in tourism and hospitality organizations. LH:18

Unit–II:

Managerial Functions: Planning and decision-making; Organizing, authority, delegation and decentralization; Staffing; Directing and controlling; Organizational structure and design; Emerging trends in organizational management and workplace technology. LH:18

Unit–III:

Individual Behaviour in Organizations: Organizational behaviour and its significance; Personality, perception, attitudes and values; Learning and emotional intelligence; Motivation theories and employee engagement; Individual decision-making and workplace behaviour. LH:18

Unit–IV:

Group Behaviour and Leadership: Group dynamics and team building; Communication process and barriers; Leadership theories and styles; Conflict and negotiation; Organizational culture, power and politics; Managing diversity at the workplace. LH:18

Unit–V:

Organizational Effectiveness and Change: Organizational development; Change management and resistance to change; Stress management and work-life balance; Ethics and corporate social responsibility; Innovation, digital leadership and contemporary challenges in tourism organizations. LH:18

Suggested Readings

1. Robbins, S. P. & Judge, T. A. **Organizational Behavior.** Pearson.
2. Koontz, H., Weihrich, H. & Cannice, M. **Essentials of Management.** McGraw-Hill.
3. Luthans, F. **Organizational Behavior.** McGraw-Hill.
4. Rao, V. S. P. **Management: Text and Cases.** Cengage Learning.

Paper Name: GEOGRAPHY & INTERNATIONAL TOURISM Paper Code – PG2MBAT1014

Credit – 6

Lecture Hours – 90

Unit–I:

Fundamentals of Tourism Geography: Concept, scope and importance of geography in tourism; Physical and cultural geography; Climate and tourism; Latitude, longitude, International Date Line, time zones and world time calculation; Map reading and tourism applications. LH:18

Unit–II:

Global Tourism Regions and Transport Geography: World tourism regions; Tourist Generating Regions (TGR), Tourist Transit Routes (TTR) and Tourist Destination Regions (TDR); Major tourism generating and receiving regions; International transport systems Air, rail, road and water transport; IATA areas and global air connectivity; Role of transport in international tourism. LH:18

Unit–III:

International Tourism Destinations: Major tourism destinations of Asia, Europe, North America, South America, Africa, Australia and Oceania; Natural and cultural attractions; UNESCO World Heritage Sites; International tourism trends and destination competitiveness. LH:18

Unit–IV:

International Tourism Patterns: Global tourist flow and tourist flow patterns; Factors influencing international tourism; Tourism demand and seasonality; Travel formalities Passport, Visa, Health regulations and Travel Insurance; International tourism organizations and tourism statistics. LH:18

Unit–V:

Contemporary Issues in International Tourism: Destination planning and itinerary preparation; Sustainable destination management; Smart destinations and digital mapping (GIS applications); Climate change and tourism; Emerging trends in international tourism and future global tourism markets. LH:18

Suggested Readings

1. Boniface, B., Cooper, C. & Cooper, R. **Worldwide Destinations: The Geography of Travel and Tourism.**
2. Hall, C. M. & Page, S. J. **The Geography of Tourism and Recreation.**
3. Burton, R. **Travel Geography.**
4. Robinson, H. **Geography of Tourism.**

Paper Name: ADVENTURE TOURISM

Code – PG2MBAT1021

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Adventure Tourism: Concept, nature and scope of adventure tourism; Evolution and growth of adventure tourism; Classification of adventure tourism; Soft and hard adventure activities; Adventure tourism potential in India; Role of government and adventure tourism organizations. LH:12

Unit–II:

Adventure Tourism Resources and Activities: Land-based, water-based and air-based adventure activities; Major adventure tourism destinations in India; Adventure tourism product development; Adventure tourism infrastructure and support services. LH:12

Unit–III:

Adventure Operations and Safety Management: Planning and management of adventure tours; Risk assessment and safety standards; Adventure equipment and logistics; First aid, emergency response and rescue management; Legal and ethical issues in adventure tourism. LH:12

Unit–IV:

Sustainable Adventure Tourism: Environmental and socio-cultural impacts of adventure tourism; Carrying capacity; Responsible adventure tourism practices; Community participation; Environmental conservation and sustainable management of adventure destinations. LH:12

Unit–V:

Emerging Trends in Adventure Tourism: Adventure tourism marketing; Digital platforms and social media promotion; Adventure tourism entrepreneurship; Future prospects and challenges of adventure tourism in India and globally. LH:12

Suggested Readings

1. Buckley, R. **Adventure Tourism Management.** CABI.
2. Swarbrooke, J., Beard, C., Leckie, S. & Pomfret, G. **Adventure Tourism: The New Frontier.** Routledge.
3. Malik, S. S. **Adventure Tourism.** Rahul Publishing House.
4. Negi, J. **Adventure Tourism and Sports.** Kanishka Publishers.

Or

Paper Name: INDIAN KNOWLEDGE SYSTEM

Code – PG2MBAT1022

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Indian Knowledge System: Concept, evolution and significance of Indian Knowledge System; Indian philosophy and knowledge traditions; Sources of Indian knowledge; Relevance of IKS in contemporary education, management and tourism. LH:12

Unit–II:

Indian Culture and Heritage: Tangible and intangible cultural heritage; Indian art, architecture, literature and performing arts; Festivals, fairs and traditions; UNESCO World Heritage Sites of India and their tourism significance. LH:12

Unit–III:

Traditional Knowledge and Sustainable Practices: Traditional ecological knowledge; Ayurveda, Yoga and wellness traditions; Indigenous knowledge systems; Sustainable lifestyles and environmental ethics; Role of IKS in sustainable tourism development. LH:12

Unit–IV:

Indian Knowledge in Management and Tourism: Principles of leadership and ethics from ancient Indian texts; Hospitality traditions (*Atithi Devo Bhava*); Pilgrimage and spiritual tourism; Cultural tourism and heritage interpretation; Government initiatives for cultural and heritage promotion. LH:12

Unit–V:

Contemporary Relevance of IKS: Indian Knowledge System and NEP 2020; Digital preservation of cultural heritage; Creative and experiential tourism; Cultural entrepreneurship; Opportunities and challenges in promoting Indian Knowledge System globally. LH:12

Suggested Readings

1. Kapur, A. C. **Indian Heritage: Art, Culture and Tourism.**
2. Frawley, D. **Yoga and Ayurveda.**
3. Ministry of Education, Government of India. **Introduction to Indian Knowledge System.**
4. Ministry of Tourism, Government of India. **Incredible India and Heritage Tourism Publications.**

SEMESTER II

Paper Name: TRAVEL AGENCY & TOUR OPERATION MANAGEMENT

Code – PG2MBAT2011

Credit – 6

Lecture Hours – 90

Unit–I:

Travel Agency and Travel Trade: Evolution and growth of travel agency business; Travel trade and tourism intermediaries; Types and functions of travel agencies and tour operators; Wholesale and retail travel agencies; Linkages with principal service providers; Contemporary trends in the travel trade. LH:18

Unit–II:

Travel Agency Management: Establishment and organization of a travel agency; Approval and recognition procedures (IATA, Ministry of Tourism and State Tourism Departments); Documentation and travel formalities; Sources of revenue; Travel insurance, forex, MICE and other diversified travel services; Travel technology and online travel agencies (OTAs). LH:18

Unit–III:

Tour Operation and Itinerary Planning: Tour operation process; Types of tours and tour packages; FIT, GIT and Special Interest Tours (SITs); Tour itinerary planning and preparation; Package tour design; Reservation and coordination with transport, accommodation and other tourism service providers. LH:18

Unit–IV:

Tour Costing and Operations Management: Components of tour costing; Preparation of cost sheet; Tour pricing strategies; Tour escorting and tour management; Customer relationship management; Service quality, complaint handling and risk management in tour operations. LH:18

Unit–V:

Emerging Trends in Travel and Tour Operations: Digital transformation in travel business; Computerized Reservation Systems (CRS) and Global Distribution Systems (GDS); E-tourism and online booking platforms; AI and automation in travel services; Sustainable tour operations, entrepreneurship and future challenges in the travel industry. LH:18

Suggested Readings

1. Foster, D. L. **The Business of Travel Agency Operations and Administration.** McGraw-Hill.
2. Gee, C. Y. & Makens, J. C. **Professional Travel Agency Management.** Prentice Hall.

3. Holloway, J. C. **The Business of Tourism.** Pearson.
4. Roday, S., Biswal, A. & Joshi, V. **Tourism Operations and Management.** Oxford University Press.

Paper Name: TOURISM PRODUCTS OF INDIA

Code – PG2MBAT2012

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Tourism Products: Concept, characteristics and classification of tourism products; Natural and cultural tourism resources of India; Tourism product life cycle; Tourism product development and interpretation; Role of tourism products in destination development. LH:12

Unit–II:

Natural Tourism Products of India: Mountains, hill stations, beaches, islands, deserts, rivers, lakes and waterfalls; Wildlife tourism, National Parks, Biosphere Reserves and Ecotourism destinations; Adventure and nature-based tourism resources of India. LH:12

Unit–III:

Cultural and Heritage Tourism Products: Historical monuments, UNESCO World Heritage Sites, museums and archaeological sites; Art, architecture, handicrafts, fairs and festivals; Pilgrimage, spiritual, Buddhist and heritage circuits; Cuisine and cultural experiences as tourism products. LH:12

Unit–IV:

Special Interest Tourism Products: Rural tourism, Medical and Wellness tourism, Yoga and Ayurveda tourism, MICE tourism, Cruise tourism, Film tourism, Coastal and Marine tourism, Tribal tourism and Homestay tourism; Government initiatives for tourism product promotion.

LH:12

Unit–V:

Tourism Product Management and Emerging Trends: Tourism product packaging and branding; Destination marketing; Sustainable tourism product development; Digital tourism and experiential tourism; Innovation, entrepreneurship and future trends in Indian tourism. LH:12

Suggested Readings

1. Jacob, R. **Indian Tourism Products.** Abhijeet Publications.
2. Basham, A. L. **The Wonder That Was India.** Rupa Publications.
3. Singh, R. **Tourism in India.** Kanishka Publishers.
4. Ministry of Tourism, Government of India. **India Tourism Statistics & Incredible India Publications.**

Paper Name: TOURISM MARKETING

Code – PG2MBAT2013

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Tourism Marketing: Concept, nature and scope of Tourism Marketing; Characteristics of tourism services; Marketing environment; Marketing mix (7Ps) in tourism; Tourism marketing information system; Contemporary issues in tourism marketing. LH:12

Unit–II:

Tourism Consumer Behaviour: Consumer buying behaviour; Market Segmentation, Targeting and Positioning (STP); Tourism market research; Tourism demand analysis; Customer satisfaction and service quality in tourism. LH:12

Unit–III:

Tourism Product and Destination Marketing: Tourism product life cycle; New product development; Branding and positioning of tourism products and destinations; Destination image; Marketing strategies for heritage, rural, ecotourism, wellness and MICE tourism. LH:12

Unit–IV:

Digital and Relationship Marketing: Digital marketing in tourism; Social media and content marketing; Online travel agencies (OTAs); Customer Relationship Management (CRM); E-commerce and emerging technologies in tourism marketing. LH:12

Unit–V:

Contemporary Trends in Tourism Marketing: Sustainable and responsible tourism marketing;

Integrated marketing communication (IMC); Event and experiential marketing; Artificial Intelligence (AI) and data analytics in tourism marketing; Challenges and future trends in global tourism marketing. LH:12

Suggested Readings

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

Paper Name: MANAGERIAL SKILLS AND COMMUNICATION DEVELOPMENT

Code – PG2MBAT2014

Credit – 4

Lecture Hours – 60

Unit–I:

Managerial Skills: Concept, nature and significance of managerial skills; Technical, human and conceptual skills; Leadership and managerial competencies; Decision-making and problem-solving; Time and stress management. LH:12

Unit–II:

Business Communication: Principles and process of communication; Verbal and non-verbal communication; Barriers to communication; Business correspondence; Report writing, meetings and professional etiquette. LH:12

Unit–III:

Interpersonal and Presentation Skills: Listening, speaking, reading and writing skills; Interpersonal communication; Negotiation and conflict management; Presentation and public speaking skills; Cross-cultural communication in tourism. LH:12

Unit–IV:

Professional Development: Team building and collaboration; Emotional intelligence; Personality development; Customer service excellence; Corporate etiquette and workplace ethics. LH:12

Unit–V:

Contemporary Managerial Communication: Digital communication tools; Social media and professional networking; Interview skills, Group Discussion (GD) and Personal Interview (PI); Resume writing; Emerging trends in communication and leadership in tourism organizations.

LH:12

Suggested Readings

1. Lesikar, R. V. & Flatley, M. E. **Business Communication: Connecting in a Digital World.** McGraw-Hill.
2. Bovee, C. L. & Thill, J. V. **Business Communication Today.** Pearson.
3. Robbins, S. P. & Judge, T. A. **Organizational Behavior.** Pearson.
4. Kaul, A. **Effective Business Communication.** PHI Learning.

Paper Name: TOURISM ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Code – PG2MBAT2021

Credit – 4

Lecture Hours – 60

Unit–I:

Entrepreneurship and Tourism: Concept, nature and importance of entrepreneurship; Characteristics and functions of an entrepreneur; Entrepreneurial competencies; Tourism entrepreneurship ecosystem; Role of MSMEs and start-ups in tourism development. LH:12

Unit–II:

Small Business Management: Forms of business ownership; Small business planning and establishment; Project identification and feasibility analysis; Business support institutions; Government policies and schemes for tourism entrepreneurs. LH:12

Unit–III:

Business Planning and Finance: Business model and business plan preparation; Sources of finance for tourism enterprises; Financial management of small businesses; Costing, pricing and risk management; Legal and regulatory requirements for tourism enterprises. LH:12

Unit–IV:

Innovation and Marketing for Tourism Enterprises: Tourism product innovation; Digital entrepreneurship; Marketing strategies for tourism start-ups; E-commerce and social media marketing; Customer relationship management and service quality. LH:12

Unit–V:

Emerging Trends in Tourism Entrepreneurship: Sustainable and responsible entrepreneurship; Social and rural entrepreneurship; Managing Family Business, Women entrepreneurship; Innovation, Artificial Intelligence (AI) and technology in tourism business; Challenges and opportunities for tourism entrepreneurs.

LH:12

Suggested Readings

1. Khanka, S. S. **Entrepreneurial Development.** S. Chand Publishing.
2. Desai, V. **Dynamics of Entrepreneurial Development and Management.** Himalaya Publishing House.
3. Hisrich, R. D., Peters, M. P. & Shepherd, D. A. **Entrepreneurship.** McGraw-Hill.
4. Morrison, A. **Entrepreneurship in Tourism.** Routledge.

Paper Name: LEGAL & ETHICAL ISSUES IN TOURISM

Code – PG2MBAT2022

Credit – 4

Lecture Hours – 60

Unit–I:

Introduction to Tourism Laws: Nature and scope of tourism legislation; Legal framework governing tourism in India; Tourism policy; Rights and responsibilities of tourism stakeholders; Regulatory bodies governing tourism and hospitality. LH:12

Unit–II:

Travel and Hospitality Laws: Laws relating to travel agencies, tour operators and hospitality enterprises; Contract Act and consumer protection; Passport, visa and immigration regulations; Travel insurance; Cyber laws and data privacy in tourism. LH:12

Unit–III:

Environmental and Heritage Laws: Environmental legislation and sustainable tourism; Wildlife and forest laws; Heritage conservation and UNESCO conventions; Legal provisions for ecotourism and protected areas; Responsible tourism practices. LH:12

Unit–IV:

Business Ethics in Tourism: Ethical principles in tourism and hospitality; Corporate social responsibility (CSR); Professional ethics; Consumer rights and grievance redressal; Ethical issues in digital tourism and destination management. LH:12

Unit–V:

Contemporary Legal Issues in Tourism: Intellectual property rights in tourism; Crisis and risk management; Tourism safety and security; International tourism regulations; Emerging legal and ethical challenges in AI, online travel platforms and sustainable tourism. LH:12

Suggested Readings

1. A.K. Bhatia, **Tourism Development: Principles and Practices.**
2. P.K. Sarkar, **Law of Consumer Protection in India.**
3. Ministry of Tourism, Government of India, **National Tourism Policy and Guidelines.**
4. Swain, S.K. & Mishra, J.M., **Tourism: Principles and Practices.**

Semester – III

Paper Name: AIRLINES & AVIATION MANAGEMENT

Code – PG2MBAT3011

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

1. Holloway, S. Straight and Level: Practical Airline Economics.
2. Doganis, R. Flying Off Course: Airline Economics and Marketing.
3. Shaw, S. Airline Marketing and Management.
4. Bhatia, A. K. International Tourism Management.

Paper Name: PLANNING FOR TOUR PACKAGE OPERATION

Code – PG2MBAT3012

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

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

Paper Name: EVENT PLANNING AND MANAGEMENT

Code – PG2MBAT3013

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. Organizations involved in Event Industry. 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

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

Paper Name: ECOTOURISM & SUSTAINABLE DEVELOPMENT

Code – PG2MBAT3014

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

1. Fennell, D. A. **Ecotourism.** Routledge.
2. Weaver, D. **Ecotourism.** Wiley.
3. Wearing, S. & Neil, J. **Ecotourism: Impacts, Potentials and Possibilities.** Routledge.
4. Honey, M. **Ecotourism and Sustainable Development: Who Owns Paradise?** Island Press.

Paper Name: FIELD STUDY TOUR (REPORT AND PRESENTATION)

Code – PG2MBAT3015

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

1. Gunn, C. A. & Var, T. **Tourism Planning: Basics, Concepts, Cases.**
2. Inskeep, E. **Tourism Planning: An Integrated and Sustainable Development Approach.**
3. Roday, S., Biswal, A. & Joshi, V. **Tourism Operations and Management.**
4. Veal, A. J. **Research Methods for Leisure and Tourism.**

SEMESTER – IV

Paper Name: RESEARCH / THESIS PROJECT

Code – PG2MBAT4031

Credit – 20

Lecture Hours –

Paper Name: COMMUNITY ENGAGEMENT

Code – PG2MBAT4041

Credit –

Lecture Hours –

OPTION- II: Only Course- work in 3rd&4th Semesters

Semester – III

Paper Name: AIRLINES & AVIATION MANAGEMENT

Code – PG2MBAT3011

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

5. Holloway, S. Straight and Level: Practical Airline Economics.

6. Doganis, R. Flying Off Course: Airline Economics and Marketing.
7. Shaw, S. Airline Marketing and Management.
8. Bhatia, A. K. International Tourism Management.

Paper Name: PLANNING FOR TOUR PACKAGE OPERATION

Code – PG2MBAT3012

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

5. Foster, D. L. **The Business of Travel Agency Operations and Administration.**

6. Roday, S., Biwal, A. & Joshi, V. **Tourism Operations and Management.**
7. Holloway, J. C. **The Business of Tourism.**
8. Negi, J. **Travel Agency and Tour Operation: Concepts and Principles.**

Paper Name: EVENT PLANNING AND MANAGEMENT

Code – PG2MBAT3013

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

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

Paper Name: ECOTOURISM & SUSTAINABLE DEVELOPMENT

Code – PG2MBAT3014

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

5. Fennell, D. A. **Ecotourism.** Routledge.
6. Weaver, D. **Ecotourism.** Wiley.
7. Wearing, S. & Neil, J. **Ecotourism: Impacts, Potentials and Possibilities.** Routledge.
8. Honey, M. **Ecotourism and Sustainable Development: Who Owns Paradise?** Island Press.

Paper Name: FIELD STUDY TOUR (REPORT AND PRESENTATION)

Code – PG2MBAT3015

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

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

SEMESTER: IV

Paper Name: RESEARCH METHODOLOGY IN TOURISM

Code – PG2MBAT4011

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

1. Kothari, C. R. & Garg, G. **Research Methodology: Methods and Techniques.**
2. Veal, A. J. **Research Methods for Leisure and Tourism.**
3. Jennings, G. **Tourism Research.**
4. Kumar, R. **Research Methodology: A Step-by-Step Guide for Beginners.**

Paper Name: TOURISM POLICY, PLANNING & DEVELOPMENT

Code – PG2MBAT4012

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

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

Paper Name: TOUR GUIDING & VISITOR INTERPRETATION

Code – PG2MBAT4013

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

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

Paper Name: DESTINATION MARKETING

Code – PG2MBAT4014

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

1. Morrison, A. M. **Marketing and Managing Tourism Destinations.** Routledge.
2. Pike, S. & Page, S. J. **Destination Marketing: An Integrated Marketing Communication Approach.** Routledge.
3. Kotler, P., Bowen, J. T. & Makens, J. C. **Marketing for Hospitality and Tourism.** Pearson.
4. 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 – PG2MBAT4015

Credit –

Lecture Hours –

Paper Name: COMMUNITY ENGAGEMENT

Code – PG2MBAT4041

Credit –

Lecture Hours –

<u>OPTION-</u> III: Only Research Thesis/ Project in 3rd&4th Semesters

Semester III

Paper Name: Research Thesis/ Project

Code – PG2MBAT3031

Credit – 20

Lecture Hours –

Semester IV

Paper Name: Research Thesis/ Project

Code – PG2MBAT4031

Credit – 20

Lecture Hours –

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