

GOA UNIVERSITY  
Taleigao Plateau, Goa 403 206

**MINUTES**

of the 10<sup>th</sup> Meeting of the

X ACADEMIC COUNCIL

**Day & Date**

Monday, 19<sup>th</sup> September, 2022

**Time**

10.00 a.m.

Conference Hall  
Administrative Block  
Goa University

	<p>1. The duration of Examination to be corrected to 3 hours in the scheme.</p> <p>2. Credits for the Honour/Minor Degree Specialization to be increased to 20 Credits.</p> <p>The Chairperson, Board of Studies was requested to incorporate the above and the general suggestions recorded under Agenda Item No. D 3.14 and resubmit the Syllabus for the approval of the Vice-Chancellor.</p> <p style="text-align: center;"><b>(Action: Assistant Registrar Academic – PG)</b></p>
<b>D 3.17</b>	<p><b>Minutes of the Board of Studies in Electrical &amp; Electronics Engineering held on 27.07.2022.</b></p> <p>The Academic Council approved the minutes of the Board of Studies in Electrical &amp; Electronics Engineering held on 27.07.2022.</p> <p>The Chairperson, Board of Studies was requested to incorporate the above and the general suggestions recorded under Agenda Item No. D 3.14 and resubmit the Syllabus for the approval of the Vice-Chancellor.</p> <p style="text-align: center;"><b>(Action: Assistant Registrar Academic – PG)</b></p>
<b>D 3.18</b>	<p><b>Minutes of the Board of Studies in Ayurvedic Medicine Meeting held on 25.08.2022.</b></p> <p>The Academic Council approved the minutes of the Board of Studies in Ayurvedic Medicine Meeting held on 25.08.2022 with the inclusion of the provisions relating to Revaluation in the proposed part amendment as per NCISM Ref. No. BOA/Regulation/UG/ 10(3)/2022 dated 27.07.2022.</p> <p>It was decided to place the proposed part amendment before the Drafting and Vetting Committee.</p> <p style="text-align: center;"><b>(Action: Assistant Registrar Academic – PG)</b></p>
<b>D 3.19</b>	<p><b>Minutes of the Board of Studies in Computer Engineering meeting held on 15.06.2022.</b></p> <p>The Academic Council approved the minutes of the Board of Studies in Computer Engineering meeting held on 15.06.2022 recommending NPTEL/SWAYAM Courses.</p> <p style="text-align: center;"><b>(Action: Assistant Registrar Academic – PG)</b></p>
<b>D 3.20</b>	<p><b>Minutes of the Board of Studies in Hospitality, Travel and Tourism Studies meeting held on 05.09.2022.</b></p> <p>The Academic Council approved the minutes of the Board of Studies in Hospitality, Travel and Tourism Studies meeting held on 05.09.2022 with the following suggestions:</p> <p><b>M. Sc in International Hospitality and Tourism Management</b></p> <ol style="list-style-type: none"> <li>1. First two Semesters were approved.</li> <li>2. Prerequisite to be indicated as graduate in any discipline.</li> <li>3. Foreign language to be indicated instead of Portuguese language and to be included under Generic Courses.</li> <li>4. Course codes to be corrected.</li> </ol>

	<p>5. Course on Cultural heritage to be included.</p> <p>6. College to evolve mechanisms for students to studying abroad.</p> <p><b>Masters of Tourism and Travel Management (MTTM)</b></p> <p>1. The Chairperson, Board of Studies was requested to remove the name of the Institute from the Syllabus.</p> <p>2. Number of References to be increased.</p> <p>3. The Syllabus of Semester I was only approved as the College had already started classes. The Chairperson was requested to resubmit the Syllabus for Semester II within the next two weeks for the approval of the Vice-Chancellor.</p> <p style="text-align: center;"><b>(Action: Assistant Registrar Academic – PG)</b></p>
<b>D 3.21</b>	<p><b>Minutes of the Board of Studies in Women's Studies meeting held by circulation.</b></p> <p>The Academic Council approved the minutes of the Board of Studies in Women's Studies meeting held by circulation with the following suggestions :</p> <p>1. The Credits for the Research Methodology Course to be increased to 4 Credits (60 hours).</p> <p>2. List of Recommended Readings to be reduced.</p> <p>3. 'Self -Study' to be removed from the Pedagogy.</p> <p style="text-align: center;"><b>(Action: Assistant Registrar Academic – PG)</b></p>
<b>D 4</b>	<b>REPORTS OF THE AFFILIATION INQUIRY COMMITTEE</b>
<b>D 4.1</b>	<b>Sant Sohrobanath Ambhiye Government College of Arts &amp; Commerce, Pernem.</b>
<b>D 4.1.1</b>	<p><b>Research Centre in Marathi</b></p> <p>The Academic Council approved the recommendation of the Affiliation Inquiry Committee to start a Research Centre for doctoral research in Marathi for three academic years from 2022-23 to 2024-25.</p> <p style="text-align: center;"><b>(Action: Assistant Registrar Academic – General)</b></p>
<b>D 4.1.2</b>	<p><b>M.A. Marathi</b></p> <p>The Academic Council approved the recommendation of the Affiliation Inquiry Committee for continuation of affiliation for the M.A. Marathi Programme for three academic years 2022-23, 2023-24 and 2024-25.</p> <p style="text-align: center;"><b>(Action: Assistant Registrar Academic – General)</b></p>
<b>D 4.2.</b>	<b>PES's R.S. Naik College of Arts &amp; Science, Farmagudi, Ponda.</b>
<b>D 4.2.1</b>	<p><b>B.A. English (General)</b></p> <p>The Academic Council approved the recommendation of the Affiliation Inquiry Committee for continuation of affiliation for the B.A. English (three Units) Programme</p>

GOA UNIVERSITY  
Taleigao Plateau, Goa 403 206

**FINAL UPDATED AGENDA**

For the 10<sup>th</sup> Meeting of the

X ACADEMIC COUNCIL

**Day & Date**

Monday, 19<sup>th</sup> September, 2022

**Time**

10.00 a.m.

Venue  
Conference Hall  
Administrative Block  
Goa University

	<p>ii. Recommendations of the textbooks for the course of study at post graduate level: <b>NIL</b></p> <p><b>Part F.</b>  <u>Important points for consideration/approval of Academic Council</u>  i. The important points/recommendations of BoS that require consideration/approval of Academic Council (points to be highlighted) as mentioned below <b>NIL</b>  ii. The declaration by the chairman that the minutes were readout by the Chairman at the meeting itself.</p> <p>Date: 15/06/2022  Place: RIT, Shiroda</p> <p style="text-align: right;">Sd/-  <b>(Dr. Shailendra S. Aswale)</b>  Signature of the Chairman  in Computer Engineering</p> <p><b>Part G.</b> The Remarks of the Dean of the Faculty  i) The minutes are in order.  ii) The minutes may be placed before the Academic Council with remarks if any.  iii) May be recommended for approval of Academic Council.  iv) Special remarks if any.</p> <p>Date: 15/06/2022  Place: GEC, Farmagudi</p> <p style="text-align: right;">Sd/-  <b>(Dr. V. N. Shet)</b>  Signature of the Dean  Faculty of Engineering  <a href="#">(Back to Index)</a></p>
<b>D 3.20</b>	<p><b>Minutes of the Board of Studies in Hospitality, Travel and Tourism Studies meeting held on 05.09.2022.</b></p> <p><b>Part A.</b>  i. Recommendations regarding courses of study in the subject or group of subjects at the undergraduate level: <b>NIL</b>  ii. Recommendations regarding courses of study in the subject or group of subjects at the postgraduate level:  <b>M.Sc in International Hospitality and Tourism Management <a href="#">Annexure I</a> (Refer page No. 352)</b>  <b>Master's of Tourism and Travel Management (MTTM) <a href="#">Annexure II</a> (Refer page No. 376)</b></p> <p><b>Part B</b>  i. Scheme of Examinations at undergraduate level: <b>NIL</b>  ii. Panel of examiners for different examinations at the undergraduate level: <b>NIL</b>  iii. Scheme of Examinations at postgraduate level: <b>As per OA-35</b>  iv. Panel of examiners for different examinations at post-graduate level: <b>NIL</b></p> <p><b>Part C.</b>  i. Recommendations regarding preparation and publication of selection of reading material in the subject or group of subjects and the names of the persons recommended for appointment to make the selection: <b>NIL</b></p>

	<p><b>Part D</b></p> <ul style="list-style-type: none"> <li>i. Recommendations regarding general academic requirements in the Departments of University or affiliated colleges: <b>NIL</b></li> <li>ii. Recommendations of the Academic Audit Committee and status thereof: <b>NIL</b></li> </ul> <p><b>Part E.</b></p> <ul style="list-style-type: none"> <li>i. Recommendations of the text books for the course of study at undergraduate level: <b>NIL</b></li> <li>ii. Recommendations of the text books for the course of study at post graduate level: <b>Recommended Reference Books</b></li> </ul> <p><b>Part F.</b></p> <p><u>Important points for consideration/approval of Academic Council</u></p> <ul style="list-style-type: none"> <li>i. The important points/recommendations of BoS that require consideration/approval of Academic Council are as mentioned below: <ul style="list-style-type: none"> <li>a) Approval of Revised Curriculum and Syllabi of M.Sc in International Hospitality and Tourism Management program as per OA-35</li> <li>b) Approval of Revised Curriculum and Syllabi of Master's of Tourism and Travel Management (MTTM) program as per OA-35</li> <li>c) Approval to permit admission to the students passing out with graduation in Hospitality, Travel &amp; Tourism or Culinary Arts or Culinary Management or with Travel and Tourism having the degree with the nomenclature such as B.Sc. or B.B.A or B.Voc. to the M.Sc program in International Hospitality and Tourism Management.</li> </ul> </li> <li>ii. The Chairperson has read out the minutes at the meeting itself.</li> </ul> <p>Date: 05/09/2022 Place: Goa University</p> <p style="text-align: right;">Sd/- Signature of the Chairperson</p> <p><b>Part G.</b> The Remarks of the Dean of the Faculty</p> <ul style="list-style-type: none"> <li>i. The minutes are in order.</li> <li>ii. The minutes may be placed before the Academic Council with remarks if any.</li> <li>iii. May be recommended for approval of Academic Council.</li> <li>iv. Special remarks if any.</li> </ul> <p>Date : 05.09.2022 Place: Goa University</p> <p style="text-align: right;">Sd/- Signature of the Dean</p> <p style="text-align: right;"><a href="#">(Back to Index)</a></p>
D 3.21	<p><b>Minutes of the Board of Studies in Women's Studies meeting held by circulation.</b></p> <p><b>Part A.</b></p> <ul style="list-style-type: none"> <li>i) Recommendations regarding courses of study in the subject or group of subjects</li> </ul>

**D 3.20 Minutes of the Board of Studies in Hospitality, Travel and Tourism Studies meeting held on 05.09.2022.**

**Annexure I**

**M.Sc. International Hospitality and Tourism Management  
Course Codes**

<b>Codes</b>	<b>Subject</b>	<b>Credits</b>	<b>Course</b>
<b>IHTC-401</b>	AdvancedHospitalityManagement	4	DSC
<b>IHTC-402</b>	InternationalTourismManagement	4	DSC
<b>IHTC-403</b>	AdvancedInternationalHuman Resource Management	4	DSC
<b>IHTC-404</b>	AdvancedRevenueManagementforHospitality	4	DSC
<b>IHTE-401</b>	EventManagement	4	DSE
<b>IHTE-402</b>	Cruise Line Management	4	DSE
<b>IHTC-405</b>	Management Information Systems in Hospitality	4	DSC
<b>IHTC-406</b>	Sustainable Tourism Management	4	DSC
<b>IHTC-407</b>	Entrepreneurship in Tourism	4	DSC
<b>IHTC-408</b>	Advanced Marketing Management	4	DSC
<b>IHTE-403</b>	Advertising Management in Tourism	4	DSE
<b>IHTE-404</b>	Travel Agency & Tour Operations Management	4	DSE
<b>IHTS-401</b>	Marketing Research	4	SBE
<b>IHTS-402</b>	Hiring and Talent Management	4	SBE
<b>IHTS-403</b>	Culinary Management	4	SBE
<b>IHTS-404</b>	Rooms Division Management	4	SBE
<b>IHTS-405</b>	Data Analytics	4	SBE
<b>IHTG-401</b>	Methodology of Teaching	4	GE
<b>IHTG-402</b>	ConsumerBehaviour	4	GE
<b>IHTG-403</b>	Management of Hospitality in MNCs	4	GE
<b>IHTG-404</b>	NegotiationsandConflict Management	4	GE
<b>IHTG-405</b>	Business Ethics	4	GE
<b>IHTS-406</b>	Leadership	4	SBE
<b>IHTS-407</b>	Portuguese Language	4	SBE
<b>IHPI-401</b>	Internship	16	Internship

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## Programme Structure

### M.Sc. International Hospitality and Tourism Management

#### Programme Outcomes:

1. Apply knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making, for effective functioning in hospitality and tourism industry.
2. Gain administrative and leadership skills that prepare students for management careers in a variety of exciting and worldwide hospitality and tourism operations.
3. Demonstrate professional ethics, provide leadership, display personal and global responsibility, and work effectively as a team member.

**Total No. of credits:-80**

Code	Year 1Semester1	Credits	Total credits	Course
	<b>Discipline Specific Core Course</b>			
<b>IHTC-401</b>	Advanced Hospitality Management	4		DSC
<b>IHTC-402</b>	International Tourism Management	4		DSC
<b>IHTC-403</b>	Advanced International Human Resource Management	4		DSC
<b>IHTC-404</b>	Advanced Revenue Management for Hospitality	4		DSC
			<b>16</b>	
<b>Code</b>	<b>Discipline Specific Elective Course (Any one)</b>	<b>Credits</b>		<b>Course</b>
<b>IHTE-401</b>	Event Management	4		DSE
<b>IHTE-402</b>	Cruise Line Management	4		DSE
			<b>4</b>	
	<b>Total</b>		<b>20 credits</b>	

Code	Year 1Semester2	Credits	Total credits	Course
	<b>Discipline Specific Core Course</b>			
<b>IHTC-405</b>	Management Information Systems in Hospitality	4		DSC
<b>IHTC-406</b>	Sustainable Tourism Management	4		DSC
<b>IHTC-407</b>	Entrepreneurship in Tourism	4		DSC
<b>IHTC-408</b>	Advanced Marketing Management	4		DSC
			<b>16</b>	
<b>Code</b>	<b>Discipline Specific Elective Course (Any one)</b>	<b>Credits</b>		<b>Course</b>



<b>IHTE-403</b>	Advertising Management in Tourism	4		DSE
<b>IHTE-404</b>	Travel Agency & Tour Operations Management	4		DSE
			<b>4</b>	
	<b>Total</b>		<b>20 credits</b>	

Code	Year 2 Semester3	Credits	TotalCredits	Course
	<b>Skill based Elective Course (Any 2)</b>			
<b>IHTS-401</b>	Marketing Research	4		SBE
<b>IHTS-402</b>	Hiring and Talent Management	4		SBE
<b>IHTS-403</b>	Culinary Management	4		SBE
<b>IHTS-404</b>	Rooms Division Management	4		SBE
<b>IHTS-405</b>	Data Analytics	4		SBE
			<b>8</b>	
Code	Generic Elective Course (Any 3)	Credits		Course
<b>IHTG-401</b>	Methodology of Teaching	4		GE
<b>IHTG-402</b>	Consumer Behaviour	4		GE
<b>IHTG-403</b>	Management of Hospitality MNCs	4		GE
<b>IHTG-404</b>	Negotiations and Conflict Management	4		GE
<b>IHTG-405</b>	Business Ethics	4		GE
			<b>12</b>	
	<b>Total</b>		<b>20 credits</b>	

Code	Year 2 Semester4	Credits	Total credits	Course
	<b>Skill based Elective Course (any one)</b>			
<b>IHTS-406</b>	Leadership	4		SBE
<b>IHTS-407</b>	Portuguese Language	4		SBE
			<b>4</b>	
Code	Internship	Credits		Course
<b>IHPI-401</b>	Internship	16	<b>16</b>	Internship
	<b>Total</b>		<b>20 credits</b>	

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**Syllabi for M.Sc. International Hospitality and Tourism Management programme  
(Effective from Academic year 2022-2023)  
Year 1 Semester 1**

**Discipline Specific Core Courses**

**IHTC-401**

**ADVANCED HOSPITALITY MANAGEMENT 4 Credits**

<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	The course is designed to understand the structure, nature and operating characteristics of the different sectors of the hospitality industry, food service, and lodging.	
<b><u>Content</u></b>	<b>UNIT – I</b> <b>Front Office Management</b> Definition of a hotel, classification of accommodation establishments based on location, size, affiliation and accreditation, ownership, management contracts. Grading of star category for hotels, categories of national and international hotels chains, hotel meal plans, hotel guest room types and status. Functional units in the hotel, function of the core departments of the hotel, front office and back office departments in a hotel, rooms division and food and beverage department, organizational structure.  Guest relationship management: concierge-travel desk, skills and personality traits of hospitality staff, complaint handling, emergency situations, importance and use of property management systems (PMS) in hospitality industry.	<b>15 hours</b>
	<b>UNIT II</b> <b>Food &amp; Beverage Management</b> Menu management, food and beverage (F & B) controls, cycle of control, hazard analyses and critical control points (HACCP), emerging trends in F & B operations, managing quality in F & B operations, quality assurance program, five gap analysis.	<b>10 hours</b>
	<b>UNIT III</b> <b>Accommodation Management</b> Customer relationship management, customer expectations, service delivery, wow factor future trends, market segmentation, hospitality distribution channels, functions of housekeeping department, linen and laundry operations, interior designing, interior decoration, facility planning and management, hotel renovation, horticulture.	<b>10 hours</b>
	<b>UNIT – IV</b>	<b>15 hours</b>

	<p><b>Timeshare and Resort Management</b> Concept of time share, recreation &amp; entertainment, wellness &amp; spa management, vacation ownership, definition of time share and condominiums, marketing of timeshares, exchange companies, Resort Condominiums of International (RCI) and intervals international, developing vacation ownership concept.</p> <p>Concept of resort management, types of resorts, characteristics, special considerations in resort planning and development, importance of guest activities in resort management</p>	
	<p><b>UNIT – V</b></p> <p><b>Environmental Management and Safety</b> Waste management, pollution control, water conservation, developing energy conservation, safety standards, security systems.</p>	<b>10 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	The students will acquire knowledge of different departments in the Hotel Organization and analyse the emerging trends in Hospitality industry.	
<b><u>References/Readings</u></b>	<p>1.Sharma, Yogendra K, Hotel Management, Kanishka publication, Latest edition.</p> <p>2.Davis, Bernard, Andrew Lockwood, Peter Alcott and LoannisPantelidis, Food &amp; Beverage Management,Butterworth-Heinemann; latest edition.</p> <p>3.Andrew, Sudhir, Introduction to Tourism and Hospitality Industry, Tata McGraw-Hill, latest edition.</p> <p>4.Andrew, Sudhir, Hotel Housekeeping Operations, Tata McGraw-Hill, latest edition.</p> <p>5.Andrew, Sudhir, Hotel Front office Operations, Tata McGraw-Hill, latest edition.</p> <p>6.Raghubalan and SmriteeRaghubalan, Housekeeping Operations, Tata McGraw-Hill, latest edition.</p> <p>7.Mill, Robert, Resorts Management and Operation, Wiley Publications, latest edition.</p> <p>8.Chuck Yim Gee, World of Resorts from Development to Management American Hotel &amp; Motel Association, latest edition.</p> <p>9.Hotel Facility Planning– TarunBansal – Oxford University Press, latest edition.</p>	

<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	The course aims to develop an insight into fields and patterns of international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth.	
<b><u>Content</u></b>	<b>UNIT I</b> <b>International tourism</b> Globalization and tourism sector, globalization and the business world, the tourism industry, challenges, factors affecting global & regional tourist movements, demand and origin factors, destination and resource factors, contemporary trends in international tourist movements.	<b>15 hours</b>
	<b>UNIT II</b> <b>Impacts and Significance of tourism:</b> Economic, social, cultural and political impacts and significance of tourism, (both positive and negative) Employment generations, earnings of foreign exchange, regional development, national integration and International understanding and world peace.	<b>10 hours</b>
	<b>UNIT III</b> <b>Emergence of international hotels &amp; tourism organizations</b> The emergence of international hotels and tourism , historical aspects, development of chain of hotels, airline connection, political aspects of the international travel, tourism, barriers to travel, tourism investment and business, regulations, international organizations dealing with barriers like World Trade Organization (WTO), International Monetary Fund (IMF), International Hotels Association (IHA), need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management.	<b>15 hours</b>
	<b>UNIT IV</b> <b>Multinational environment and cultural diversity</b> International hotels, balancing global and local perspectives, operating in a multinational environment, international rules and regulations, a brief study of human resources and cultural diversity, understanding cultural diversity, cultural perceptions, business protocol, cultural- considerations in negotiations.	<b>10 hours</b>
	<b>UNIT V</b> <b>International tourism marketing</b>	<b>5 hours</b>

	International tourism sales & marketing, market research, developing an international marketing strategy, understanding various travel distribution systems viz: Global Distribution System (GDS), product positioning.	
	<b>UNIT VI</b> <b>Tourism growth and global competition</b> Global competition and the future, long term tourism growth trends, tourism growth in major regions, transportation developments, technology and automation, development issues, tourism and the environment.	<b>5 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the course the students will be able to understand the patterns of international tourism movements across the globe.	
<b><u>References/Readings</u></b>	1.Sharma, Yogendra K, Hotel Management, Kanishka publication, Latest edition. 2.Davis, Bernard, Andrew Lockwood, Peter Alcott and LoannisPantelidis, Food & Beverage Management,Butterworth-Heinemann; latest edition. 3.Andrew, Sudhir, Introduction to Tourism and Hospitality Industry, Tata McGraw-Hill, latest edition. 4.Andrew, Sudhir, Hotel Housekeeping Operations, Tata McGraw-Hill, latest edition. 5.Andrew, Sudhir, Hotel Front office Operations, Tata McGraw-Hill, latest edition. 6.Raghubalan and SmriteeRaghubalan, Housekeeping Operations, Tata McGraw-Hill, latest edition. 7.Mill, Robert, Resorts Management and Operation, Wiley Publications, latest edition. 8.Chuck Yim Gee, World of Resorts from Development to Management American Hotel & Motel Association, latest edition. 9.Hotel Facility Planning– TarunBansal – Oxford University Press, latest edition	

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**IHTC-403ADVANCED INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**4 Credits**

<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	The course aims to enhance the insight of the students regarding the various Human Resource Practices & concepts in Organizations.	
<b><u>Content</u></b>	<b>UNIT- I</b> <b>Pattern and philosophy of management</b> Implications in personnel function, concept and scope of personnel management vis-à-vis behavioral science and interdisciplinary approach, human resources in a Comparative perspective, international recruitment and selection policy, recruitment procedures, cultural factors/Issues in performance management, developing international staff and multinational teams.	<b>15 hours</b>
	<b>UNIT II</b> <b>Man power planning</b> Organization, direction, control, coordination leadership, communication, delegation, approaches to international compensation, repatriation, managing global diverse workforce. Industrial relations in a comparative perspective, global unions.	<b>15 hours</b>
	<b>UNIT III</b> <b>Human resource management</b> Role and responsibilities of HR, training process, methods of training, tools and aids, evaluation of training programs, job description, job analysis, job evaluation, job satisfaction, internal motivation, wages, Fringe benefits, promotion, reward management.	<b>10 hours</b>
	<b>UNIT IV</b> <b>Trends and issues</b> Industrial relations: Nature, importance and approaches of industrial relations, Labour relation, role of trade Unions and labor, collective bargaining, , human resource managers, major challenges faced by them in 21st century	<b>10 hours</b>
	<b>UNIT- V</b> <b>Disciplinary and grievance procedures</b> Disciplinary procedure, grievance handling procedure, resolving disputes, managing ethical issues, HR Audit and evaluation, promotion and transfer, reason of transfer, lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme.	<b>10 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises,	

	practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the subject, the student will have the competence in following the HR practices of the organization	
<b><u>References/Readings</u></b>	<p>1.Daniels, John D. Jeffrey A. Krug, International Business and Globalisation, sage publication, latest edition</p> <p>2.Dhar, Upinder and S. Ravishankar, Executive Skills for Global Managers, Himalaya Publishing House Pvt. Ltd. Latest edition.</p> <p>3.Aswathappa K, Human Resource Management, McGraw Hill Education (India Pvt. Ltd.) New Delhi- latest edition.</p> <p>4.Ivansevich – Human Resource Management, Tata McGraw Hill, latest edition.</p> <p>5.John Ivancevich; Human Resource Management; Tata McGraw Hill; 2016 or Latest edition.</p>	

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IHTC-404

ADVANCED REVENUE MANAGEMENT FOR HOSPITALITY

4 Credits

<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	This course aims to provide an understanding of the aspects of revenue management.	
<b><u>Content</u></b>	<b>UNIT- I</b>  <b>The Revenue Management Process</b> Theories of pricing, brief review of microeconomic and marketing theories on consumer behavior and pricing, product design, bundling and demand segmentation, dynamic pricing policies.	<b>10 hours</b>
	<b>UNIT –II</b> <b>Differential Pricing</b> Principles of revenue management, differential pricing and application, limits to differential pricing.	<b>10 hours</b>
	<b>Unit –III</b> <b>Revenue management for food service operators</b> Traditional food service pricing methods, cost against cost based food service pricing, applying differential pricing in food services, factors affecting value perceptions in food services, Food and Beverage analysis, examination of revenue sources.	<b>15 hours</b>
	<b>UNIT IV</b> <b>Implementing of Revenue Management System</b> Elements of revenue management: group room sales, transient room sales, food & beverage activity, local and area-wide activities, special events, potential high and low demand tactics, implementing revenue strategies/availability strategies, computational methods in revenue management, performance measurement.	<b>15 hours</b>
	<b>UNIT V</b> <b>Competitive Factors</b> Imperfect segmentation model: discrete choice models, customer management and strategic purchasing behavior, revenue management process management (organizational issues) industry implementations and practices related to capacity management in airlines, hotels, car rentals.	<b>10 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the course students will know the	



	components of revenue management and pricing, and evaluate historical price/demand data to identify distinct customer segments and target them with the right product at the right time and at the right price.	
<b><u>References/Readings</u></b>	1. Phillips, Robert L, Pricing and Revenue Optimization Stanford Business Book, latest edition. 2. Talluri. K, and G. Van Ryzin, The Theory and Practice of Revenue Management, Kluwer Academic Publishers, latest edition. 3. Hayes, David K and Allisha A. Miller, Revenue Management for hospitality Industry, Wiley Publisher latest edition. 4. Peter Szende, Hospitality Revenue Management Concepts and Practices, 1st Edition or latest edition. 5. Gabor Forgacs, Revenue Management: Maximizing Revenue in Hospitality Operations, Second Edition or latest edition.	

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### Discipline Specific Elective Course

IHTE-401

EVENT MANAGEMENT

4 Credits

<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	The course will enable the students to organize events meetings, conventions and events/exhibitions in a professional way, and get familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.	
<b><u>Content</u></b>	<b>UNIT I</b> <b>Event Planning</b> Importance of organizing events and its components, techniques, selections, coordination logistics & role of event planner, logistics and process, event planning tools, creativity, designing, and set-up of special, corporate and sports events, statutory permissions from government agencies, budget preparation, estimating fixed and variable costs, cash flow, sponsorships and subsidies.	<b>15 hours</b>
	<b>UNIT II</b> <b>Design and logistics</b> Venue design, site design, technical design, health & safety, adaptation and coordination, follow-up with event coordinators, run charts, audio-visual production, negotiation, flight booking of artists &	<b>15 hours</b>

	guest, visa assistance, hotel booking, airport and hotel transfers, booking of conference facilities and technical equipment i.e. sound, lights, audio visual facilities, hiring of interpreters, catering services, secretarial support, preparation of badges, name plates, conference kits, brochures, posters, backdrop, panels, standees, banners and crowd handling.	
	<b>UNIT III</b> <b>Information and Technology</b> Use of designing applications like photo shop for photo editing and creating designs and logos, use of designing applications like coral draw, use of designing applications like adobe premiere pro training for video editing, recording and publishing proceedings.	<b>10 hours</b>
	<b>UNIT IV</b> <b>MICE</b> Organisational structure of Meetings Incentives, Conferencing Exhibitions (MICE) , meeting and convention venue, hotels, convention centre, conference centre, retreat facilities, cruise ships, specific use facilities, college and universities, organisation of the exhibition, exhibition service contractor, exhibition planning, from the exhibitors' perspective, exhibition design principles sponsorship for MICE, promotions of conference and exhibition, marketing of exhibition/ conference, delegate registration and kit.	<b>10 hours</b>
	<b>UNIT V</b> <b>Weddings and special events</b> Wedding planning, for different types of wedding, wedding themes, catering, bridal dress, flower arrangement, transport, invitation, photographer, weddings hire and entertainment. Identifying the best venue choices for weddings and special events, venue recce, analyzing requirements, choose the best destination for weddings, analyzing different locations for weddings and special events.	<b>10 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	The students will be able to organize events from Conception, designing, planning, and budgeting to execution.	
<b><u>References/Readings</u></b>	1.Fenich, George G: Meetings, Expositions, Events and Conventions, An Introduction to the industry, Pearson Education, latest edition.	

	<p>2.Robbe, Deborah,Expositions&amp;TradeShows,Wiley, LatestEdition.</p> <p>3.Allen, Jude, Event Planning, WileyIndia, latest edition.</p> <p>4.Van Der Wagen, Lynn and Brenda Carlos, Event Management for Tourism, Cultural,Business and Sporting Events, Pearson, latest edition.</p> <p>5.Shone, Anton &amp; Bryn Parry, Successful Event Management, A Practical Handbook, CengageLearning, latest edition.</p> <p>6.Sharma, Diwakar, Event Planning &amp; Management, Deep &amp; Dee, latest edition.</p> <p>7.Goldblatt, Dr. Joe CSEP, Special Events: Event Leadership for the new world. Wiley Publication, latest edition.</p> <p>8.Levy, Barbara R, Successful Special Events: Planning, Hosting and Evaluating, AspenPublication, latest edition.</p> <p>9.Knox Beckius, Kim: The Everything Outdoor Wedding Book, Adams Media Avon,latest edition.</p> <p>10.Bowdin, Glenn A.J. et al, Events Management, Taylor &amp; Francis Ltd., latest edition.</p>	
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IHTE-403

CRUISE LINE MANAGEMENT

4 Credits

<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	This course is designed to understand the operational aspects of the cruise line industry.	
<b><u>Content</u></b>	<b>UNIT I</b> <b>Contemporary Cruise Operations:</b> Evolution of cruise line industry, elements of cruising, and cruise line brands, cruise geography and terminology, and hierarchy of the cruise ship, historical command structure, and organizational structure of modern cruise industry, selling cruises and cruise products, brand values and vessel classifications, cruise destination, planning the itinerary, shore excursions.	<b>15hours</b>
	<b>UNIT II</b> <b>Living and working on board</b> Recruitment practices, role and responsibilities on a cruise ship, the management of hotel services, ship board culture, managing a multi-cultural crew and passengers, working on board and its practical considerations.	<b>10 hours</b>
	<b>UNIT III</b> <b>Managing food and drinks operations</b> Supplies and services, food production and service delivery systems, role of provision store department on a cruise ship, identifying food receiving and storing procedures and their importance to the overall operation of the department, food safety.	<b>10 hours</b>
	<b>UNIT IV</b> <b>Facility management</b> Accommodation, aesthetics, recreational facilities, hygiene and sanitation, waste and garbage management, environmental issues, marine- pollution.	<b>15 hours</b>
	<b>UNIT V</b> <b>Health Security and Safety</b> Dealing with customers with special needs, dealing with emergency situations, safety at sea, assessing risks, centers for disease control and vessel sanitation program and inspection, medical insurance.	<b>10 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the course the students will learn contemporary Cruise Line operations and the practical	

	considerations of working on board.	
<b>References/Readings</b>	1.Gibson, Philip, Cruise Operation Management, Butterworth- Heinemann(Elsevier) latest edition 2.Dowling, R. K., Cruise ship tourism. CABI. Org, latest edition. 3.Mancini, M., The CLIA guide to the cruise industry. Cengage Learning, latest edition 4.Papathanassis, Vogel, M., A., &Wolber, B., The business and management of ocean cruises. CABI. Org, latest edition. 5.Christine B. N. Chin, cruising in the global economy,latest edition.	

### Discipline Specific Core Course

IHTC-405

**MANAGEMENT INFORMATION SYSTEMS IN HOSPITALITY 4 credits**

<b>Prerequisites for the course:</b>	Nil	
<b>Objective:</b>	This Course aims to familiarize students with the concept of Management Information Systems & their use in modern day hospitality.	
<b>Content</b>	<b>UNIT-I</b> <b>Managerial Applications of Computers</b> Spreadsheet software and managerial applications, computer and management functions, computer based financial systems, computer based inventory systems.	<b>10hours</b>
	<b>UNIT II</b> <b>Information Systems</b> Information systems for rooms division management, property management system, various modules related to reservations, registration, cashiering, telephones, guest history, housekeeping - various reports generated in the front office and their purpose, room occupancy report, front office cashier report, guest in-house report, expected arrival report, expected departure report , occupancy forecasting reports.	<b>15 hours</b>
	<b>UNIT III</b> <b>Computerized reservation system</b> Introduction to global distribution systems (GDS) & hotel distribution on GDS, management information systems (MIS) for key decisions, guests data base, keeping track of guests profile, needs, expectations, projection and monitoring of occupancy levels.	<b>10 hours</b>
	<b>UNIT IV</b> <b>Information System for Accounting</b>	<b>15 hours</b>

	Night audit, reports generation and analysis, night auditors report, credit limit report, high balance report, tariff posted for the day report, rate variance/rate check report, today's arrivals report, settlement summary.	
	<b>UNIT V</b> <b>Marketing Information Systems</b> Marketing cycle and components of marketing information system, sales support systems, market segment report, business source report, company profile and company masters (corporate tie-up details) -channel systems.	<b>10 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the course the students will be able to apply technical skills and understanding in the hospitality industry or their workplace.	
<b><u>References/Readings</u></b>	1.Jaiswal, Mahadeo& Monika Mittal, Management Information Systems – Oxford Publication latest edition. 2.O'Connor Peter, Using Computers in Hospitality, Thomson Learning, latest edition 3.Jawadekar, W.S,Management Information Systems, Tata McGraw-Hill Publishing Company Limited, latest edition 4.Leidner, Dorothy, and Ephraim Mc Lean, and James Wetherbe, Organisations in the Digital Economy, John Wiley & Sons, latest edition 5.Kenneth Laudon, Jane Laudon,Management Information Systems Managing the Digital Firm,latest edition.	

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IHTC-405 SUSTAINABLE TOURISM MANAGEMENT		4 Credits
<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	The course emphasizes on the role of sustainable tourism in the changing global scenario.	
<b><u>Content</u></b>	<b>UNIT I</b> <b>Sustainable tourism development</b> Conventions and ethics relating to sustainable tourism, sustainable tourism & its dimensions, historical background, nature and scope of sustainable tourism, critiques of current thinking in sustainable management, new approaches to sustainable tourism management, sustainable tourism three dimensions: environmental dimension, economic dimension, social dimension.	<b>12 hours</b>
	<b>UNIT II</b> <b>Role of different agencies in sustainable tourism</b> Public sector, tourism industry, voluntary sector, host community, media, tourist in coastal areas and sea, rural area, urban areas, mountainous regions, islands, developing countries, role of marketing in promotion of sustainable tourism.	<b>12 hours</b>
	<b>UNIT III</b> <b>Sustainable tourism &amp; responsible tourism</b> Sustainable tourism development - guiding principles for planning and management, responsible tourism, key characteristics of responsible tourism, empowering community through tourism, community based tourism and global climate change - issues and challenges.	<b>12 hours</b>
	<b>UNIT IV</b> <b>Green Tourism</b> Eco purchasing, environmentally preferred suppliers, environmentally preferred products, energy and water conservation, high efficiency lighting in guest rooms and public areas, solar panels, water conservation fixtures, chemical free landscaping, green house-keeping, green banqueting, (carbon credits, organic and locally procured food-green menu)	<b>12 hours</b>
	<b>UNIT V</b>	<b>12 hours</b>

	<b>Standardization and Certification for Tourism Sustainability:</b> ISO14000- Role of World Travel & Tourism Council (WTTC), United Nations World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), United Nations Environment Programme (UNEP), International Union for Conservation of Nature (IUCN), Global observatory on sustainable tourism in Sustainable Tourism Development. - Agenda 21 for Travel and Tourism Industry; Global Significance of Sustainable Tourism (GOST) and Global Sustainable Tourism criteria and Council (GSTC).	
<b><u>Pedagogy:</u></b>	These sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the course the students will understand the global significance of sustainable tourism.	
<b><u>References/Readings</u></b>	<ol style="list-style-type: none"> <li>1. Griffin, Tony, Sustainable Tourism, A Global perspective by Rob Harris, Peter Williams, Butterworth-Heinemann, latest edition.</li> <li>2. World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography, latest edition.</li> <li>3. Herremans, Irene, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions, The Haworth Press, latest edition.</li> <li>4. Swarbrooke, J. Sustainable Tourism Management, CAB publishers, latest edition.</li> <li>5. Kirk, David, Environmental Management for hotels, Taylor and Francis, latest edition.</li> </ol>	

IHTC-407 ENTREPRENEURSHIP IN TOURISM		4 Credits
<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	The course aims to enrich the students understanding about the concepts and scope of entrepreneurship in tourism and to inculcate entrepreneurial competencies to encourage students to take up tourism entrepreneurship ventures.	
<b><u>Content</u></b>	<b>UNIT - I</b> <b>Entrepreneurship in Tourism</b> Concept and definition, functions of entrepreneurship, theories of entrepreneurship, entrepreneurial motivations, theories of entrepreneurial motivation with reference to tourism industry, entrepreneurship opportunities in tourism: conventional, non-	<b>15 hours</b>



	conventional and secondary opportunities, entrepreneurial characteristics for travel, tourism and hospitality trade, advantages of entrepreneurship to society, factors affecting entrepreneurship growth, challenges of entrepreneurship in tourism.	
	<b>UNIT II</b> <b>Small Scale Enterprises</b> Concept and definitions, classification & definition of industries, essentials, features & characteristics of small scale enterprises, need and rationale of Small Scale Industries (SSI) development, role of entrepreneurship/SSI in economic development, entrepreneurship vis-a-vis liberalization, privatization & globalization, challenges of small scale industries in tourism.	<b>10 hours</b>
	<b>UNIT III</b> <b>Tourism Entrepreneurship</b> Policy measures for tourism entrepreneurship in India, objectives of tourism policy of India, tourism entrepreneurial competencies, developing entrepreneurial competencies, successful startups and ventures, entrepreneurial process: idea generation, identification of an opportunity, market assessment, analyzing competitive situation, understanding trade practices, resource mobilization.	<b>15 hours</b>
	<b>UNIT IV</b> <b>Financial Planning</b> Concept and meaning, need of financial planning, role of government. Institutions in entrepreneurship/SSI development, business plan, elements of business plan, preparation of business plan, site selection, feasibility report, role of technology in tourism business.	<b>10 hours</b>
	<b>UNIT V</b> <b>Forms of Business ownership</b> Sole proprietorship, partnership, selection of an appropriate ownership structure, HR issues in tourism & hospitality industry ,strategies for growth and stability for tourism, risk taking, innovation, creativity and growth in tourism.	<b>10 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the module the students will be geared up to take up special challenges of starting new ventures and introducing new product and service	

	ideas.	
<b><u>References/Readings</u></b>	1. Bedi, Kanishika, Management & Entrepreneurship, Oxford, New Delhi, latest edition. 2. Bird B.J. Entrepreneurial Behavior: John Wiley & Sons, latest edition 3. Peter F., Drucker, Innovation and Entrepreneurship, Harper; NY, latest edition 4. Andreas Walmsley, Entrepreneurship In Tourism, Routledge, latest edition. 5. Krishna Rao (Author) , N.V.R. Naidu, Management and Entrepreneurship, K International Publishing House Pvt. Ltd, latest edition.	

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IHTC-408 <b>ADVANCED MARKETING MANAGEMENT</b>		<b>4 Credits</b>
<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	This course is designed to enable the students to understand the elements of marketing management and related processes.	
<b><u>Content</u></b>	<b>UNIT I</b> <b>Marketing Sustainability</b> Marketing concept, marketing from production to sustainability and customer orientation, understanding the concept of need, want and demand, concept of product and brand business environment in India and overseas, demand states and marketing tasks, company orientation towards the market place.	<b>15hours</b>
	<b>UNIT II</b> <b>Market Potential Analysis</b> Forecasting and market potential analysis, consumer buying process and organizational buying behaviour, pillars of marketing, market segmentation, target marketing, positioning and differentiation, marketing mix and product decisions, product life cycle, and brands	<b>10 hours</b>
	<b>UNIT III</b> <b>Product development process</b> New product development process pricing decisions, distribution decisions, logistics and channel decisions (retail, ecommerce,) promotion decisions, integrated marketing communications concept, advertising, sales promotions, public relations, direct marketing, communication tools.	<b>10 hours</b>
	<b>UNIT IV</b> <b>Marketing Strategies</b> Personal selling and sales management, overview of marketing strategies, Boston Consulting Group (BCG),	<b>15 hours</b>

	Ansoff Matrix, GE Matrix, Shell Model, Porter Generic Model, 5 Forces Model, Product Life Cycle (PLC) 7s Model of Marketing, Arthur D Little Model, Value Chain Model.	
	<b>UNIT V</b> <b>Effective Management of Service Marketing</b> Services life cycle, methods of positioning services, internal marketing of services, market defender strategies (blocking, retaliation, adaptation) external v/s internal orientation of service strategy, marketing supply through market segmentation.	<b>10 hours</b>
<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the course the students will be able to identify the various marketing strategies in an industry.	
<b><u>References/Readings</u></b>	1.Perreault Jr., William, Joseph Cannon and E. Jerome McCarthy, Basic Marketing, McGraw-Hill Education; latest edition. 2.Ramswamy V.S. and S. Namakumari, Marketing Management Planning, Implementation and Control, Macmillan, latest edition. 3.Hutt, M. Business Marketing Management, Cengage Learning, latest edition. 4.Clow, Kenneth / David Kurtz, Services Marketing, J. Wiley & Sons, latest edition. 5. G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, Marketing Management, Pearson ,Sixteenth Edition or latest edition.	

**Discipline Specific Elective Course**  
**IHTE-403                      ADVERTISING MANAGEMENT IN TOURISM                      4 Credit**

<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	The course enables the student to understand advertising management in tourism, with its creative and ethical aspects.	
<b><u>Content</u></b>	<b>UNIT I</b> <b>Advertising in Tourism</b> Role of advertising in marketing, effective advertising techniques, marketing and promotion in tourism and leisure, promotion management and advertising strategy, promotional tools. Creative strategy, planning, development, implementation and evaluation of advertising, client	<b>15 hours</b>

	evaluation and approval of creative work.	
	<b>UNIT II</b> <b>Integrated Marketing Communication</b> Promotion mix, role of IMC in marketing process, organizing for advertising and promotion, Advertising agencies, agency compensation, evaluating agency, specialized, collateral and IMC services, Perspective on consumer behavior, consumer decision making process, alternative approaches to consumer behavior. Objectives and Budgeting for IMC: value of objectives, determining IMC objectives, Defining Advertising Goals for Measured Advertising Results (DAGMAR) approach, establishing & allocating promotional budget.	<b>15 hours</b>
	<b>UNIT III</b> <b>Media Planning and Strategy and Evaluation of Media</b> Overview of Media Planning, Developing media plan, Market analysis and Target Market Identification. Evaluation of Media: Characteristics of Media, Television, Radio, Print, Support, Internet and Interactive Media.	<b>15 hours</b>
	<b>UNIT IV</b> <b>Advertising Research</b> Role of research in advertising, advertising execution, research techniques, research applications, evaluating advertising performance, monitoring, evaluation and control, measuring effectiveness of promotional programmes, conducting research to measure effectiveness, evaluating the social, ethical and economic aspects of advertising & promotion.	<b>15 hours</b>
<b><u>Pedagogy:</u></b>	These sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the course, the student will gain in-depth knowledge in advertising process, relate to importance of Integrated Marketing Communications (IMC) for promotion, objectives and budgeting of IMC Media Process and the evaluation of media and its control.	
<b><u>References/Readings</u></b>	1. Belch, George E & Michael A Belch, 'Advertising & Promotion', McGraw Hill Education (India) Private Limited, latest edition. 2. Chaudhary, Manjula, Tourism Marketing, Oxford University Press, latest edition. 3. Morgan, Nigel & Annette Pritchard, Advertising in Tourism and Leisure, Routledge, latest edition. 4. Chunawalla S.A. Advertising Sales and Promotion	

**IHTE-404 TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT 4 Credits**

<b><u>Prerequisites for the course:</u></b>	Nil	
<b><u>Objective:</u></b>	The course equips the students with knowledge and skills to manage Travel Agency and Tour Operations in the tourism industry.	
<b><u>Content</u></b>	<b>UNIT I</b> <b>Travel Agency</b> Travel agency business perspective, significance of travel agency business, various services provided by travel agencies travel trade network skills and competencies for running a travel agency , travel agency business model, setting up a travel agency , travel agency organization, sources of revenue, threats in travel agency business .	<b>15hours</b>
	<b>UNIT II</b> <b>Tour Operation Management,</b> Characteristics of tour operation, special services for charter operators, local operator and tour operator business relationship/partnership, concept of tour bundling, travel formalities, package tour & its increasing demand & value, pricing strategies of package tours, revenue from tour operation business, tour operator's reservation procedure, integration in the travel industry, business conflicts , package tour business issues.	<b>15 hours</b>
	<b>UNIT III</b> <b>Ancillary Tourist sector</b> Ancillary services and businesses, role of ancillary services, types of ancillary services financial services, marketing services, technical services , services from tourist guides, animateurs, destination and attraction competitiveness, travel publications, future of ancillary services.	<b>15 hours</b>
	<b>UNIT IV</b> <b>Contemporary Trends &amp; Practices</b> Tourism in the twenty-first century, factors contributing to the growth of global tourism, future of global and regional tourism, changing patterns in travel & tourism, emerging tourism destination countries, new competitive global emerging destinations, globalization & liberalization in travel and tourism.	<b>15 hours</b>

<b><u>Pedagogy:</u></b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b><u>Learning Outcomes</u></b>	At the end of the course the students will have the ability to use the management processes to effectively manage travel agency and tour operations.	
<b><u>References/Readings</u></b>	1.Swain and Mishra, Tourism principles and Practices Oxford University Press, latest edition. 2.Cooper, Chris, John Fletcher, Alan Fyall, David Gilbert, Tourism Principles & Practice Financial Times Management, latest edition. 3.Wanhill, Stephen, Pearson Education Principles of Tourism, M. A. Khan, Penguin Books, latest edition. 4.A K Bhatia , Business of Travel Agency & Tour Operations Management, latest edition. 5.Jagmohan Negi,Travel Agency and Tour Operation,latest edition.	

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## Syllabus of Master's of Tourism and Travel Management (MTTM) Programme offered under OA 35

Course Structure of MTTM Programme Offered in S.S. Dempo College of Commerce and Economics under OA 35 from the Batch Admitted in the Academic Year 2022-23 onwards.

### OBJECTIVES OF THE PROGRAMME

- Develop a tourism domain expertise by understanding tourism management theories, principles and policies.
- Resolve issues related to travel regulations and mobility.
- Apply design thinking skills for dynamic decision making.
- Develop sensitivity to the tourism industry products, their upkeep, protection and development through the ethical lens.
- Identify socio-cultural tourism products in consultation with local communities using consultative approach.
- Identify the tourism based socio-cultural and environment impacts and mitigate them in local communities by adopting sustainable development goals as thrust areas.
- Generate revenue for tourism destinations using effective destination management techniques.
- Critically analyse travel and tourism industry practices and problems through research driven internship and provide practical solutions.
- Formulate sustainable tourism policies for tourism stakeholders.
- Develop an interest to identify problems and provide scalable solutions to the industry through research, development and publication.

### PROGRAMME OUTCOME

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

1. Identify entrepreneurship opportunities in the business of tourism, aviation and subsidiary systems.
2. Identify career avenues in the domain of tourism, travel and aviation.
3. Develop innovations in travel and tourism products.
4. Design a niche tour package using travel and tourism components.
5. Analyse international tourism impacts linked with heritage, aviation, hospitality including health and wellness tourism.
6. Formulate sustainable tourism policies for tourism stakeholders.
7. Assess aviation project risks and its mitigation.
8. Resolve air fares and ticketing exchange issues.
9. Apply quantitative and qualitative concepts and skills to address airport operations issues.
10. Apply systems analysis approach in operations of cargo and logistics.
11. Generate revenue for tourism destinations using effective destination management techniques.

## COURSE STRUCTURE

### MASTER'S OF TOURISM AND TRAVEL MANAGEMENT

#### SEMESTER I and II

**Duration:-2 Years Full Time (Semester Pattern) Choice Based Credit System (CBCS)**

**Total No. of credits:-80**

Year 1 Semester I			
Code	Discipline Specific Core Course	Credits	Course
TTTC-401	Principles of Management	2	DSC
TTTC-402	Principles and Policies of Tourism	2	DSC
TTTC-403	Geography for Tourism Management	2	DSC
TTTC-404	Managerial Communication	2	DSC
TTTC-405	Human Resource Management in Tourism	2	DSC
TTTC-406	Tourism Economics	2	DSC
TTTC-407	Travel Consultancy and Tour Operations	2	DSC
TTTC-408	Tourism Marketing	2	DSC
Code	Discipline Specific Elective Course (Any one)	Credits	Course
TTTE-401	Airport Operations Management	4	DSE
TTTE-402	History and Heritage of Goa	4	DSE
	<b>Total</b>	<b>20 credits</b>	

Year 1 Semester II			
Code	Discipline Specific Core Course	Credits	Course
TTTC-409	Ethical, Legal and Regulatory Aspects of Tourism	2	DSC
TTTC-410	Sustainable Tourism	2	DSC
TTTC-411	Tourism Products of India	2	DSC
TTTC-412	Entrepreneurship in Tourism	2	DSC
TTTC-413	Event Planning and Management	2	DSC
TTTC-414	Accounting for Managerial Decisions	2	DSC
TTTC-415	Quality Management in Tourism	2	DSC
TTTC-416	Tourism Management Information Systems	2	DSC
Code	Discipline Specific Optional Course (Any one)	Credits	Course
TTTE-403	International Tourism Management	4	DSE
TTTE-404	Air Cargo Management and Logistics	4	DSE
	<b>Total</b>	<b>20 credits</b>	

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TTTC-403	Geography for Tourism Management	2	8
TTTC-404	Managerial Communication	2	9
TTTC-405	Human Resource Management in Tourism	2	10
TTTC-406	Tourism Economics	2	11
TTTC-407	Travel Consultancy and Tour Operations	2	12
TTTC-408	Tourism Marketing	2	13
TTTE-401	Airport Operations Management	4	23
TTTE-402	History and Heritage of Goa	4	25
Semester II			
Code No	Name of the Course	Credits	Page No
TTTC-409	Ethical, Legal and Regulatory Aspects of Tourism	2	14
TTTC-410	Sustainable Tourism	2	16
TTTC-411	Tourism Products of India	2	17
TTTC-412	Entrepreneurship in Tourism	2	18
TTTC-413	Event Planning and Management	2	19
TTTC-414	Accounting for Managerial Decisions	2	20
TTTC-415	Quality Management in Tourism	2	21
TTTC-416	Tourism Management Information Systems	2	22
TTTE-403	International Tourism Management	4	26
TTTE-404	Air Cargo Management and Logistics	4	27

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### Semester I

Programme : Master's of Tourism and Travel Management [MTTM]  
Course Code : TTTC-401  
Course Title : Principles of Management  
Number of Credits : 02  
Effective from AY : 2022 – 2023

**Prerequisite:** NILL

<b>Objective of the Course:</b>	To enable the learner to identify the concepts and functions of management.
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### Course content

Unit 1	Introduction to Management	10 Hours
Introduction– Definition of management - nature and significance - objectives of management - levels of management - Principles of Management - Need for principles - Management Vs Administration - Functions of management - Role, attributes and qualities of manager - approaches to management.		
Unit 2	Functions of Management	20 Hours
Planning-Nature and purpose of organizing - formal and informal organization - organization levels and span of management - Organizational structure - Line/Staff Authority: Delegation of authority and responsibility and Decentralization- Staffing: Nature and purpose of staffing- Theories of Motivation-Types of Leadership- Control mechanisms - Trait theory; Behavioural theories; Situation theories; the path-goal theory– integrated leadership model		

### Pedagogy:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

### Course Outcome:

CO1	Explain the significance of Management
CO2	Describe the functions and responsibilities of a manager
CO3	Analyse significant leadership styles and mechanisms
CO4	Compare the approaches to Management by different organizations

### Reference / Readings:

1. Agarwal, R. D. (1982). Organization and Management. India: Tata McGraw-Hill.
2. Drucker, P. (2012). The Practice of Management. United Kingdom: Taylor & Francis.
3. Spender, J. (2014). Business Strategy: Managing Uncertainty, Opportunity, and Enterprise. United Kingdom: OUP Oxford.
4. Koontz, H., Weihrich, H. (2018). Principles of Management.: McGraw-Hill Education.
5. Robbins, S. P., Coulter, M. K., DeCenzo, D. A. (2016). Fundamentals of Management. Colombia: Pearson Education.

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-402**  
 Course Title : **Principles and Policies of Tourism**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

**Prerequisite:** NILL

<b>Objective of the Course:</b>	To enable the learner to understand the scope of tourism and the functioning of tourism Organisations
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Course content		
Unit 1	The Tourism System	20 Hours
Overview - Objectives, meaning & nature-Scope-Classification of tourism & tourists Travel concept- Components - Tourism System - Leiper's Model - Growth and development of Tourism - History. - - Tourism Statistics, Objectives, Types and Methods. Current Trends in domestic and global Tourism - Definition of tourism demand, types, Indicators of Tourism Demand - Determinants of tourism demand- Motivation - Definition-Basic motivations of tourism - Categories of Tourist motivation - Other elements of motivation for tourism - Life style factors - personal and world view - Incentives granted by central and state govt. for the Tourism industry in India		
Unit 2	Organisation in Tourism	10 Hours
Kinds of Organisations - National Tourist Organizations, Functions of Tourism Organizations - Role of international multinational, state and local tourism organizations in formulating tourism policies - National Tourism Policy of India, Goa State tourism Policy.		

**Pedagogy:**

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies

etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

**Course Outcome:**

After completing this course the student shall be able to:

CO1	Explain the contemporary theories and models of the tourism system.
CO2	Identify how life stage and lifestyle factors influence a decision to travel.
CO3	Compare the international, national and state level tourism policies.
CO4	Develop a tourism policy based on superstructure and base structure relationships.

**Reference / Readings:**

1. Fyall, A., Gilbert, D., Fletcher, J., Wanhill, S. (2017). Tourism: Principles and Practice. United Kingdom: Pearson Education Limited.
2. Ritchie, J. R. B., Goeldner, C. R. (2006). Tourism. United Kingdom: Wiley..
3. Hall, C. M., Cooper, C. (2008). Contemporary Tourism: An International Approach. Netherlands: Butterworth-Heinemann.
4. Vasudevan, V., B., V., Roy B. R., S. (2019). An Introduction to the Business of Tourism. India: SAGE Publications.

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-403**  
 Course Title : **Geography for Tourism Management**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

Prerequisite: NILL	
<b>Objective of the Course:</b>	To develop a knowledge about travel destinations and attractions.

Course Content		
Unit 1	Travel Geography and Topography	20 Hours
Importance of Geography in Tourism; Latitude, Longitude, International Date Line. World Map and location of International Destinations. Time Zone & calculation of Time. Major International landforms as tourist resources and its influence on modes of transportation. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.		
Unit 2	Fundamentals of Destinations	10 Hours
Role of geography in tourist movement- Contemporary trends in international tourists movements. Major outbound and inbound tourism countries. Characteristics of India's major international markets. Case studies of select countries.		
<b>Pedagogy:</b>		

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

**Course Outcome:**

After completing this course the student shall be able to:

CO1	Locate major national and international destinations on a world map.
CO2	Explain the role of human, physical and environmental Geography in Tourism
CO3	Calculate flying time and elapsed time from an Itinerary Display
CO4	Analyse the impact of weather and climate on tourist destinations and tourist movement.

**Reference / Readings:**

1. Robinson, H. (1976). A Geography of Tourism. United Kingdom: Macdonald and Evans.
2. Burton, R. (1997). Travel Geography. Germany: Long man.
3. Lew, A. A., Timothy, D. J., Hall, C. M. (2008). World Geography of Travel and Tourism: A Regional Approach. Netherlands: Butterworth-Heinemann.
4. Bauer, T. G. (2009). Manual on Module III: Destination Geography. Hong Kong: Education Bureau.

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-404**  
 Course Title : **Managerial Communication**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	To enable students to effectively communicate, both orally and in written form, specifically in a corporate environment.

Course content		
<b>Unit 1</b>	<b>Oral and Written Communication</b>	<b>20 Hours</b>
Importance of effective communication in an organization – components of communication – Verbal and non-verbal communication- 7 C's of communication –Oral communication – Business writing principles- Types of business correspondence- letters-Important business correspondence: memos, reports, email		
<b>Unit 2</b>	<b>Body Language and Business Presentation</b>	<b>10 Hours</b>
Body language- position and posture– effective presentation skills- active listening – Feedback		

**Pedagogy:**

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

**Course Outcome:**

After completing this course the student shall be able to:

CO1	Read an article from newspaper.
CO2	Paraphrase a travel advisory by listening to a video content.
CO3	Produce an official letter offering your services as a travel consultant.
CO4	Apply effective body language to present a project.

**Reference / Readings:**

1. McLean, S. (2010). Business Communication for Success. United States: Flat World Knowledge.
2. Bovée, C. L. (2006). Business Communication Essentials. Canada: B.C. College and Institute Library Services.

Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-405**  
 Course Title : **Human Resource Management in Tourism**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

**Prerequisite:** NILL

<b>Objective of the Course:</b>	To apply the fundamentals of human resource management in tourism organisations.
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**Course content**

Unit 1	Fundamentals of HRM	12 Hours
Introduction to HRM- need for HRM in tourism industry- job analysis- job description- job specification- job enlargement- job enrichment-human resource planning-Budget for HR		
Unit 2	Functions of HRM	18 Hours
Recruitment- Selection process- selection methods- Compensation and Benefits- Training; training process- methods- techniques of training-Performance Management- appraisal process- methods of performance appraisal- problems- Errors- Employee separations- Ethics in HR and Legal Issues		

**Pedagogy:**

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

**Course Outcome:**

After the completion of this course, the students will be able to:

CO1	Identify the functions of human resource management department
CO2	Design a human resource plan for a mid to large size tourism organisation
CO3	Demonstrate interview techniques through a role play
CO4	Evaluate the performance appraisal systems of select tourism organisations

**Reference / Readings:**

1. Rao, T. V., Pareek, U. (2015). Designing and Managing Human Resource Systems. India: CBS Publishers & Distributors.
2. Goss-Turner, S., Boella, M. J. (2013). Human Resource Management in the Hospitality Industry: A Guide to Best Practice. United Kingdom: Routledge.
3. Dessler G. And Varkkey. Human Resources Management, (2008). Pearson Education Asia.
4. Nickson, D. (2006). Human Resource Management for the Hospitality and Tourism Industries. Netherlands: Taylor & Francis.

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-406**  
 Course Title : **Tourism Economics**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

**Prerequisite:** NILL

<b>Objective of the Course:</b>	To understand the drivers of demand and supplies of tourism and their interplay
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**Course content**

Unit 1	Fundamentals of Economics	15 Hours
Definition of demand, Law of demand and its determinants. Definition of supply, Law of supply, Factors affecting supply, Market equilibrium. Concepts of elasticity, degree, determinants and types, Relationship between revenue and elasticity of demand, demand forecasting - Tourism Economics-Multiplier and its effect as applied to Tourism Sector.		
Unit 2	Cost, Revenues, and Market Structure	15 Hours
Short run costs and long run cost, Relationship between Long-run Average Cost and Short-run Average Cost, Economies of Scale Revenue Analysis–Total Revenue, Average Revenue and Marginal Revenue - Types of markets, Perfect competition features, Monopoly - features, equilibrium condition, Price discrimination. Monopolistic competition –features, Oligopoly.		

**Pedagogy:**

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group

learning	
<b>Course Outcome:</b>	
After the completion of this course, the students will be able to:	
CO1	Describe the theories associated with tourism economics
CO2	Explain the drivers of demand and supplies of tourism and their interplay
CO3	Identify the tourism industry micro structure
CO4	Derive a demand schedule from given economic data
<b>Reference / Readings:</b>	
<ol style="list-style-type: none"> <li>1. Stabler, M. J., Papatheodorou, A., Sinclair, M. T. (2009). The Economics of Tourism. Ukraine: Taylor &amp; Francis.</li> <li>2. Dwyer, W., Forsyth, P., Dwyer, L. (2020). Tourism Economics and Policy. United Kingdom: Channel View Publications.</li> <li>3. Tribe, J. (2020). The Economics of Recreation, Leisure and Tourism. United Kingdom: Taylor &amp; Francis.</li> <li>4. Mukhopadhyay, S. (2010). Tourism Economics. India: Ane Books India.</li> </ol>	

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-407**  
 Course Title : **Travel Consultancy and Tour Operations**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	To enable a learner to manage travel and tour operations

Course Content		
<b>Unit 1</b>	<b>Introduction to Tour Operations</b>	<b>15 Hours</b>
Definition, Scope, Types of travel agencies, Traveller preferences, Technology in travel industry- Travel destinations, Destination profiling, Travel products, Itinerary, Essentials of a holiday package. Travel Agency Operations, Scope and role of retailers, Modern travel agencies, Travel organization, Customer service, Quality in operations Travel metrics: Key Result Areas, Service Level Agreements, Key Performance Indicators.		
<b>Unit 2</b>	<b>Managing the travel and tourism business</b>	<b>15 Hours</b>
Travel agency appointments, International air transport agency (IATA), Trade association activities, IATA allied service, IATA accreditation for agency, Indian association of travel operators, World tourism and travel council, Federation of Hotel & Restaurant Association of India (FHRAI), TAAI, TTAG		

<b>Pedagogy:</b>
Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning



<b>Course Outcome:</b>		
After the completion of this course, the students will be able to:		
CO1	Compare the functions of travel agencies.	CL1
CO2	Identify the essential elements of a tour package.	CL2
CO3	Explain the functioning of a travel agency.	CL3
CO4	Create a tour brochure using a story-board on life-style and life stages of tourist.	CL5
<b>Reference / Readings:</b>		
1. Biwal, A., Vandana, J., Roday, S. (2009). Tourism Operations and Management. India: Oxford University Press. 2. B., V., Roy B. R., S., Vasudevan, V. (2019). An Introduction to the Business of Tourism. India: SAGE Publications. 3. Dhiman, M.C., and Chauhan, V., (2019) Handbook of Research on International Travel Agency and Tour Operation Management. United States: Business Science Reference.		

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-408**  
 Course Title : **Tourism Marketing**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	To enable a learner to manage travel and tour operations

<b>Course Content</b>		
<b>Unit 1</b>	<b>Fundamentals of marketing management and product life cycle</b>	<b>20 Hours</b>
Approaches to the study of marketing, evaluation, 8 P's of marketing mix, components of tourism and hospitality product, market component of tourism and heritage, and distribution channels. Product life cycle, Product decisions, Branding, brand strategies, packing decisions, Tourism Area Life Cycle, Product Positioning and Product Pricing		
<b>Unit 3</b>	<b>Consumer Behaviour</b>	<b>10 Hours</b>
Consumer Behaviour, Tourist Behaviour, Buying Behaviour, Creating customer values, Customer satisfaction, Building customer loyalty, Measuring Customer Satisfaction, and Loyalty Programmes		

<b>Pedagogy:</b>
Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies

etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

**Course Outcome:**

After the completion of this course, the students will be able to:

CO1	Define key concepts and principles of marketing as applied to destinations and the tourism experience.	CL1
CO2	Apply Ps of the Marketing Mix to the tourism industry.	CL3
CO3	Analyse the effectiveness of marketing strategies implemented by the tourism industry sector to identify and retain customers.	CL4
CO4	Develop a marketing plan for tourism products and destinations.	CL6

**Reference / Readings:**

1. Baloglu, S., Kotler, P., Bowen, J. T., Makens, J. C. (2017). Marketing for Hospitality and Tourism. United Kingdom: Pearson.
2. Chaudhary, M. (2010). Tourism Marketing. India: Oxford University Press.
3. Kotler, P., Volkov, M., Armstrong, G. M., Adam, S., Denize, S. M. (2017). Principles of Marketing. Australia: Pearson Australia.
4. Namakumari., Ramaswamy. (2018). Marketing Management: Indian Context Global Perspective. India: SAGE Publications.

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**Semester II**

Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-409**  
 Course Title : **Ethical, Legal and Regulatory Aspects of Tourism**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

**Prerequisite:** NILL

<b>Objective of the Course:</b>	To enable a learner to apply acts, and regulations for domestic and international travel.
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**Course Content**

Unit 1	Introduction to Ethics	5 Hours
Introduction to ethics in tourism, Ethical Dilemmas, Global Code of Ethics in Tourism, Business compulsions and ethical parameters.		
Unit 2	Regulations in Tourism	15 Hours
Regulations for Travels agencies and accommodation-Acts associated with Environment: The Wild Birds and Animals Protection Act, 1912, The Environment (Protection) Act, 1986. Coastal regulation zone act, 1991. Acts related to aviation: The Aircraft Act, 1934; The Aircraft (Security) Rules 2011; Directorate General of Civil Aviation formalities for business and recreational flying in India.		

Acts related to preservation of monuments, heritage, arts, and antiquity: The Ancient and Historical Monuments and Archaeological Sites and Remains (Declaration of National Importance) Act, 1951. The Antiquities and Art Treasures (AAT) Act of 1972		
Unit 3	Regulations related to travel documents	10 Hours
International Conventions, Definition of a Foreigner, Foreigners Act, Overseas Citizen of India, Passport Act of India, Types of Passports, Restricted area in India, Visa and Permits, Adventure Tour Operator Regulations. Indian Mountaineering Foundation, Travel Insurance		
Pedagogy:		
Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning		
Course Outcome:		
After the completion of this course, the students will be able to		
CO1	Identify the importance of ethics for tourism business units.	
CO2	Explain the importance of AMASR 1951 and AATA 1972 in preservation of ancient art, antiques, monuments, and architecture.	
CO3	Compare the role of international conventions in the regulation of hospitality, heritage, aviation, travel and tourism.	
CO4	Recommend the essential travel documents required for international travel.	
Reference / Readings:		
1. Murugan, A. (2015). Contemporary Tourism and Hospitality Laws. Himalaya Publishing House, New Delhi. 2. Murthy , C. S. V. (2009). Business Ethics (Text & Cases). Himalaya Publishing House . New Delhi 3. Dias, C., Thripati, S., Rodrigues, and D., De Souza, B. (2019). A Hand Book for Tourism Professionals on Ethical, Legal and Regulatory Aspects. Himalaya Publishing House, New Delhi 4. Koščak, M., and Tony O'Rourke, T. (2019.) Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations. United Kingdom: Taylor & Francis. 5. Laws, E., Agrusa, J. F., Richins, H. (2011). Tourist Destination Governance: Practice, Theory and Issues. United Kingdom: CAB International.		

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-410**  
 Course Title : **Sustainable Tourism**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	To understand the fundamentals of sustainable tourism

Course content		
<b>Unit 1</b>	<b>Introduction to Sustainable Tourism</b>	<b>15 Hours</b>
Sustainable Development Goals, Nature and scope of Sustainable tourism, Historical Background, Dimensions of Sustainable tourism, Key Actors in Sustainable Tourism , Sustainable tourism in geographic milieu, Sustainable tourism planning, Approaches, Eco-Tourism, and Carrying Capacity.		
<b>Unit 2</b>	<b>Certifications for Sustainable Tourism Businesses</b>	<b>15 Hours</b>
Certificates and Regulations: Eco-labels, Blue Flag, Green Globe, PAN parks, Green leaf and Leads certification. Responsible Tourism, Future of Sustainable Tourism.		

<b>Pedagogy:</b>	
Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning	
<b>Course Outcome:</b>	
After the completion of this course, the students will be able to	
CO1	Describe the dimensions of sustainable tourism and their role in tourism industry
CO2	Explain how a geographic milieu of a destination influences the sustainable tourism practices.
CO3	Demonstrate sustainable tourism practices that can be implemented in tourism destinations
CO4	Develop a sustainable tourism plan for the tourism sectors in a select destination.
<b>Reference / Readings:</b>	
1. Swarbrooke, J. (1999). Sustainable tourism management. United Kingdom: CABI Publication. 2. Weaver, D. (2007). Sustainable Tourism. Netherlands: Taylor & Francis.	

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
Course Code : **TTTC-411**  
Course Title : **Tourism Products of India**  
Number of Credits : **02**  
Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	To describe and promote the tourism products of India.

Course content		
<b>Unit 1</b>	<b>Man-made Tourism Products</b>	<b>15 Hours</b>
Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality and Diversities, Modern Architecture, Living heritage as a tourism product, Cultural tourism through Heritage: Indigenous and Colonial, Handicrafts of India, Craft Melas, Fairs and Festivals of Social and Religious importance, Performing arts of India.		
<b>Unit 2</b>	<b>Natural Tourism Products</b>	<b>15 Hours</b>
Wildlife and national parks, Locations of hill stations, Beach destinations of India, Hinterland tourism products. Accessibility, Facilities, Amenities, Attractions, and Unique Selling Propositions of Natural tourism destinations.		

<b>Pedagogy:</b>		
Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.		
<b>Course Outcome:</b>		
After the completion of this course, the students will be able to:		
CO1	Identify the vast tourism resources of India; both natural & man-made.	CL2
CO2	Identify popular tourism destinations of India.	CL2
CO3	Classify tourism products of India.	CL4
CO4	Analyze the tourism resources of India.	CL4
<b>Reference / Readings:</b>		
1. Jacob, R. (2007). Indian Tourism Products. India: Abhijeet Publications.. 2. Basham, A.L., (1998). A Cultural History of India. Oxford University Press, USA 3. Gupta, S. P., Lal, K., Bhattacharyya, M. (2002). Cultural Tourism in India: Museums, Monuments & Arts : Theory and Practice. India: Indraprastha Museum of Art and Archaeology & D.K. Print world. 4. Dixit, M., Sheela, C. (2008). Tourism Products. India: New Royal Book Company. 5. Douglas.N., Douglas,N,, and Derrett,R.(2001). Special Interest Tourism. John Wiley & Sons, Australia. 6. Gupta, S., Sharma, S. P. (2006). Fairs and Festivals of India. India: Hindoology Books.		

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
Course Code : **TTTC-412**  
Course Title : **Entrepreneurship in Tourism**  
Number of Credits : **02**  
Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL
<b>Objective of the Course:</b> To Understand the basics of entrepreneurship .

Course content		
<b>Unit 1</b>	<b>The Fundamentals of Entrepreneurship</b>	<b>15 Hours</b>

The nature and importance of Entrepreneurs, the entrepreneurial and intrapreneurial mind, Functions and skills, International entrepreneurship opportunities in tourism industry, Women entrepreneurs, Legal issues for the Entrepreneur, Funding options, Institutional and Financial Support, Incubation Centre

<b>Unit 2</b>	<b>Entrepreneurship Process</b>	<b>15 Hours</b>
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New Business idea, Creativity and Innovation, The Business plan, Process of new venture creation, the marketing plan, the technical plan, the financial plan, organizational plan. Challenges in Implementation, Sustaining the business.

#### Pedagogy:

Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.

#### Course Outcome:

After the completion of the course the students will be able to:

CO1	Explain the driving forces behind creating and building value in new enterprises.
CO2	Describe the fundamental traits of entrepreneurial activities and processes.
CO3	Analyse the process of successful strategic innovation by visionary entrepreneurs.
CO4	Evaluate information that may help develop and sustain new business ideas.

#### Reference / Readings:

1. Desai, V. (2001). Dynamics of Entrepreneurial Development and Management: Entrepreneurship, Project Management, Finances, Programmes, and Problems. India: Himalaya Publishing House.
2. Roy, R. (2011). Entrepreneurship. India: Oxford University Press.
3. Dweck, C. (2017). Mindset - Updated Edition: Changing the Way You Think To Fulfil Your Potential. United Kingdom: Little, Brown Book Group.
4. Drucker, P. (2014). Innovation and Entrepreneurship. United Kingdom: Taylor & Francis.
5. Banks, K. (2016). Social Entrepreneurship and Innovation. Kogan Page.

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
Course Code : **TTTC-413**  
Course Title : **Event Planning and Management**  
Number of Credits : **02**  
Effective from AY : **2022 – 2023**

**Prerequisite:** NILL

<b>Objective of the Course:</b>	To Understand the event management process.
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#### Course Content

<b>Unit 1</b>	<b>Introduction to Events</b>	<b>15 Hours</b>
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Introduction to Events, Major characteristics, Classification of Events, Five C's of event management Advantages of events, Meetings, Incentive, Conference and Exhibitions (MICE) Market and Tourism: History, Components, Economic and social impacts, Functions, Structure and Sources of funds. Tourism festivals- Trade Fairs -Local Festivals

<b>Unit 2</b>	<b>Event Planning and Production Process</b>	<b>15 Hours</b>
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Events venues: Concept and types, Conference venues: Facilities, Check-in and check-out procedures, Conference room lay-out, Functions of India Convention Promotion Bureau (ICPB) and International Congress and Convention Association (ICCA). Trade shows and exhibitions/expositions: Types, Benefits of Exhibitions, Contract negotiations, Negotiation with hotels, airlines and ground handlers.

**Pedagogy:**

Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.

**Course Outcome:**

After the completion of the course the students will be able to:

CO1	Define the event management process and the event life cycle.
CO2	Apply Event management concepts to Tourism specific Events.
CO3	Compare cultural, regional and MICE events.
CO4	Evaluate best practices in event planning and production.

**Reference / Readings:**

1. Van der Wagen, L. (2007). Event Management: For Tourism, Cultural, Business and Sporting Events. Austria: Pearson Hospitality Press.
2. Fenich, G. G. (2016). Meetings, Expositions, Events, and Conventions: An Introduction to the Industry. United Kingdom: Pearson.
3. Gaspar, L. (2014). A Text Book of Event Management. India: Random Publications.
4. Getz, D. (2013). Event Tourism: Concepts, International Case Studies, and Research. United States: Cognizant Communication Corporation.

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-414**  
 Course Title : **Accounting for Managerial Decisions**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

**Prerequisite:** NILL

<b>Objective of the Course:</b>	To be able to read and interpret the financial statements of an organisation.
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**Course content**

<b>Unit 1</b>	<b>Introduction to Financial Statements</b>	<b>15 Hours</b>
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Financial Statements: Recent Trends in Presenting Financial Statements, Financial Statements Analysis: Types, Methods, Objectives, Limitations; Comparative Analysis: Meaning and Uses; Trend Analysis: Meaning and Uses, Ratio Analysis- Uses, and Classification

<b>Unit 2</b>	<b>Final Accounts and Analysis</b>	<b>15 Hours</b>
Interpretation of Cash flow, Final Accounts: Trading, Profit and Loss Account and Balance Sheet		

**Pedagogy:**

The following methods and forms of study are used in the course Lectures, Case Studies and Self-study (doing home assignments based on solving practical problems).  
Self-study on reading reference books and solving additional problems in financial interpretation.

**Course Outcome:**

After the completion of the course the students will be able to:

CO1	Read the financial statements
CO2	Compare the types of ratio analysis
CO3	Interpret the financial statements
CO4	Interpret the final accounts of a firm

**Reference / Readings:**

1. Pandey, I. M. (2015). Financial Management. India: Vikas Publishing House Pvt Limited.
2. Sharma, R. K. (2020). Ratio Analysis: Financial Ratios. Amazon Digital Services LLC - KDP Print
3. Bobade, D. P. (2021). Financial Management Case: A Practical Guide. Lulu.com.

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
Course Code : **TTTC-415**  
Course Title : **Quality Management in Tourism**  
Number of Credits : **02**  
Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	To define the concept of quality in tourism management studies.

Course content		
<b>Unit 1</b>	<b>Fundamentals of Quality Management</b>	<b>15 Hours</b>
Introduction to Quality, Definition of Quality, Consumer Focus, Dimensions of Quality, Quality Control, Quality Assurance, Total Quality Management, Importance of quality management in Aviation, Tourism and Hospitality, Quality Awards in Tourism, and Quality Gurus and their key contributions.		
<b>Unit 2</b>	<b>Quality Management Process</b>	<b>15 Hours</b>
Quality as a strategic decision, Cost of Quality, Continuous improvement focus, Productivity and Supplier Relationship tools and processes, Pareto Analysis, Quality Management Certifications: Six Sigma Belt Levels, LEAN, and AGILE, Quality management systems, Bench-marking system, Quality Circles, and Work groups		

**Pedagogy:**



Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.

**Course Outcome:**

After the completion of the course the students will be able to:

CO1 Explain the concept of quality in services industry.

CO2 Define the concept of quality in tourism management studies.

CO3 Describe the quality management process.

CO4 Solve quality management issues in the tourism industry.

**Reference / Readings:**

1. Maleyeff, J. (2022). Quality Service Management: A Guide to Improving Business Processes. United States: Taylor & Francis.
2. Edvardsson, B., Thomasson, B., Øvretveit, J. (1994). Quality of Service: Making it Really Work. United Kingdom: McGraw-Hill Book Company.
3. Kapiki, S. (2012). Quality Management in Tourism and Hospitality: an Exploratory Study among Tourism Stakeholders, *International Journal of Economic Practices and Theories*, Vol. 2, No. 2, pp. 53-61

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTC-416**  
 Course Title : **Tourism Management Information Systems**  
 Number of Credits : **02**  
 Effective from AY : **2022 – 2023**

**Prerequisite:** NILL

**Objective of the Course:** To identify and operate the information management software used in airline and travel industry

**Course content**

Unit 1	Introduction to Tourism MIS	10 Hours
Spreadsheet software and managerial applications, computer and management functions, computer based financial systems, computer based inventory systems. Computer application In Tourism, Operating System.		
Unit 2	MIS in Tourism and Aviation Industry	20 Hours
Passenger Reservation Systems, Computerised Reservation System (CRS) versus Global Distribution Systems (GDS), Crew scheduling, fleet planning, baggage and cargo systems, Expert Systems, Systems in aircrafts, Safety Systems, Gate Management and Departure Control System, Fleet management systems, Airport use of IT, flight information display system, Electronic immigration control.		

**Pedagogy:**

Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.

<b>Course Outcome:</b>	
After the completion of the course the students will be able to:	
CO1	Describe the utility of MIS in tourism.
CO2	Identify the software used in a personal computer or laptop
CO3	Demonstrate how information systems help optimise functions of the tourism industry
<b>Reference / Readings:</b>	
1. Ritchie, J. R. B. (1979). Tourism Management Information Systems: Conceptual and Operational Issues. (n.p.): University of Calgary. Faculty of Management.	
2. Scheer, A. (2012). Principles of Efficient Information Management. Germany: Springer Berlin Heidelberg.	
3. Laporte, G. and Crainic, T.G. (2012). Fleet Management and Logistics. United States: Springer US.	

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTE-401**  
 Course Title : **Airport Operations Management**  
 Number of Credits : **04**  
 Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	To explain the operational aspects of an international airport.

Course content		
<b>Unit 1</b>	<b>Introduction to the Aviation Industry</b>	<b>15 Hours</b>
History of Aviation Industry, Influence of Air transport, Service providers in the Air Transport Industry, Partnership in the Aviation Industry, Socio-Environmental and Economic Impact of Aviation Industry.		
<b>Unit 2</b>	<b>Air Side Operations</b>	<b>15 Hours</b>
Airport terminal design, Types of terminals, Types of passengers, Types of baggage, Airport certifications, Role of International Civil Aviation Organisation (ICAO), Regulations set by Directorate General of Civil Aviation (DGCA) and International Associations, Safety and Security in Airports, Safety Plans, Inspections and Audits, Permits to Operate Vehicles, Foreign Object Damage Control and Management, Identification of dangerous passengers, Civil Security and Evacuation Plans		
<b>Unit 3</b>	<b>Primary Support Systems in an Airport</b>	<b>15 Hours</b>
Primary Support Systems, Fire and Rescue, Medical Services, Aircraft Recovery, Secondary Support Systems, Airport Services, Maintenance, Facilities, Storm Water Management, Solid Waste Management.		
<b>Unit 4</b>	<b>Role of Public-Private Partnership in Airports</b>	<b>15 Hours</b>
Role of Public-Private Partnership in Airports, Role of Airport Authority of India (AAI) and GrandhiMallikarjuna Rao (GMR), Best Practices and Study of Worlds Best Airports, Future of Airports in India, Comparative studies of International Airports		

<b>Pedagogy:</b>	
Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>Course Outcome:</b>	
After the completion of this course, the students will be able to:	
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CO1	Explain the Socio-Environmental-Economic impact of an airport.
CO2	Describe the air-side operations at an Airport
CO3	Compare the primary and secondary support services offered at an airport
CO4	Assess the role of Private, Public Partnership opportunities at an airport.
<b>Reference / Readings:</b>	
1. Graham, Anne. 'Managing Airports : International Perspective'. (2015),Routledge, London. 2. Moore, C., Stanton, H., Ashford, N. (1997). Airport operations. United Kingdom: McGraw-Hill Education. 3. Forrest, J., Price, J. (2016). Practical Airport Operations, Safety, and Emergency Management: Protocols for Today and the Future. Netherlands: Elsevier Science.	

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTE-402**  
 Course Title : **History and Heritage of Goa**  
 Number of Credits : **04**  
 Effective from AY : **2022 – 2023**

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	The learner will be able to explain the history, built and natural heritage of Goa.

Course content		
<b>Unit 1</b>	<b>Introduction to History of Goa</b>	<b>15 Hours</b>
Etymology of Goa, Early Goa from 1000A.D to 1510 A.D, Goan Society, Status of women, Gaunkari system, Influence of the Maratha and the Portuguese on Goa, Maratha influence on Goa and The Portuguese Rule in Goa from 1510-1961.		
<b>Unit 2</b>	<b>Political Reforms in Goa</b>	<b>15 Hours</b>
Old Conquests, New Conquests, Political reforms in Goa from 1961-2011. Integration military rule and transition to democracy from 1961-2011. Trade practices, Opinion poll.		

<b>Unit 3</b>	<b>Introduction to Heritage of Goa</b>	<b>15 Hours</b>
Heritage, Meaning, Scope, Classification, Natural heritage, Geographical heritage: Flora and Fauna, Sacred Groves, Built heritage: Domestic, Politico-Military, Religious, Archaeological and Architectural Heritage, Goan Diaspora, Living heritage.		
<b>Unit 4</b>	<b>Cultural Heritage of Goa</b>	<b>15 Hours</b>
Cultural heritage, Music, Dance, Folktales, Dress, Cuisine, Festivals, Religious precepts and Practices, Syncretism in Goan Society. Contributions of NGOs, Educational institutions, Government interventions and support.		

**Pedagogy:**

Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.

**Course Outcome:**

After the completion of this course, the students will be able to:

CO1	Describe the influence of history and culture on present day Goa.
CO2	Identify the dynasties that ruled Goa and their cultural legacies.
CO3	Explain the tangible and intangible heritage of Goa
CO4	Explain the history and heritage of historical monuments of Goa

**Reference / Readings:**

1. Hall, M. (2004). Window on Goa – A History& Guide. Quiller Press, London.
2. Alvares, C. (2002). Fish Curry and Rice, The Goa Foundation, Mapusa.
3. Sakhardande, P. (2012). Muslim History and Heritage of Goa. Konkani Shanti Publications, Mapusa.
4. Dhume, A. R. (2006). The Cultural History of Goa - from 10000 B.C. to 1352 A.D., Broadway Book Centre, Panjim.
5. Phaldesai, P. (2005). Kaleidoscopic Goa : A Cultural Atlas, V.D.E.R. Foundation, Panjim.
6. Nambirajan, M. (2007). Coastal Archaeology of Western India - with special reference to Goa, Broadway Book Centre, Panjim

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Programme : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTE-403**  
 Course Title : **International Tourism Management**  
 Number of Credits : **04**  
 Effective from AY : **2022 – 2023**

**Prerequisite:** NILL

<b>Objective of the Course:</b>	The learner will be able to assess the patterns of international tourism movements across the globe
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**Course content**

<b>Unit 1</b>	<b>Introduction to International Tourism</b>	<b>15 Hours</b>
International Tourism growth, Forces and factors influencing growth of international tourism, Changes in Tourism Policies and Residential Status, Tourism Balance of		

Payments, Tourism Futures.		
<b>Unit 2</b>	<b>International Tourism Movements</b>	<b>15 Hours</b>
Trends in tourists' arrivals and receipt in international tourism, Influence of advanced infrastructural developments, Major World events that can trigger travel: Olympics, Elections, and International Conventions and Conferences		
<b>Unit 3</b>	<b>Distribution of International Tourism</b>	<b>15 Hours</b>
Regional Distribution of International Tourism trends in Europe. International tourism trends in Americas. Regional Distribution of International Tourism trends in Asia-Pacific region. International tourism trends in Africa and Middle East.		
<b>Unit 4</b>	<b>International Tourism Organisations</b>	<b>15 Hours</b>
International Tourism Organization: United Nations World Tourism Organization (UNWTO) - Role in tourism development and promotion, membership and objectives, World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives Pacific Asia Travel Association (PATA): role in tourism development and promotion, membership and objectives International Air Transports Association (IATA): role in tourism development and promotion, membership and objective		

<b>Pedagogy:</b>	
Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
<b>Course Outcome:</b>	
After the completion of this course, the students will be able to:	
CO1	Identify the factors that influence global travel.
CO2	Examine the emerging patterns and trends for international tourism destinations.
CO3	Interpret the role and contributions of Major Tourism organizations in tourism development and promotion.
CO4	Design tourism strategies for destinations using destination competitiveness models.
<b>Reference / Readings:</b>	
1. Bhatia, A.K., (1991). International Tourism: Fundamentals and Practices, Sterling Publications, New Delhi. 2. Horner, S. and Swarbrooke, J. (2003). International Cases in Tourism Management, Routledge, London. 3. Singh, S. (2000). Domestic Tourism in Asia: Diversity and Divergence, Tranasia, Frankfurt.	

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Program : **Master's of Tourism and Travel Management [MTTM]**  
 Course Code : **TTTE-404**  
 Course Title : **Air Cargo Management and Logistics**  
 Number of Credits : **04**

Effective from AY : 2022 – 2023

<b>Prerequisite:</b> NILL	
<b>Objective of the Course:</b>	The learner will be able to explain the process involved in air cargo management.

Course content		
<b>Unit 1</b>	<b>Introduction to Air Cargo Management and Logistics</b>	<b>15 Hours</b>
Growth and development of air transport industry and freight industry. Relevance and importance of cargo industry, General Introduction to Cargo Agency. Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention.		
<b>Unit 2</b>	<b>Role of International Bodies in Cargo Regulations</b>	<b>15 Hours</b>
Role of International Bodies in regulation of Air Cargo - ICAO, IATA, FIATA, DGCA;- Organizational structure and functions, the Air Cargo Agency, the IATA Cargo Agent, duties and functions.		
<b>Unit 3</b>	<b>Cargo Management Systems</b>	<b>20 Hours</b>
World Geography, time differences, Currency conversions and regulations. Use of Official Airline Guide (OAG) Cargo guides, IATA Codes. Air Cargo tariff and charges, the Air way bill, General cargo rates and Specific Cargo rates – Cargo Systems - Air craft cargo configuration , Capacity familiarization, Limitations of weight and special loads - Packaging, marking and labelling of consignment, Acceptance of cargo, introduction of airway bill- Dangerous goods handling		
<b>Unit 4</b>	<b>Rate and Tariff Structures for Cargo Services</b>	<b>10 Hours</b>
Introduction cargo rates and tariff, Introduction to rate structures – Calculation and Quotation		

Pedagogy:	
Lectures / classroom discussion / presentation / case studies / group project / assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	
Course Outcome:	
CO1	Identify the conventions associated with the air freight industry
CO2	Explain the role of international bodies in regulation of Air Cargo
CO3	Apply the stages of air cargo management from receipt of goods till the delivery of consignment.
CO4	Calculate the tariff using the appropriate reference materials
Reference / Readings:	
1. Sale, M. (2013). The Air Logistics Handbook: Air Freight and the Global Supply Chain. Routledge, London 2. Allanz, C. (2004). History of Air Cargo and Airmail from the 18th Century. Christopher Foyle Publishing, USA. 4. OAG, (2022) Airlines time table., ITDI, Montreal. 5. OAG Cargo guide. (2022), ITDI, Montreal. 6. Cargo Tariff books of airlines.(2022), ITDI, Montreal	

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