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**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

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**About the Department**

The travel and tourism sector experienced 3.5% growth in 2019 (WTTC, 2019), outpacing that of the global economy (2.5%). The sunrise industry is credited with 330 million jobs around the world, making the sector the best in employment generation. The increased avenue for jobs in the sector has created an immense demand for quality tourism and hospitality education institutions in the country. The Central and State Governments have also earmarked the sector as a priority and are leaving no stone unturned to develop the Universities in the country to produce skilled manpower in sync with the demands of the industry.

To create quality manpower in the domain of tourism and hospitality, the Department of Tourism and Hospitality Management was established in the year 2019, under the School of Commerce and Management. The department is amongst the newly established departments of the University and offers MBA in Tourism and Hospitality Management. The department is equipped with state-of-the-art facilities and aspires to become the apex institution in the field of tourism and hospitality education in the country by not only providing skilled human resources in sync with the needs of the industry but also emerging as the center for tourism and hospitality research.

**Programs Offered**

* MBA (Tourism and Hospitality Management)
  + Duration: 02 years (04 semesters)Student Intake Capacity: 22
  + Exit option after completion of one year as PG Diploma
* Ph.D. (Tourism and Hospitality Management)
  + Regular / Part Time
* Methodology: The course structure is designed after discussions and consultations with all the tourism and hospitality stakeholders of the region and exposes the students to a perfect blend of practical and theoretical domain knowledge. The teaching pedagogy adopted includes interactive classroom sessions, case studies, group discussions, presentations, etc., to provide students with a better understanding of the concepts. Admission (as per CUTN norms).

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| **Vision of the Department** |
| The objective is to cultivate transformative intellects through the implementation of innovative approaches in the realms of education, research, and knowledge generation, with a particular emphasis on achieving professional excellence. |

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| Mission of the Department | |
| M1 | The aim is to achieve a high level of expertise by implementing creative strategies in educational endeavors, scholarly investigations, practical undertakings, and global engagements. |
| M2 | To fulfill the demands of the industry, it is imperative to offer advanced knowledge through inventive initiatives that contribute to the social and economic progress of the nation… |
| M3 | The objective is to cultivate forward-thinking and morally conscious individuals who possess the necessary skills and qualities to excel in a competitive global landscape. |

**Program Educational Outcome (PEO)**

Upon the completion of a two-year duration of the program, the student will have achieved a significant level of achievement.

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| PEO1 | The establishment of real-time experts to fulfill industry demands can be achieved through the interface between universities and industries, as well as collaborative consultancy initiatives. |
| PEO2 | To cultivate a workforce of highly employable individuals by imparting a diverse range of skills and up-to-date information through research initiatives and practical projects. |
| PEO3 | To nurture sustainable skills among students while prioritizing the cultivation of creative and transformative entrepreneurial abilities. The overarching aim is to make a meaningful contribution towards societal and national advancement and progress." |
| PEO4 | Creating Innovative Methods of Tourism and Hospitality Management Skills |
| PEO5 | Exhibit Innovative Approaches for Enhancing Tourism and Hospitality Management Skills |

**PEO to Mission Statement Mapping**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 |
| M1 | 3 | 3 | 3 | 3 | 3 |
| M2 | 3 | 3 | 2 | 3 | 3 |
| M3 | 3 | 3 | 3 | 3 | 3 |

**Graduate Attributes of MBA Tourism and Hospitality Management Program**

* ***Industry Knowledge:*** Students learn about the history, current state, and prospects of the tourism and hospitality business on a global scale. Hotels, restaurants, travel agencies, airlines, cruise lines, and DMOs (destination management organizations) are just a few of the areas covered in this course.
* ***Business Management Skills:*** Throughout the curriculum, students will learn the fundamentals of business management, including how to create and implement a strategic plan, manage finances, promote a product, recruit and retain employees, run a successful company, and handle day-to-day operations.
* ***Marketing Skills:*** in the Tourism Industry tourism marketing and sales teaches students how to create successful marketing plans, analyze client behavior, close sales, and run targeted promotional campaigns.
* ***Hospitality and Service skills:***Exceptional service is crucial in the hotel and tourism industry. Students learn to provide exceptional service to guests, to exceed their expectations.
* ***Responsible and Sustainable Tourism Skills:***Responsible and sustainable tourism practices are emphasized in the program to minimize the negative effects of the tourism industry on local communities and the natural environments.
* ***Planning and Decision-Making skills:***Students learn to analyze market trends, competitor strategies, and economic situations to create long-term plans for destinations and hospitality organizations.
* ***Hospitality Operations Management:*** The program educates students in a wide range of hospitality-related fields, such as front desk work, housekeeping, catering, and event planning.
* ***Cross-Cultural Management:*** The program equips students with the ability to proficiently lead teams within multicultural and diverse work settings, adeptly navigate complex business environments, and foster practical leadership skills through hands-on experience."
* ***Crisis and Risk Management skills:***Providing students with essential skills in crisis and risk management tailored to the tourism industry's vulnerability to disasters, enabling them to effectively respond to and recover from such unforeseen events
* ***Entrepreneurship Skills:***Entrepreneurship and innovation are emphasized in several courses, helping students learn to think like business owners to solve problems in their chosen fields.
* ***Technical Skills:*** Program helps students in enhancing Proficiency in Utilizing Data Analytics for Informed Business Decision-Making, along with Competence in Customer Relationship Management (CRM) and Revenue Management Systems, Catering to the Demands of the Tourism and Hospitality Sectors.

**MASTER OF BUSINESS ADMINISTRATION (MBA)  
(Tourism & Hospitality Management)**

**Revised Syllabus (With effect from 2023-2025 Batch onwards)**

**First Year First Semester (Total Credits: 28, Marks -800)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER – I** | | | | | | | | | |
| **No** | **Course Code** | **Course Title** | **Course Type** | **Credit** | **Hours/week** | | **Marks** | | |
| **Int** | | **Ext** |
| 1. | THM2011 | Introduction To Tourism | Theory | 4 | 4 | 40 | | 60 | |
| 2. | THM2012 | Tourism Geography | Theory | 4 | 4 | 40 | | 60 | |
| 3. | THM2013 | Indian History, Society, and Culture | Theory | 4 | 4 | 40 | | 60 | |
| 4. | THM2014 | Introduction To Hospitality Management | Theory | 4 | 4 | 40 | | 60 | |
| 5. | THM2015 | Principles & Practices of Management | Theory | 4 | 4 | 40 | | 60 | |
| 6. | THM2016 | Tourism Products of India | Theory | 4 | 4 | 40 | | 60 | |
| 7. | THM2017 | Application Of Computers in The Tourism and Hospitality Industry | Theory | 4 | 4 | 40 | | 60 | |
| 8. | THMSD01 | Skill Development I | Practical | 0 | 4 | 100 | | | |
| **Total** | | | | **28** |  | **800** | | | |

**First Year Second Semester (Total Credits: 33, Marks -1000)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Course Code** | **Course Title** | **Course Type** | **Credit** | **Hours/week** | **Marks** | |
| **Int** | **Ext** |
| 1 | THM2021 | Travel Agency and Tour Operations Management | Theory | 4 | 4 | 40 | 60 |
| 2 | THM2022 | Tourism And Hospitality Marketing | Theory | 4 | 4 | 40 | 60 |
| 3 | THM2023 | Research Methodology | Theory | 4 | 4 | 40 | 60 |
| 4 | THM2024 | Fundamentals Of Accommodation Operations | Theory | 4 | 4 | 40 | 60 |
| 5 | THM2025 | Legal Aspects of The Tourism and Hospitality Business | Theory | 4 | 4 | 40 | 60 |
| 6 | THM2026 | Introduction To Front Office Operations | Theory | 4 | 4 | 40 | 60 |
| 7 | THM2027 | Summer Internship | Practical | 2 | \* | 100 | |
| 8 | THMSS01 | Soft Skills | Theory | 2 | 2 | 100 | |
| 9 | THMSD02 | Skill Development 2 | Practical | 0 | 4 | 100 | |
| 10 | THMOE\*\* | Open Elective | Theory | 3 | 3 | 40 | 60 |
| Total **31** | | | | | | | |
| 11 | THMVA\*\* | Value Added Course |  | 2 | |  |  |
| **Total** | | | | **33** | |  | |
| \*Internship will be conducted in continuous mode for 120 Hrs. (6x20) | | | | | | | |
| **Note:**   1. Each student is required to opt for one course from the pool of OpenElective Courses provided by the University, excluding the Open Elective Courses offered by the Department of Tourism and Hospitality Management. 2. Each student is required to opt for one Value Added Course offered by the Department of Tourism and Hospitality Management. | | | | | | | |

**Exit Policy:**

For MBA Tourism and Hospitality Programme there shall only be one exit point that is, at the end of the first year of the MBA Programme after successfully earning 61 credits inthe First and Second semesters including the Summer Internship (28 credits+33 credits). Students who exit after the first year shall be awarded the Post-Graduate Diploma in Management.

**MBA 2 Year&3rd Semester (Total Credits: 26, Marks –800)**

After completing 1st and 2nd Semesters, students are required to choose any one specialization area offered under the specialization scheme. The specialization area opted for in the Third Semester would remain the same in the Fourth semester.

**MBA 2 Year: 3rd Semester (Total Credits: 26, Marks - 800)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER – III** | | | | | | | |
| **No** | **Course Code** | **Course Title** | **Course Type** | **Credit** | **Hours/week** | **Marks** | |
| **Int** | **Ext** |
| 1 | THM2031 | Contemporary Issues in Tourism and Hospitality Management | Theory | 4 | 4 | 40 | 60 |
| 2 | THM2032 | Tourism And Hospitality Entrepreneurship | Theory | 4 | 4 | 40 | 60 |
| 3 | THM2033 | Dissertation & Viva-Voce | Theory | 2 | 2 | 20 | 80 |
| 4 | THMSD03 | Skill Development 3 | Practical | 0 | 4 | 100 | |
| **Discipline Specific Electives Courses (**specialization areas specialization scheme**)** | | | | | | | |
| **Specialization:**Hospitality Management;Aviation and Cargo Management; Marketing and Human Resource Management; Travel and Tourism Management(Four Electives from Specialization offered by Department in the semester) | | | | | | | |
| 1 |  | Electives Course -I | Theory | 4 | 4 | 40 | 60 |
| 2 |  | Electives Course -II | Theory | 4 | 4 | 40 | 60 |
| 3 |  | Electives Course -III | Theory | 4 | 4 | 40 | 60 |
| 4. |  | Electives Course -IV | Theory | 4 | 4 | 40 | 60 |
| **Total** | | | | **26** |  |  | |

**MBA 2 Year: 4th Semester (Total Credits: 18, Marks - 500)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER – IV** | | | | | | | | | | |
| **No** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | **Hours/week** | | **Marks** | | |
| **Int** | **Ext** | |
| 1 | THM2041 | On-The-Job Training | Theory | | 6 | | 6 | 40 | | 60 |
| 2 | THMSD3 | Skill development 4 | Practical | | 0 | | 4 | 100 | | |
| **Discipline Specific Electives Courses** (specialization areas offered under dual specialization scheme) | | | | | | | | | | |
| **Specialization:**Hospitality Management, Aviation and Cargo Management, Marketing and Human Resource Management, Travel and Tourism Management (Four Electives from Specialization offered by Department in the semester) | | | | | | | | | | |
| 1. |  | Electives Course -V | Theory | | 4 | | 4 | 40 | | 60 |
| 2. |  | Electives Course -VI | Theory | | 4 | | 4 | 40 | | 60 |
| 3. |  | Electives Course -VII | Theory | | 4 | | 4 | 40 | | 60 |
| **Total** | | | | | **18** | |  |  | | |

**Core Papers**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **FIRST SEMESTER** | **CREDITS** | | | |
| **CODE** | **NAME OF THE SUBJECTS (CORE PAPER)** | **L** | **T** | **P** | **C** |
| THM2011 | Introduction To Tourism | 3 | 1 | 0 | 4 |
| THM2012 | Tourism Geography | 3 | 1 | 0 | 4 |
| THM2013 | Indian History, Society and Culture | 3 | 1 | 0 | 4 |
| THM2014 | Introduction To Hospitality Management | 3 | 1 | 0 | 4 |
| THM2015 | Principles & Practices of Management | 3 | 1 | 0 | 4 |
| THM2016 | Tourism Products of India | 3 | 1 | 0 | 4 |
| THM2017 | Application Of Computers in The Tourism and Hospitality Industry | 1 | 1 | 2 | 4 |

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| --- | --- | --- | --- | --- | --- |
|  | **SECOND SEMESTER** | **CREDITS** | | | |
| **CODE** | **NAME OF THE SUBJECTS (CORE PAPER)** | **L** | **T** | **P** | **C** |
| THM2021 | Travel Agency and Tour Operations Management | 3 | 1 | 0 | 4 |
| THM2022 | Tourism And Hospitality Marketing | 3 | 1 | 0 | 4 |
| THM2023 | Research Methodology | 3 | 1 | 0 | 4 |
| THM2024 | Fundamentals Of Accommodation Operations | 2 | 2 | 0 | 4 |
| THM2025 | Legal Aspects of The Tourism and Hospitality Business | 3 | 1 | 0 | 4 |
| THM2026 | Introduction To Front Office Operations | 2 | 2 | 0 | 4 |
| THM2027 | Summer Internship | - | - | 2 | 2 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **THIRD SEMESTER** | **CREDITS** | | | |
| **CODE** | **NAME OF THE SUBJECTS (CORE PAPER)** | **L** | **T** | **P** | **C** |
| THM2031 | Contemporary Issues in Tourism And Hospitality Management | 3 | 1 | 0 | 4 |
| THM2032 | Tourism And Hospitality Entrepreneurship | 3 | 1 | 0 | 4 |
| THM2033 | Dissertation & Viva-Voce | 0 | 0 | 6 | 6 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **FOURTH SEMESTER** | **CREDITS** | | | |
| **CODE** | **NAME OF THE SUBJECTS (CORE PAPER)** | **L** | **T** | **P** | **C** |
| THM2041 | On-the-job training | 0 | 0 | 6 | 6 |

**DISCIPLINE-SPECIFIC ELECTIVES**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| HOSPITALITY MANAGEMENT | | | | | | |
| Elective Numbers | **CODE** | **NAME OF THE SUBJECTS** | **L** | **T** | **P** | **C** |
| I | THMEC01 | Food And Beverage Management | 3 | 1 | 0 | 4 |
| II | THMEC02 | Advanced Accommodation Operations | 3 | 1 | 0 | 4 |
| III | THMEC03 | Advanced Front Office Operations | 3 | 1 | 0 | 4 |
| IV | THMEC04 | Hygiene And Food Safety | 3 | 1 | 0 | 4 |
| V | THMEC05 | Hotel Facilities Planning | 3 | 1 | 0 | 4 |
| VI | THMEC06 | Resort Management | 3 | 1 | 0 | 4 |
| VII | THMEC07 | Cruise Line Hospitality Operations and Management | 3 | 1 | 0 | 4 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| AVIATION AND CARGO MANAGEMENT | | | | | | |
| Elective Numbers | **CODE** | **NAME OF THE SUBJECTS** | **L** | **T** | **P** | **C** |
| I | THMEC11 | Introduction To Aviation | 3 | 1 | 0 | 4 |
| II | THMEC12 | Strategic Airport Planning and Development | 3 | 1 | 0 | 4 |
| III | THMEC13 | Airline Revenue Management | 3 | 1 | 0 | 4 |
| IV | THMEC14 | Aviation Safety and Security Management | 3 | 1 | 0 | 4 |
| V | THMEC15 | Export-Import Documentation | 3 | 1 | 0 | 4 |
| VI | THMEC16 | Logistics And Supply Chain Management | 3 | 1 | 0 | 4 |
| VII | THMEC17 | Ground Service Operations and Management | 3 | 1 | 0 | 4 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| MARKETING AND HUMAN RESOURCE MANAGEMENT | | | | | | |
| Elective Numbers | **CODE** | **NAME OF THE SUBJECTS** | **L** | **T** | **P** | **C** |
| I | THMEC21 | Consumer Behavior | 3 | 1 | 0 | 4 |
| II | THMEC22 | Advertising & Sales Promotion Management | 3 | 1 | 0 | 4 |
| III | THMEC23 | Staff And Talent Management InHrm | 3 | 1 | 0 | 4 |
| IV | THMEC24 | ContemporaryHr Practices | 3 | 1 | 0 | 4 |
| V | THMEC25 | Customer Relationship Management | 3 | 1 | 0 | 4 |
| VI | THMEC26 | Retail Management | 3 | 1 | 0 | 4 |
| VII | THMEC27 | Training & Development | 3 | 1 | 0 | 4 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| TRAVEL AND TOURISM MANAGEMENT | | | | | | |
| Elective Numbers | **CODE** | **NAME OF THE SUBJECTS** | **L** | **T** | **P** | **C** |
| I | THMEC31 | Sustainable Tourism | 3 | 1 | 0 | 4 |
| II | THMEC32 | Destination Planning and Development | 3 | 1 | 0 | 4 |
| III | THMEC33 | Tourist Transport Management | 3 | 1 | 0 | 4 |
| IV | THMEC34 | Global Tourism Destinations | 3 | 1 | 0 | 4 |
| V | THMEC35 | Special Interest Tourism | 3 | 1 | 0 | 4 |
| VI | THMEC36 | E-Tourism | 3 | 1 | 0 | 4 |
| VII | THMEC37 | Event Planning & Management | 3 | 1 | 0 | 4 |

**LIST OF OPEN ELECTIVES**

|  |  |  |  |
| --- | --- | --- | --- |
| S. No | Course Code | Subject | Credit |
| 1 | THMOE01 | Tourism Geography | 3 |
| 2 | THMOE02 | Special Interest Tourism | 3 |

**Total Credit: 111 (Core Papers + Electives)**

**VALUE ADDED COURSE**

|  |  |  |  |
| --- | --- | --- | --- |
| S. No | Course Code | Subject | Credit |
| 1 | THMVA01 | Geeta and Modern Management | 2 |
| 2 | THMVA02 | Understanding Bharat | 2 |

**SKILL DEVELOPMENT COURSE**

|  |  |  |  |
| --- | --- | --- | --- |
| S. No | Course Code | Subject | Credit |
| 1 | THMSS01 | Soft Skills | 2 |

|  |  |  |  |
| --- | --- | --- | --- |
| 2 | THMSD01 | Skill Development 1 | 0 |
| 3 | THMSD02 | Skill Development 2 | 0 |
| 4 | THMSD03 | Skill Development 3 | 0 |
| 5 | THMSD04 | Skill Development 4 | 0 |

**Total Course Component and Credits…**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No.** | **Course Components / Name of the Course** | **Credits** | **Percentage** |
| 1 | **Core Courses (CC)** | **58** | 55.23 |
| 2 | Core Courses Practical (CCP) | 02 | 01.90 |
| 3 | Discipline Specific Elective (DSE) | 28 | 26.66 |
| 4 | Open Elective (OE) | 03 | 02.85 |
| 5 | Soft-Skill (SS) | 02 | 01.90 |
| 6 | Internship / Field Visit / Training - Department Specific | 06 | 05.71 |
| 7 | Project / Dissertation | 06 | 05.71 |
|  | **Total** | **105** | **100** |
| 8 | Value Added Course | 02 |  |

**\*Mooc Course Credit Transfer: Students interested in opting for MOOCS/UGC Approved online courses can swap one course decided by departmental committee.**

**\*\* In each semester students will be taken for a short educational visit to tourism destination to enrich their understanding and skill about tourism industry and in third semester,they will be taken for a long study tour to get practical exposure to tourism destination and management of tourism package.**

**Question Paper Template**

**Part – A**

**Answer ALL the questions** **(10 x 1 = 10 Marks)**

Question No: 1 to 10

TEN questions – TWO questions from each unit- only MCQ

**Part – B**

**Answer ALL the questions (5 x 3 = 15 Marks)**

Question No: 11-15

FIVE questions – ONE question from each unit

**Part – C**

**Answer FIVE questions (5 x 7 = 35 Marks)**

Question No: 16-20

FIVE questions – ONE question from each unit with internal choice (either or type).  
It can be a question with seven marks or with sub-divisions

**Rubrics for core course practical (CCPR) evaluation:**

The split up for evaluation is as follows:

|  |  |
| --- | --- |
| Component | Marks |
| Practical Examination/Viva | 60 |
| Practical Work Record | 20 |
| Observation | 20 |
| Total | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -I** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2011 | IntroductiontoTourism | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To learn about the structureandcomponentsofthe TourismIndustry | Remember |
| **CO 2** | TounderstandthefundamentalconceptsofTourism Management | Understand |
| **CO 3** | TostudytheimpactsofTourismand therecenttrendsinthesector | Apply |
| **CO 4** | Toget insights into the Tourismpoliciesinthenationaland  internationalcontext | Analyze |
| **CO 5** | To understand and evaluate push& pull factors as motivators for promoting tourism destination | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Tourism; An overview: Elements, Nature and Characteristics -TypologyofTourism–ClassificationofTourists-TourismNetwork-InterdisciplinaryApproaches to Tourism - Historical Development of  Tourism- Majormotivations and deterrentsto travel. | 12 |
| **II** | TourismIndustry;StructureandComponents:Attractions –Accommodation – Activities – Transportation - F&B – Shopping -Entertainment - Infrastructure and Hospitality – Emerging areas oftourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness,Film, Golf,etc.,–IdealsofResponsibleTourism-AlternateTourism-  CaseStudiesonInternationalTourism. | 12 |
| **III** | Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey’s Index -Demonstration Effect – Push and Pull Theory - Tourism System -Mathieson and Wall Model & Leiper’s Model - Stanley Plog’s Modelof Destination Preferences - Demand and Supply in Tourism - Tourismregulations- Present trendsin DomesticandGlobal tourism –MNC’s  inTourism Industry. | 12 |
| **IV** | Tourism Organizations: Role and Functions of World TourismOrganization (WTO), Pacific Asia Travel Association (PATA) , WorldTourism &Travel Council (WTTC) - Ministry of Tourism, Govt. ofIndia,ITDC,DepartmentofTourism,Govt.ofTamilNadu,FHRAI,  IHA,IATA,TAAI,IATO. | 12 |
| **V** | Overview of Five-Year Plans with special reference to Eleventh FiveYear Plan for Tourism Development and Promotion, National ActionPlan, NationalTourism Policy- Code ofconductfor safeand  SustainableTourismforIndia. | 12 |

**References:**

1. Page J. Stephen & Brunt Paul (2007), Tourism- A ModernSynthesis,Thomson Publishers,London.
2. ChuckY.Gee,JamesC.Makens&DexterJ.L.Choy(1989),TheTravelIndustry,VanNostrand Reinhold,NewYork.
3. Tourism- An Introduction, Addison Wesley Longman, Essex.
4. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
5. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
6. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.
7. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 1 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 1 | 2 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -I** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2012 | Tourism Geography | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toknowthe fundamentalconcepts ofGeographyand mapreading | Remember |
| **CO 2** | Togain knowledge ofthe itineraries of majortourist destinationsof  theworldsituatedacrossdifferentclimaticregions | Understand |
| **CO 3** | To studythe relationship between GeographyandTourism | Apply |
| **CO 4** | Toanalyzethetransportationsystemsacrosstheglobe | Analyze |
| **CO 5** | To cultivate skills in recognizing and leveraging the geographical features of countries as key attractions in tourism. | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | WorldGeography:Physiography,Drainage,Climate&Vegetationof  North,SouthandCentralAmerica–Europe–Africa-Asia&Australasia. | 12 |
| **II** | PhysicalGeographyofIndia:Physiography:DistributionofRivers,  Mountains,Plateaus&Plains-Climateand Vegetation. | 12 |
| **III** | MapReading:Latitude,Longitude,International DateLine–Altitude  – Direction - Scale Representation - GIS & Remote Sensing - TimeZones - Calculation of Time: GMT Variation - Concept of ElapsedTime &FlyingTime. | 12 |
| **IV** | Tourism Transport Systems in the World: Air Transport; IATA Areas& Sub Areas - Global Indicators - Major Airports and Routes - MajorRailway Systems and Networks - Water Transport: International Inlandand Ocean Transport Networks - Road Transportation: MajorTranscontinental,Internationaland NationalHighways –TransportSystemsin India. | 12 |
| **V** | Planninganddevelopment ofTourismin differentclimaticregions:  CaseStudies ofChina, Brazil, Hawaii,Madagascar,Switzerland,France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua  New Guinea. | 12 |

**References:**

1. Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation Environment, Place and Space, Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd.
4. Travel Information Manual, IATA, Netherlands, 2009.
5. Oxford World Atlas.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 2 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 2 | 3 | 3 | 3 |
| **CO5** | 3 | 2 | 1 | - | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -I** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2013 | IndianHistory,Society  and Culture | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To studythe diverseandrichhistoryofIndia | Remember |
| **CO 2** | Tohavean understandingof differentreligionspracticedinIndia | Understand |
| **CO 3** | Toanalyzetheculturalandarchitecturalheritageof India. | Analyze |
| **CO 4** | To develop cultural sensitivity and empathy towards diverse communities and traditions within India. | Apply |
| **CO5** | To present and communicate historical, cultural, and societal heritage clearly. | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Glimpses of Indian cultural history – Pre and Post Vedic periods -Ancient Indian Literatures - Sacred Literature - Secular Literature -Ancient Society&Culture–Ashramas-VarnaSystem –Purushartha-  Indianvs. WesternCulture. | 12 |
| **II** | Religionsof India-ReligiousShrines &Centers- Hindu,Buddhist,  Jain,Sikh,Muslim,Christian andothers-BasicTenets–Indian VsWesternPhilosophy. | 12 |
| **III** | Cultural Heritage - Ayurveda, Yoga and meditation - Performing Arts:DanceForms-Music–Vocal&Instruments-FolkArts-Indian  PaintingsandSculpture. | 12 |
| **IV** | ArchitecturalHeritage-Rockcut Architecture- BuddhistArchitecture  - Gandhara& Mathura Schools of Art - Hindu Temple Architecture -Indo-IslamicArchitecture-Modern Architecture-Forts,PalacesandHavelis. | 12 |
| **V** | MuseumsandArtGalleries-FairsandFestivals-IndianCuisine-  TraditionalArts and Crafts- World HeritageSites inIndia-Problems  andProspects ofCulturalTourism in India. | 12 |

**References:**

1. S.P.Gupta(2002),CulturalTourisminIndia,IndraprasthaMuseumof ArtandArchaeology, NewDelhi.
2. HussainA.K. (1987), The National Culture of India, NationalBookTrust, NewDelhi.
3. RobinetJacob(2007),IndianTourismProducts,Abhijeetpublications.
4. Surendra Sahai (2006),IndianArchitecture: Hindu BuddhistandJain, Prakash Books.
5. The Gazette of India: History and Culture, Vol.2, publicationdivision,MinistryofInformationandBroadcasting,GovernmentofIndia,1988.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 3 |
| **CO3** | 2 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 1 | 3 |
| **CO5** | 3 | 2 | 2 | 3 | 3 |

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| --- | --- | --- | --- | --- | --- |
| **SEMESTER -I** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2014 | Introductionto  HospitalityManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tofamiliarize with thedifferent departmentsinahotel and the  functions | Remember |
| **CO 2** | To understandthe fundamentalsof the hospitalityindustry | Understand |
| **CO 3** | Demonstrate the ability to plan and execute basic hospitality operations, including guest services, front office procedures, and food service. | Apply |
| **CO4** | Examine and enhance customer service competencies | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction to Hospitality Industry: Classification of Hotels - StarRating of Hotels - Classification on the basis of size, Location,Clientele, Duration of stay, level of Service - Classification on thebasisofownership-AlternativeAccommodations-HotelTariffPlans  -TypesofGuestRooms. | 12 |
| **II** | Hotel Organization: Need for Organizational - Organizational charts,major departments of a hotel - Front Office, Housekeeping, Food andBeverage Service Departments, Food Production, Engineering andMaintenance,Accounts,HumanResource,Security,Salesand  Marketing,Purchaseetc. | 12 |
| **III** | Room Reservations: Registration - Allotment of rooms - Stay,Departure - Handling FIT – GIT - Guest Services - Various GuestServices- Handling guestmail-MessageHandling- Custodyandcontrol ofkeys-Guest paging-Safedepositlocker,leftluggage  handling, wakeup call,HandlingGuest Complaints. | 12 |
| **IV** | Evaluating hotel Performance: Methods of Measuring Hotelperformance- Occupancyratio -AverageDailyrate, AverageRoom  rate per guest - Rev PAR - Market share Index - Evaluation of hotel byGuest. | 12 |
| **V** | YieldManagement:Elementsofyieldmanagement,Measuring yield  intheHotelindustry,benefitsofyieldManagement,Challengesor  problemsinyieldmanagement. | 12 |

**References:**

1. JagmohanNegi,HotelsforTourismDevelopment,S.Chand,NewDelhi.
2. JatashankarRTewari(2009),HotelfrontofficeoperationsandManagement,Oxfordpublication New Delhi.
3. GrayandLigouri(2000),HotelandMotelManagementandOperations,PHI, NewDelhi.
4. SudheerAndrews(2009),HotelFrontOfficeTrainingManual,TataMcGrawHill, Bombay.
5. JohnCousinsDavidFoskett&CaileinGillespie(2002),FoodandBeverageManagement,Pearson Education,England.
6. Arthur&Gladwell, Hotel AssistantManager(Londoncommunicate,Barril,Jenkins).
7. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -I** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2015 | PrinciplesandPractices  ofManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tostudythe importanceofcommunication inmanagement | Remember |
| **CO 2** | Tounderstandthefundamentalsofmanagementconcepts,theories  andpractices | Understand |
| **CO 3** | ToAnalyze the factors influencing decision-making in management | Analyze |
| **CO4** | Develop ability to plan and execute basic management functions. | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Meaning, Nature and Levels in Management –Roles, Skills, Tasks of aManager, FunctionsofManagement-Planning,Organizing, Directing  &Controlling | 12 |
| **II** | Meaning,NatureofaSoundPlan,Types-Short,MediumandLong-RangePlanning,ScopeandLimitationsandStepsinPlanningProcess,  Management byObjectives(MBO)–Decision-MakingAbility | 12 |
| **III** | Meaning, Organisation Structure & Design – Delegation andDecentralisation of Authority, Relationship and Interactions betweenAuthority - Interdepartmental Coordination – Present Trends inCorporate Structure,StrategyandWork Culture–Useof Technology  onOrganizational Design – Mechanisticvs. Adaptive Structures | 12 |
| **IV** | Typesand Natureof Motives, Theories of Motivation and Productivity  –Leadership Styles &Models | 12 |
| **V** | Process of Communication - Formal and Informal Communication –ControlProcess –Methods,Tools andTechniques –DesignofControl  Techniques – ChoicesinControl. | 12 |

**References:**

1. Koontz, H. and Weihrich, H. (2010). Essentials of Management. McGraw Hill Publishing House, Singapore.
2. Richard.MH.(1993).Management,AcademicPress,NewJersy.
3. Hampton,D.R.(1992).Management,TATAMcGrawHill,InternationalEdition, Tokyo.
4. Stoner,J.A.F.&Wankel,I.C.(1999).Management,PrenticeHallIndia,New Delhi.
5. PeterF.D.(1987).PracticeofManagement,PanBooks,London.
6. VirmaniB.R.(2006).TheChallengesofIndianManagement,Response Books, NewDelhi.
7. ImportantBusinessMagazineslikeBusinessIndia,BusinessWorldand FortuneInternational.
8. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 2 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 2 | 3 | 3 | 1 | 3 |

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| --- | --- | --- | --- | --- | --- |
| **SEMESTER -I** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2016 | Tourism Productsof India | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To studythe diverseTourist resources ofIndia | Remember |
| **CO 2** | Tounderstand the meaningand importanceof Tourismproducts | Understand |
| **CO 3** | To enable the studentstoprepareatour itinerary | Apply |
| **CO 4** | Tostudythe emergingthemesand touristdestinations | Analyze |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Tourism products: Definition, Types and unique features - TourismresourcesofIndia-Natural,Socio-cultural, DiversitiesinLandform &  Landscape - Outstanding Geographical features - Climate, Flora &Fauna. | 12 |
| **II** | Natural resources: Wildlife sanctuaries - National parks - Biospherereserves - Mountain Tourist Resources and Hill stations – Islands –Beaches- Caves&Deserts ofIndia. | 12 |
| **III** | Major tourism circuits of India: Inter-State and Intra-State Circuits -ReligiousCircuits -Heritage Circuits-WildlifeCircuits. Casestudies  ofselect destinations-Kerala, Rajasthan& Goa. | 12 |
| **IV** | Manmade resources: Adventure sports - Commercial attractions -Amusement Parks – Gaming - Shopping - Live Entertainments -Supplementaryaccommodation -House boats - Treehouses -Home  stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Goldenchariot. | 12 |
| **V** | EmergingTourism Destinationsof India:Ecotourism - RuralTourism   * GolfTourism-WineTourism - CampingTourism - MedicalTourism * MICETourism - PilgrimageTourism. | 12 |

**References:**

1. Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.
2. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
4. Sarina Singh (2008), Lonely Planet India.
5. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -I** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2017 | Application of Computersin Tourism and  HospitalityIndustry | 1 | 1 | 2 | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To makethestudents familiarwiththebasicsof thecomputerskills | Remember |
| **CO 2** | TounderstandManagementInformationSystemsvis-à-vistourism  andhospitalityindustry | Understand |
| **CO 3** | To studythe applicationsof computersoftwareintourismand  hospitalityindustry | Apply |
| **CO4** | To learn usage of the tourism and hospitality software: Galileo, Amadeus, World Span, Sabre & Car  rentals Software. | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction to Computer:Components, Classification, Organization,  Characteristics & Limitations, Operating System, Application ofComputerinTourismbusiness. | 12 |
| **II** | Concept and definitions of Application and operating software andtheirfunctioninginthe travelbusiness.MS Office:MSWord,MsExcel,  MSPowerPoint,Accessandoutlook Expressand theiruse. | 12 |
| **III** | Management Information System for strategic advantage, Differenttypes of typologies and networks used in the networking of computers.Networking:Concept,User,Types. Introductionto Internetandwww:Introduction,Evolution,Benefits,Application,Working,Hardware  andSoftwarerequirements,E-mailandmail merge. | 12 |
| **IV** | Introduction, characteristics, features & usage of the tourism andhospitalitysoftware:Galileo, Amadeus,WorldSpan, Sabre &Car  rentalsSoftware. | 12 |
| **V** | IntroductiontohotelSoftware,itscharacteristics,featuresandusage.  CRS,IDS,Opera,Host andFidelio. | 12 |

**Tasks andAssignments:**

**References:**

1. Michael l.Kasavana,John J.Cahill,Managing ComputersintheHospitalityIndustry,EI-AH&LA, USA.
2. BasandraSK,ComputerToday"NewDelhiGalgotiaPublications Leon Alexis and Mathews Leon: lntroduction toComputers,Vikas PublishingHouse PvtLtd. New Delhi.
3. Bhatnagar S C and Ramani K V, Computers and informationmanagement. A Primer for Practicing Managers, New Delhi,PrenticeHallofIndiaPvt.Ltd.Bansundara,S:ComputerToday.
4. GoelRitenderandDNKakkar,ComputerApplicationinManagement,NewAgeInternational Publishers,NewDelhi.
5. JaggiVPandJainSushma,ComputersforEveryone,AcademicIndia, NewDelhiPublishers.
6. SimpsonAlan,YourFirstComputers(2ndEdition),BPBPublications. NewDelhi.
7. Saxena S and Prabhpreet Chopra, Computer Applications inManagement,Vikas PublishingHousePvt.Ltd.NewDelhi.
8. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -I** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMSD01 | Skill Development 1 | 0 | 0 | 2 | 0 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To impart practical training in the field of tourism, like pilgrimage tourism, leisure tourism etc. | Skill |

**Students are expected to undergo training under the guidance of their respective mentor. They must observe various tourism sites and attraction preparing a report on that particular site and submit it to department. The department committee will do the skill assessment of student and evaluate their report and certificate will be issued accordingly.**

1. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2021 | Travel Agencyand Tour  OperationsManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toknowformalitiesanddocumentationneededto setupTravel  Agents andTouroperatorunits | Remember |
| **CO 2** | Tounderstandtheconceptualmeaninganddifferentiationbetween  TravelagencyandTouroperations | Understand |
| **CO 3** | Todevelop theknowledgeand skillsapplicable fortravel Agents  andtouroperator | Skill |

1. **Syllabus**

|  |  |  |  |
| --- | --- | --- | --- |
| **Units** | **Content** | | **Hrs.** |
| **I** | Introductionto travelintermediaries: Traveland tourism industrystructure and the travel Intermediaries -Travel Agency and TourOperation Business -History – Growth and present status of TravelAgency - Definition of Travel Agency and differentiation betweenTravel Agency and Tour Operation business - Travel Agency and TourOperators: Linkages and arrangements with hotels - airlines andtransport agencies - other segments of tourism organization structure -departmentationoflarge-scale and smallscale travel intermediary-  Thefuturerole oftravelintermediaries. | | 12 |
| **II** | | Travel and tourism retailing: Functions of a standard travel agency -travel information and counseling – reservation – ticketing -immigration relatedservices- passport – visa -health regulations -currency regulations - baggage rules - travel Insurance - source ofincome- commission -service charges and mark up on tours - TravelTerminology-Currentand populartravel tradeabbreviations and other  termsused inpreparingitineraries. | 12 |
| **III** | | Tour operations: Major functions of tour operator- tour packageformulation - retour management - tour operations and post-tourmanagement - designing and printingoftourbrochure- Tour packagemarketing and promotion- Sourceof income oftouroperator- The  socialresponsibilityof touroperators. | 12 |
| **IV** | | Setting up of travel agency and tour operations and their approval:Business setting procedure and process -type of organization to beincepted–proprietorship–partnership–private–franchise-approval  from Ministry of Tourism and IATA - various incentives available totraveltradeinIndia. | 12 |
| **V** | | Understandingthe role ofGovt. andotherorganizationsintravel trade:Rolesandcontribution ofPATA- ASTA–TAAI-IATO-UFTAA-  ADTOI – IAAI- TAFI– ATOI - selected case studies of ThomasCook- Coxand KingsLtd - MakeMyTrip.com. | 12 |

**References:**

1. Negi, J. (2005). Travel Agency Operations: Concepts andPrinciples. NewDelhi, Kanishka.
2. Negi,K.S.(2011),TravelAgencyManagement. NewDelhi:WisdomPress.
3. Roday. S, BiwalA., & Joshi. V, (2009). Tourism OperationsandManagement,NewDelhi,Oxford UniversityPress.
4. Swain,S.K.&Mishra,J.M.(2011).Tourism PrinciplesandPractices, OxfordUniversityPress, New Delhi.
5. Bhatia. A.K. (2013). The Business of Travel Agency and TourOperations Management. New Delhi: Sterling Publishers (P)Ltd.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 2 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SEMESTER -II | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2022 | Tourism andHospitality  Marketing | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toexposethe students to conceptsandcomponents ofmarketing | Remember |
| **CO 2** | Tofamiliarize them with thesocial and online marketingpractices | Understand |
| **CO 3** | Evaluate and assess the effectiveness of tourism marketing initiatives and campaigns | Analyze |
| **CO 4** | Toacquaint them with tourismand Hospitalitymarketingskills | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Developing Marketing Opportunities and Strategies: MarketingInformation - Systems and Marketing Research - Consumer MarketsandConsumerBehaviour-BusinessMarketsand BuyerBehaviours-  Market Segmentation - Targeting and Positioning for competitiveAdvantage. | 12 |
| **II** | Developing the Tourism and HospitalityMarketing Mix: ManagingtheProduct/Service-ProductDecisions-ProductLine-ProductMix  -Product Life Cycle, New Product Development - Branding andPackagingDecisions -PricingProducts-Pricing Considerations andApproaches- PricingStrategies and Methods. | 12 |
| **III** | ComponentsofDestinationMarketingMix-ProductStrategy-Nature & Characteristics - Managing existing Tourism Products -NewProductdevelopment in RegionalTourism-PricingStrategies-  TouristsPerception of Price. | 12 |
| **IV** | Service Marketing Concepts and marketing of tourism packages-Concept of value - customer satisfaction and service quality -ServicequalityGapsModel-Strategyand theroleofmarketingfor competitive  advantage for tourism businesses -the national and internationaltourismpackageofferingsbymajortourismcompanies inIndia. | 12 |
| **V** | Social networking and E-tourism: Meaning - importance and itsimpacts on tourism business. Current debates in e-tourism - Future ofe-tourism– Affiliatemarketing-Email marketing and web advertising  -Onlineand SocialMediaMarketinginHospitality-otherissues inMarketing- E-Business securityandprivacyissues. | 12 |

**References:**

1. Kotler,Philip;Keller,KevinLane;Koshy,Abraham,andMithileshwarJha,MarketingManagement:ASouthAsianPerspective,Pearson, New Jersey.
2. KotlerT.Philip,BrownT.John,Makens.C.James&BalogluSeyhmus(2016),MarketingforHospitalityandTourism,7thedition,Pearson,
3. Etzel Michael J.Walker, Bruce J., Staton, William J., and AjayPandit,MarketingConceptsandCases,TataMcGrawHill(SpecialIndian Edition).
4. JhaS.M.(2013),TourismMarketing,HimalayaPublishingHouse,Bengaluru.
5. Morrison.M.Alstair(2002),HospitalityandTravelMarketing,3rdEdition, Nelson EducationLtd.,
6. GuptaDasDevashish(2008),TourismMarketing,2ndEdition,DarlingKindersley.
7. **Mappingof ProgramOutcomeswithCourseOutcomes**

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| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2023 | Research Methodology | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toacquireresearchknowledge,skills andcompetenciesfor  undertakingindependent researchactivities | Remember |
| **CO 2** | Tounderstand thescientificmethodsof research | Understand |
| **CO 3** | Utilize research methodology to investigate, gather, and analyze data for scholarly and practical inquiries | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction to Research: Nature - Objectives - Significance and Types of Research – Ethical Issues in Research - Steps in research – process - Research Problem formulation. Research Design - Exploratory - Descriptive - Experimental Research designs | 12 |
| **II** | Data Collection and Sampling: Data types - measurement –methods of data collection - Sources of Error - Basics of Sampling Theory - Probability and Non-Probability Sampling. | 12 |
| **III** | Data Analysis: Processing - Classification and coding – Tabulation- Analysis - Measures ofRelationship - Problems in processing - Use of EXCEL and SPSS in data analysis | 12 |
| **IV** | Hypothesis Testing: Concept –Types - Sources of hypothesis - Procedure for formulation ofHypothesis - Testing of hypothesis - ‘Z’ test -‘t’ test – ‘f’ test - Chi square test - ANOVA. | 12 |
| **V** | Advance Techniques of Data Analysis and Research Communication: Introduction to Discriminant Analysis – Cluster Analysis - Factor Analysis - Conjoint Analysis - Types of Reports – Format of research report – Documentation - Data and Data Analysis Reporting Precautions in Report writing - Footnoting – Bibliography - Index Preparation. | 12 |

**Text Books**

1. Kothari.C.R. (2019), Research Methodology, methods and Techniques, New Age International Publishers, Fourth edition, New Delhi.

**References**

1. Floyd. J, Fowler.Jr. (2013) Survey Research Methods, 5th ed., Sage Pub, New Delhi.
2. James Alan Fox, Paul E. Tracy (1986), Randomized Response; A Method of Sensitive Surveys, Sage Pub., New Delhi.
3. Gupta S.P. (1976), Statistical Methods, 43rd ed., Sultan Chand, New Delhi.
4. Golden-Biddle Karen, Karen Locke. (2006), Composing Qualitative Research, 2nd ed.,Sage Pub., Newdelhi.
5. Salkind.J. Neil., Exploring Research, 8th ed., Pearson, New Jersey.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 2 | 2 | 3 | 3 |
| **CO2** | 3 | 2 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2024 | FundamentalsofAccommodation  Operations | 2 | 2 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toimparttheknowledge aboutAccommodationManagement | Remember |
| **CO 2** | Todevelop acomprehensive knowledgeto work inthe  AccommodationManagement Sectors. | Understand |
| **CO 3** | To effectively manage and oversee various aspects of the hospitality industry | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction to Accommodation Management -Meaning**-** Definition&ImportanceofHousekeepingDepartment -RoleofHousekeeping  inhospitalityindustry | 12 |
| **II** | LayoutofHousekeeping-DepartmentOrganizationalStructureofHousekeepingdepartment (Small, Medium &large)-  Interdepartmentalrelationship -Relevant sub section. | 12 |
| **III** | Role of key personnel in housekeeping department- Quality of theHouse Keeping Staffs - Job description &Job specification ofhousekeepingstaff-ExecutiveHousekeeper -Deputyhousekeeper-Floorsupervisor-Publicareasupervisor-Nightsupervisor-Room  attendant- Houseman-Headgardener. | 12 |
| **IV** | Planning Work of Housekeeping Department:IdentifyingHousekeeping department - Briefing & Debriefing - Control desk(importance – role - coordination) - Role of Control Desk duringemergency-DutyRota &work schedule- Fileswith formatused in  Housekeepingdepartment. | 12 |
| **V** | TypesofRooms– Definition**-**Standardlayout(single- double –twin  -suite)DifferencebetweenSmoking&Non-Smokingroom’s-Barrier free rooms. Furniture- Fixture -Fitting - Soft Furnishing-Accessories-Guest Supplies-Amenitiesin aguest room,-Layout ofcorridor&floor Pantry. | 12 |

**References:**

1. RaghubalanG.,&SmriteeR.(2015).HotelHousekeepingOperationsandmanagement,NewDelhi,Oxforduniversitypress.
2. NegiJ.(2015).ProfessionalHotelManagement,S.Chand,NewDelhi.
3. MaliniSingh&JayaB.George (2008),Jaico Publication,Mumbai.
4. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2025 | LegalAspects of Tourism  andHospitalityBusiness | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toacquireknowledgeondocumentationsandpermitsrelatedto  tourist. | Remember |
| **CO 2** | Tounderstandthe basicprinciples ofvariousLaws, Codes,rules  andregulationsrelatingtotourism forprovidingprofessionalassistanceandadviceto tourists. | Understand |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction – Law and society - Branches of Law – Commercial Law-CompanyLaw-IndustrialLaw–EnvironmentalLaw-BasicPrinciples of Company Law - Registration of Company – Types ofcompanies– Types &administrationof Meetings– windingupof  companies. | 12 |
| **II** | GeneralPrinciplesof ContractAct-Essentialelements ofContract–  Breach of Contact – Performance of Contract – Indemnity &Guarantee–Bailment -ConsumerProtection Act. | 12 |
| **III** | Legal aspect in Tourism**:** Laws relating to accommodation – travelagencies - land tour operation sector. Law and regulations related toairlinesandairways-laws relatedtosurfacetransport-recreational  flyinginIndia. | 12 |
| **IV** | Citizenship – Passport - Visa - Travel Insurance - FEMA – ForeignersRegistration Act – Customs –Authoritiesand permits -Special permitsto restricted areas for foreign tourist in India - permits related tovariousmonasteries- Lawdesigned forAdventureTouroperation-  special permits for rafting –paragliding - heli-skiing and angling - IMFrules for mountain expeditions. | 12 |
| **V** | Environment Act – Environment rules – EIA guidelines - Forest Act –Forest Conservation Act – Wild life Protection Act – Safety andsecurity of tourist - Tourist Police - place of Tourism in theconstitution - need of tourism legislation - General suggestions toimprove tourism in India. Contract Act - Consumer Protection Act,1986 - Constitution of India - Criminal Procedure Code 1973 -Environmental Protection Act 1986 - Foreign Exchange ManagementAct - Forest Conservation Act 1980 - Negotiation Instruments Act1881-Preventionof FoodAdulteration Act1954 -PassportsAct1967  - RBI guidelines - Sale of Goods Act 1930 - Wildlife Protection Act1972. | 12 |

**References:**

1. AvtarSingh(2007),CompanyLaw,EasternBook&Co.,Lucknow.
2. ChandraP.R(2007),MercantileLaw,GalgotiaPublishingHouse,NewDelhi.
3. TulsainP.C(2007),BusinessLaws,TataMcGrawHill,NewDelhi.
4. Malhotra.R.K.(2005),Socio–EnvironmentalandLegalIssuesin Tourism, New Delhi.
5. GuptaS.K.(1989)ForeignExchangeLawsandPractice,TaxmanPublications Delhi.
6. TourismGuidelinespublishedbyGovt.ofIndia,MinistryofTourism.
7. TourismguidelinesissuedbyDepartmentofTourismforhoteland restaurant operation.
8. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2026 | IntroductiontoFront  OfficeOperations | 2 | 2 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toimpart the knowledge about HospitalityIndustry | Remember |
| **CO 2** | Todevelopacomprehensiveknowledgetoworkin theFront  OfficeDepartment | Apply |
| **CO 3** | To Provide exceptional guest services by effectively handling check-ins, check-outs, reservations, and inquiries and resolve common front office issues | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction to hotel industry:Evolution of Hotel Industry -Classification of Hotels - Other types of Accommodations - StarClassification - Organizational structure of Hotel - Brigade of Frontofficedepartment -Duties &responsibilitiesof front officepersonnel -  Layoutoffrontofficedepartment -Qualitiesoffront officepersonnel | 12 |
| **II** | Rooms andrates:DefiningTariff-Typesofplans-TypesofRooms-Types ofRates -Coordination and cooperation with otherdepartments  – Housekeeping - Engineering & Maintenance - Revenue centers -Marketing&Public relations. | 12 |
| **III** | Reservation and Registration process; Sources of reservation - Modesofreservation-Typesofreservation-ReservationrecordsReservationconfirmationamendment&cancellation-CheckinprocedureforVIP  -Checkinprocedurefor Group-CheckinprocedureforFIT -Rooming the guest - Room rack (manual & computerized) -Registrationrecords. | 12 |
| **IV** | Information: Handling mails - Handling message - Handling insuredmail- Telephone service– Facsimile-Wakeupcalls– Telex-E-mail  –Internet –Complaints-Front officesecurityfunction- Foreignexchange | 12 |
| **V** | Check-out procedures: Functions of check out settlements - Method ofpayments-Departureprocedure-GeneralProcedure ofCheckOut-  Methodof settlement- Accountsettlement procedures (BookKeeping) | 12 |

**References:**

1. Tewari.J.R(2009),HotelFrontOfficeOperationsandManagement,OxfordHigher Education, NewDelhi.
2. DavidK.Hayes,JackD.Ninemeier,Alisha.A.Miller(2016),HotelOperationsManagement,3rdEdEdition,Pearson,New Delhi.
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 2 | 3 | 3 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2027 | Summer Internship | - | - | 6 | 6 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To impart practical training in the field of tourism & hospitality sector | Skill |

**Students are expected to undergo Continuous training of minimum 30 days (6X15=90 Hrs) They must take training in the travel agencies, hotels, government autonomous bodies, airport etc. Accordingly, they need to prepare a report on the learning and submit it to department. The department committee shall evaluate the report and students’ skill assessment shall be done to provide them with the certificate.**

1. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMSS01 | SoftSkills | 1 | 1 | - | 2 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To understand the importanceof business communication | Understand |
| **CO 2** | To equip students with the skills necessary for effective communication. | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Communication: Concept – Need – Process - Methods - Types andBarriers to communication - Factors affecting communication -Essentialsof effectivecommunication - Needofeffective  communication in business. | 06 |
| **II** | Communication Skills: Concept - Humor in communication -Interpersonal communication - Communication skills and leadership -Verbal and Non-Verbal Communication **-** written and oral - bodylanguage-PosturesandGestures –Attire– Appearance– Handshake  -Personal space –Timing – behavior – smile - Listening Skills -Process-Types-Barriers–Importance-essentialsofgoodlistening. | 06 |
| **III** | Business letters:Essentials of business letter -Parts -Forms – Types -PreparationofBusinessletterrelatedtotenders- Quotations-Orders  – Sales - Enquiry and Complaints - Internal Communication -lettersto staff-Circulars andMemos - Office note -Representations and  suggestions – Motivational Communication -letters from topmanagement-Remindersandfollowup-Employeenewsletters. | 06 |
| **IV** | Mass Communication:Meetings -Conferences -Presentation skills –Advertisements – Publicity - Press Releases -Media mix -Publicrelations - Newsletters - Direct Marketing -Report writing -Types -Essentialsof a good report- Committeereport-Annual report-  modern modesofcommunication -crossculturalcommunication. | 06 |
| **V** | Interview:TypesofInterviews-Job interview-Telephonic interview -Conducting the Interview -sending a job application -Preparation ofResume-Groupdiscussion -Types ofpictorial presentation-Charts  -Graphs and Pictures -New trends in business communication –Communicationoverload-BPO/ Callcenters-Technicalwriting-Professionalpresentation -  Cardinalprinciples of communication -communication policyandEthical dimensions. | 06 |

**References:**

1. Kaul,Asha(2005),EffectiveBusinessCommunication,PHI,New Delhi.
2. MunterMary (2002),GuidetoManagerialCommunication:EffectiveWriting &Speaking, PHI,NewDelhi.
3. MandalS.K.(2007),EffectiveCommunicationandPublicSpeaking,Jaico, Mumbai.
4. Bovee, Thill & Schatzman (2003), BusinessCommunicationToday,Pearson,NewDelhi.
5. Balu,V.(2006),CommunicationSkill,SriVenkateshwaraPublishers,Chennai.
6. Courtland, L. Bovee, John Thrill (2010), BusinessCommunicationToday,FrankBrothers,NewDelhi.
7. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 2 | 3 | 3 | 3 |
| **CO2** | 2 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMSD02 | Skill Development 2 | 0 | 0 | 2 | 0 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To impart practical training in the field of hospitality sector | Skill |

**Students are expected to undergo training under the guidance of their respective mentor. They must take training in the nearby restaurants and hotels. Accordingly, they need to prepare a report on the learning and submit it to department. The department committee shall evaluate the report and students’ skill assessment shall be done to provide them with the certificate.**

1. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2031 | ContemporaryIssuesin  Tourism andHospitalityManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Demonstrateanin-depthunderstandingofthekeydynamicforcesanddevelopmentswhichmayleadtocrisisissuesininternational  tourismandhospitalityandtheirsubsequentimpactonabusinessor adestination | Remember |
| **CO 2** | Demonstrate an understandingofthelatest issuesin thehospitality  andHotelIndustry | Understand |
| **CO 3** | Learners investigate how the tourism sector is responding to suchcontemporaryissuesandwillidentifyopportunitiesand challenges  these issuesmaypresent. | Analyze |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Contemporary Issues in Tourism Industry New trends and emergingpatterns; current initiatives of Ministry of Tourism, Department ofTourism;Climatechange andenvironmentalissues:CommunityBasedTourism; Concept of Home-stays, Responsible tourism; Tourism andpovertyalleviation; social media for tourismpromotion; Social  responsibilityand ethicalconcerns;Special Tourism Zones. | 12 |
| **II** | Contemporary Issues in Hospitality Industry Effect of Globalization onhotelIndustry, TrendsandIssuesin HospitalityIndustry,  Americanizationoffoodindustry. | 12 |
| **III** | Introduction to Information Technology Basics of Computer;Computer networks; internet and internet technologies; tourismwebsites and design principles; E- commerce, E-tourism Concept ofDatabase Management Systems: online reservation system for air, rail,road,hotels. Needand importanceof ManagementInformation  SystemsinTourism;TravelandTourismInformationSystem. | 12 |
| **IV** | ContemporaryIssuesin TourismDevelopmentContemporarytrendsininternational tourist movements, Issues affecting World Tourism,Political aspects of the international travel. Cultural exchange amongnations and international understanding through tourism, Need forgovernmentsupport oftourism,Globaltourismstatistics, TourisminWTOregions(Africa,Americas,AsiaandthePacific,Europe,Middle  east),Factorsaffectinggrowthoftourismineachregion. | 12 |
| **V** | DuringandPostCOVIDissuesinTourismandHospitality  Management | 12 |

**References:**

1. Rao,P.K.(2000)SustainableDevelopment–EconomicsandPolicy,Wiley-Blackwell,New Jersey.
2. PearceD.G.andButlerR.W(1999)ContemporaryissuesinTourismDevelopment, Routledge,NewYork.
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 2 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 2 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2032 | Tourism andHospitality  Entrepreneurship | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tohighlight theimportanceofentrepreneurship ineconomic  development | Remember |
| **CO 2** | To exposestudents tothesuccess stories in travel&tourism. | Understand |
| **CO 3** | Tohelpthembecomejobcreatorsratherthanjobseekers. | Apply |
| **CO 4** | Generate innovative ideas and solutions to enhance the guest experience and differentiate the venture in a competitive market. | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Entrepreneurship: Theories&Approaches–TypesofEntrepreneurs–Entrepreneurial Motivation – Entrepreneurial Climate- Myths aboutEntrepreneurship- RoleofEntrepreneurship in Economic  Development. | 12 |
| **II** | Creativity&Innovation:ProcessofCreativity-Roadblocksfor  Creativity-Innovation-Types of Innovation- Role of Creativity &InnovationsinTravel&TourismBusinesses-ContemporaryTrends | 12 |
| **III** | EntrepreneurshipinTourism:OpportunityIdentification–Sourcesof  Ideas-NewProductDevelopment-BusinessPlan-FeasibilityReport–TechnicalFeasibilityvs.Economic Viability | 12 |
| **IV** | Funding Options: Sources of Finance for Tourism Enterprises,Subsidies & Incentives- Promotion and Development of Tourism -InstitutionalFramework-VentureCreation-FormsofOrganization-  Management. | 12 |
| **V** | Managing Growth: Business Integration – Diversification-Mergers &Acquisitions-BusinessFailure-Causesfor failure-Revival of Sick  Enterprises-Strategiesfor revival-WomenEmpowermentinTourism | 12 |

**References:**

1. Drucker,P.F.(1985),Innovation&Entrepreneurship,Harper &Row,NewYork.
2. Bezbaruah,M.P(2000),BeyondtheMillennium,GyanPubHouse,NewDelhi.
3. Jeffrey, T. (1984), New Venture Creation, Homewood, Illinois.
4. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 2 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 2 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 2 | 2 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC01 | FoodandBeverage  Management | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Todevelopanawarenessofplanning,co-ordinationandcontrolof  resourcesinF&B service establishments | Remember |
| **CO 2** | To develop an understandingashow space requirements and traffic  flowpatterns affectan operation ‘soverall layout | Understand |
| **CO 3** | TointroducetheconceptofFoodServiceMenuPlanningandDesignsothatthestudentsareabletocopewiththecurrenttrends  of serviceindustry | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | FOOD AND BEVERAGE SERVICES-Introduction-Objectives-Originand growth of F& B Service-Classification of Catering Establishment-F&B Service Outlets and their layout- Types of F&B ServicesOperations-F & B Services Cycle-F&B Services -Terminology-F & BServicesOrganization-Types of Service-F& BServices Outlets-  Operations. | 12 |
| **II** | F & B Services — Menu Preparation-Menu Planning-Ethnic FoodMenus-Indian FoodMenu-MenuCourses-Beverages-BroadTypesofMenus-Non-AlcoholicBeverages–French FoodMenu-Food  Garnishing-BeverageService | 12 |
| **III** | F & B Services Beverage Service -Use of Cutlery-Use of Linen inF&B Services -F&B Services Analysis and Decision Making-StandardizedRecipes-ComponentsofaStandardizedrecipe-F&B  ServicesEquipment-PantryEquipment-CleaningandMaintenance | 12 |
| **IV** | F & B Services — Preparation- Mis-en-scène- Preparing the Table-SettingTable forFormalDining- SettingTable forCasualDining- F &  B Service SOPs - SOP for Laying Out a Guest Table- SOP forHandlingTelephoneCalls- Presenting and SettlingGuest Bills | 12 |
| **V** | Supervisory aspects of food and beverage service- legalconsiderations-licensing-Sale of goods and trades descriptions-Foodandbeveragerevenuecontrol-Functionsofarevenuecontrolsystem-  Stafforganization and training- Customerrelations. | 12 |

**References:**

1. Davis,B.,Lockwood,A.andStone,S.(2008).FoodandBeverageManagement;Third Edition,Elsevier,New Delhi.
2. Bhatnagar,S.,K.,(2009).ManagingFood&BeverageOperations,FirstEdition,FrankBrothers&Co.,NewDelhi.
3. Bagchi, S., N. and Sharma, A. (2012). Text Book of Food &BeverageService,ThirdEdition,AmanPublications,NewDelhi.
4. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 2 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC02 | AdvancedAccommodationOperations | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toenablethestudenttomanageaccommodationoperation | Apply |
| **CO 2** | Tostudythedaytodayactivitiesinmanagingaccommodation  operation | Analyze |
| **CO 3** | To cultivate the essential skills required for accommodation operation | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Accommodation Facility Planning:Planning and design - Roomdimensions (length, width, height, space management) - Facilities andservicesfor disabledguestroom-Balconiesand terraces- Evafloor-  Work ergonomics -Bathroom layouts -Fitting and fixtures -Disabledguest bathroomfeatures. | 12 |
| **II** | PlanningtheFrontOfficeLayout:Ergonomics-Lobbylayout - Front  Desklayout- BellDesklayout - BackOfficelayout. | 12 |
| **III** | Budgeting for Housekeeping: Inventory control and stock taking -Typesofbudgets(operationalandcapital)-Budgetpreparation-Costcontrolinspecificareas,guestroom,publicareas,linenroom,stores,  cleaning-materialandsupplies,flowers)-Purchasing. (Principlesinvolved,stages, types). | 12 |
| **IV** | Daily Routines and Housekeeping Procedures:A Day in the life of anExecutive Housekeeper/ Accommodation Manager - A day in the lifeof an Assistant Housekeeper - A day in the life of a Floor Supervisor -A dayin the life of a PublicArea Supervisor -A dayinthe life ofa  DeskHousekeeper -A dayin thelife ofaUniform,Linen Supervisor. | 12 |
| **V** | Security and Lodging Industry: Developing the security program –Management role in security - Setting up the security program -Securityand law.Eco-FriendlyConceptsin Housekeeping:Ecotels -EcotelCertification -Energyand waterconservation - Eco friendly  products-Wastedisposalinhousekeeping. | 12 |

**References:**

1. Raghubalan.G.,&Smritee.R.(2015).HotelHousekeepingOperationsandmanagement,NewDelhi,Oxforduniversitypress.
2. Negi.J. (2015). Professional Hotel Management, S.Chand, NewDelhi.
3. MaliniSingh&JayaB.George(2008),JaicoPublication,Mumbai
4. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC03 | AdvancedFrontOffice  Operations | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To understandthe front officeAccountingandAuditingsystem | Understand |
| **CO 2** | Tofamiliarizethereservationmanagementandprocedure  followed atReception | Apply |
| **CO 3** | Toenablethestudentstomanagethefrontofficeoperations | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Front Office Accounting: Accounting Fundamentals – Accounts,folios, vouchers, POS, ledgers - FO accounting cycle - Creation andmaintenanceofaccounts-Guestandnon-guestaccounts-Accounting  system–non automated,semi-automatedand fullyautomated. | 12 |
| **II** | Front Office Audit: Role and importance of Night Audit - JobDescription of the night auditor - Establishing an End of day - GuestCreditmonitoring- Preparation of Transcription  FrontOfficeauditprocess. | 12 |
| **III** | ReservationsManagementandReception:Overbooking–Forecasting  - Legal implications – Packages - Potential reservation problems.Day& Night Reception – Calculations - Room selling techniques – Upsellingand Discounts. | 12 |
| **IV** | Hospitality and Lobby Desk:Role of the GRE - Welcome Procedure -Identifyingcomplaints-ComplaintHandling-RoleoftheLobbyDesk  - Job DescriptionoftheLobbyManager. | 12 |
| **V** | Check-out and Settlement: Tracking transaction– cashpayment,charge purchase, accountcorrection, account allowance, accounttransfer, cash advance - Internal control – Cash Bank - Check-out andaccountsettlement-Controlofcashand credit -Methodsofsettlement  - Checkout options - Express checkout, Self-check out, In-room checkout - Late check-out -Unpaid account balances - Account collection –accountageing-Updating FOrecords -Late Charges. | 12 |

**References:**

1. MichaelLKasavanna&RichardM.Brooks(1998),ManagingFrontOffice Operations,New Delhi.
2. DennisL.Foster,Anintroductiontohospitality
3. SuBaker,PamBradley&JeremyHuyton,PrinciplesofHotelFrontOffice Operations.
4. Tewari, J.R. (2016). Hotel front office operations andManagement.New Delhi:Oxford publication.
5. JamesA.Bardi(2013),HotelFrontOfficeManagement,JohnWiley&Sons, NewJersey.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

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| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 2 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 2 |

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| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC04 | HygieneandFoodSafety | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To study key principles and regulations related to hygiene and food safety | Remember |
| **CO 2** | Toexposethe learners to Understand the concepts and  responsibilityforfoodsafety | Understand |
| **CO 3** | Toenablestudents,understandtheimportanceofmaintaininga  writtenfoodsafetymanagementsystemtocontrolfoodsafetyhazards | Apply |
| **CO 4** | To help them acquireknowledgeandskills to explain integration  betweenfoodsafetyandtheimpactoffoodborneillness | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction to Hygiene and Sanitation- Introduction to Food safety-Qualityinfood-Typesofhazards-Benefitsofqualitysystemsinfood-Importanceof hygieneincateringestablishments- Sanitation andits  importance | 12 |
| **II** | Contamination and Spoilage- Conditions which lead to spoilage-Whatare the factors that affect food spoilage- Signs of spoilage in variousfoods- Factors affecting the growth of microorganisms in foods -Microbesand theirroleinfood spoilage-Factors affectingand  controllingmicrobialgrowth-Foodborneillness | 12 |
| **III** | Purchasing, Receiving and Storage of Foods- Procedures whilepurchasingand receivingfoods-Importanceofstorageoffood-Variousstorage zones-dry, refrigerator- Points to be considered while storingfood-TheProsandCons of6WaystoStoreFood-,freezer-special  referencetotemperatures | 12 |
| **IV** | Establishment – Control of Operations- Food Receipt (Procurement OfRawMaterialsAndIngredients)-Food AndPackagingMaterials  Storage- Pre-Preparation—Preparation-- Food Display and Service-FoodPackagingand Wrapping-FoodTransportation | 12 |
| **V** | Maintenance & Sanitation- Cleaning & Sanitation- Maintenance- PestControlSystems- WasteDisposal Management-Establishment –  PersonalHygiene-HealthStatus-Illness &Injury-PersonalCleanliness-PersonalBehaviors | 12 |

**References:**

1. Principlesoffood sanitation–Marriott
2. Essentialsoffoodsafety andsanitation-DavidMSSwane, NancyRRue,Richard Linton
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 2 | 3 | 2 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC11 | IntroductiontoAviation | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To providestudents’ anoverviewof theaviation industry | Remember |
| **CO 2** | Toexplainthefunctionsof airportsandair trafficmanagement | Understand |
| **CO 3** | To establish and identifykeycharacteristicsof aviation industry | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction:AirlineIndustry–Scope–Types –Scheduledand Non  Scheduled Flights – Air Cargo Transport – Economic and Socialimpact – RegulatoryBodies– KeyPerformanceindicators | 12 |
| **II** | Characteristics:AirlineProfitability– MainIndustry- Characteristics  ofPassengerairlines– ServiceIndustry–Characteristics | 12 |
| **III** | Organizational Structure: Airline Alliances – Development ofcommercial airlines – Deregulation – Impact of Deregulated Airlineindustry– OrganizationalStructure– TypesofAirline Personnel–  FlightcrewandCabinCrew –Training–Organizational Culture | 12 |
| **IV** | Airportsandits services: Airports–Personnel–ProcessingPassengersandFreight – Airport Security– AirNavigation Services– Air Traffic  Control–Airplanes–Manufacturers–Types ofAircraft | 12 |
| **V** | Safety and security: Air Safety and Security – Role of RegulatoryAgencies – Airside Safety– CultureofSafety–IssuesinAir safety–  AccidentandIncident Investigation–FutureofAirline Industry | 12 |

**References:**

1. AEROSPACE: The Journey of Flight, 2nd Edition.
2. Introduction to Aviation Operations Management.Khan, I., &Siddiquee, Routledge. 2023
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 2 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC12 | Strategic AirportPlanning  andDevelopment | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | TounderstandabouttheAviation’sHistory,itsmajorplayersandit  currenttrendsandchallenges | Remember |
| **CO 2** | Tounderstandandadhereto thevariousRegulations involved  AviationIndustry. | Understand |
| **CO 3** | To do the Planningof theAirportand to performoperations  involved in the Airport | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction – Growth of air transport, Airport organization andassociations,Classificationofairportsairfieldcomponents,AirtrafficZonesandapproachareas.Context ofAirport systemplanning–  DevelopmentofAirportPlanningprocess–Ultimateconsumers–Airlinedecision – OtherAirport operations. | 12 |
| **II** | Airport Characteristics Related to Airport Design -Components Size,Turning Radius, Speed, Airport Characteristics. Capacity And Delay:FactorsAffectingCapacity, Determination of RunwayCapacity  RelatedToDelay,GateCapacity,AndTaxiwayCapacity. | 12 |
| **III** | Airport Planning and Surveys: Runway Length and Width, SightDistances, Longitudinal and Transverse, Runway Intersections,Taxiways, Clearances, Aprons, Numbering, Holding Apron. PlanningAnd Design of The Terminal Area: Operational Concepts, SpaceRelationships and Area Requirements, Noise Control, VehicularTraffic and Parking At Airports. Air Traffic Control and Aids:RunwaysandTaxiwaysMarkings,Day&NightLanding Aids,  AirportLightingand OtherAssociated Aids. | 12 |
| **IV** | The role and scope of activity of the Airport Enterprise – Theeconomic impact on countries and regions – the main governancepatterns in the airport business – The International path of evolution inthe airport business – Airport transport value chain – Air enterprises –two primaryactorsin theair transportvalue chain– Skipping  peripheralpositionsinthevaluechain. | 12 |
| **V** | Rise of airport marketing for the aviation related business – airportsmarketpositioning– primaryhub– secondaryhub –regionalairport –all cargo airport – airport positioning criteria – role on the market –identification of partners for airport development – first quantum leapof the airport enterprises – low-cost airports – role of helicopters as acomplimentaryfeederanddefender ofhubairports– Airportrevenue  management–Airportalliances–managementcontract. | 12 |

**References:**

1. AviationSafetyProgramsAManagementHandBook-RichardH.Wood – JeppesenSandersonInc.
2. StrategicManagement–GregoryG.DessandAlexMiller–McGrawHill
3. Strategic Management: An Integrative Perspective-A.C.HaxandNS-Majifu, Prentice Hall.
4. MarketingManagement–Philip Kotler–PearsonEducation/PHI
5. MarketingManagement–RAJAN SAXENA –TataMcGrawHill
6. InternationalMarketing–PhilipR.Cateora-IrwinMcGrawHill, 9thEdition.
7. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC13 | AirlineRevenue  Management | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Listthefactors thataffect demand for seats | Remember |
| **CO 2** | Understandthebasicprinciplesofpassengerrevenue management | Understand |
| **CO 3** | To discoverthetechniques appliedbyAirlinestoderiverevenue  fromsales to maximizeprofitability | Analyze |
| **CO 4** | Demonstraterevenuemanagementskillsandstrategies | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | IntroductiontoRevenueManagement–ManagingPassengerDemand  –DemandStrategies | 12 |
| **II** | Pricing–ThePriceDemandRelationship–InventoryControl–PricingStrategies | 12 |
| **III** | BookingClassAssignment–SeatInventoryControl–Spoilage  Management | 12 |
| **IV** | Group Management –Monitoring Performance Scheduling andCapacity Adjustments | 12 |
| **V** | ProductDistribution–RevenueManagementOrganization–Revenue  Management–Currentand Future | 12 |

**References:**

1. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill,London-2000.
2. Doganis.R.-TheAirportBusiness-Routledge,London-1992.
3. Alexander T.Well, Seth Young –Principles of AirportManagement-McGrawHill 2003
4. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC14 | AviationSafetyandSecurityManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Appreciate thesafety,reliabilityandsecurityprovisionsand  infrastructureinaviationadministration andserviceproviders | Remember |
| **CO 2** | Identifymajorcausesofaviationaccidentsand security  infiltrations | Apply |
| **CO 3** | Participateinthemanagementfunctionsforaviationsafetyand  security. | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Airport Security–I: Introduction, security planning, responsibility andorganization, air side securityprocedures,land sidesecurityprocedures  –passengerterminal,cargoterminal. | 12 |
| **II** | Airport Security–II: Airport security programme, Airport securityauthority, Airport civil aviation security committee, preventativemeasures,securityv/sfacilitation trainingand awareness, testing  inspectionandaudit. BureauofCivilAviationSecurity(BCAS). | 12 |
| **III** | PhysicalSecurityfortheAviationEnvironment:IntroductionIntrusiondetection system, security cameras, determining total security systemcost, locks and keycontrol, securitybarriersand fencingsecurity  lighting,windowsecurity. | 12 |
| **IV** | Airport Aircraft Emergencies: Types of emergencies, level ofprotection required, water supply and emergency access roadscommunication and alarm requirements. Rescue and fire fightingvehiclesandprocedures, foamingtherunways, removalofdisabled  aircraft. | 12 |
| **V** | Airport Emergencies Response and Noise Control: Emergencyresponse – accident, medical emergencies, natural gas leaks, severeweatherandnaturaldisasters,terrorism–bombthreats,hijacking,  hostagesituation, functionsofAerodromecommittee. | 12 |

**References:**

1. AirlineManagement– PageS J
2. Stolzer, Alphonse J., Sumwalt, Robert L., and Goglia, John J. Safety Management Systems in Aviation. Routledge, 2023.
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC21 | ConsumerBehavior | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Todevelop an understandingaboutthe manyaspects of consumer  behaviouranditsapplicationsin marketing. | Understand |
| **CO 2** | To develop cognitive learning skills and analyze attitude for persuasion. | Analyze |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction to Consumer Behaviour; Consumer Behaviour andmarketing Strategy, Methods of consumer research, Applications ofconsumer behaviour knowledge in marketing. Contributing disciplinesand area like psychology, social psychology, economics, anthropologyetc. Diversity of consumers and their behaviors. Profiling the consumerand understanding their needs. Segmentation, Consumer Decisionmaking process and decision-making roles Information Search Process;Evaluativecriteriaand decision rules. Are consumersRational or  emotional.Involvement theoryand applications. | 12 |
| **II** | Consumerneeds,theoriesofMotivationandtheirapplications.Processtheories and content theories. Personality and self-concept. Theories ofpersonality.Trait theoryand measurement. MotivationalResearch.  Perception. Thresholds of perception, Subliminal perception,Perceptualprocessdynamics.Positioningmethodsandmeasurement.Perceptual mapping methods, multi-dimensional scaling. Consumerimagery. | 12 |
| **III** | Learning theories and their applications, Brand loyalty, Brandextensions. Conditioning theories, Cognitive learning theories.Attitudes and Attitude Change; Concept and measurement of attitudes.Strategiesofattitudechange...Attribution theoryand Cognitivedissonance.Persuasionandpersuasibility. | 12 |
| **IV** | Self-Concept. Concept of Multiple Selves. Development of the self.Image Congruence assumptions. Social Comparison theory. Self-esteem. Body image and body esteem. Fashion, Cosmetics andConspicuous consumption. Psychographics and Lifestyle; ReferenceGroupInfluence;Theoryofreferencegroupand applications.  Endorsements and reference group influence. Culture, the conceptmeaning and measurement Content analysis. Values and beliefs,Rituals, Customs, Tradition, Symbol and influence in consumption.Consumer learning of culture.,. Consumer Socialization. Semiotics.Subculturesand Cross-Culturalissues in marketing. | 12 |
| **V** | Family, family life cycle and decision-making. Social Class. Theconcept and measurement. Mobility among social classes. Prestigeproductsandstatus.DiffusionofInnovationandOpinionLeadership.Marketing, consumer behaviour and society. Consumption andpersuasion-Issues of manipulation and long-term impacts on societyandchildren.Consumer materialism.Consumerbehaviour knowledge  forpublicpolicy. | 12 |

**References:**

1. Howard,JohnAetc.ConsumerBehaviourinmarketingEnglewoodCliffs, NewJersey, PrenticeHallInc.1989.
2. Hawkins,DIetc.ConsumerBehaviourImplicationsforMarketingStrategy. Texas, Business, 1995.
3. Mowen,JohnC.ConsumerBehaviour,NewYork,MacMillan,1993.
4. Schiffman,LGandKanuk,LLConsumerBehaviourNew Delhi,PrenticeHallofIndia,1994.
5. **Mappingof ProgramOutcomeswithCourseOutcomes**

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| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 1 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC22 | AdvertisingandSales  PromotionManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Understandthe conceptofadvertising | Remember |
| **CO 2** | Understandingtheframework ofadvertisingplanning | Understand |
| **CO 3** | Choose appropriate advertising channels and platforms, considering the characteristics of the target audience and campaign goals. | Apply |
| **CO 4** | To Utilize digital marketing tools and strategies effectively for online advertising and promotion | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Advertising - an introduction- Origin and Development - Definitionand Classification - Planning Framework - Organising Framework -the Advertiser and the Advertising Agency interface - StrategicAdvertisingDecisions- SettingAdvertisingObjectives- The Budget  Decision- PreparingtheProductand Media Brief | 12 |
| **II** | Copy Decisions - Visualization of Ad Layout - Elements of Ad Copyand Creation Principles of verbal versus visual thinkers - Styles andStagesinadvertising copycreationCopy(Pre-)Testingmethods and  measurements. | 12 |
| **III** | MediaDecisions-Media PlanningandSelection-ConceptsofReach,Frequency, Continuity, and Selectivity - Measures of Media CostEfficiency – Media (Readership / Viewership) Research - The Internetas an Advertising Medium - Tracking Website visits, page views, hits,andclick-streamanalysis –permissionmarketingandprivacy-ethical  concerns. | 12 |
| **IV** | Measuring Advertising Effectiveness - Control of Advertising bypractitioners,media andthemarket- AdvertisingintheInternationalMarket-place-AdvertisingandPrinciplesof IntegratedMarketing  CommunicationandImage Building | 12 |
| **V** | SalesPromotion -Rationale, Types-Consumerand Trade Promotions  - Sales Promotion Strategies and Practices, Cross Promotions,Surrogate Selling, Bait and Switch advertising issues. Brand Equity -Concepts and Criteria, Building, Measuring and Managing BrandEquity, Linking Advertising and sales promotion to achieve ‘brand-standing’ -LeveragingBrandValuesforbusinessandnon-businesscontexts | 12 |

**References:**

1. KrutiShah&AlanD’souza,ADVERTISING&PROMOTION,Tata McGraw-Hill New delhi, 2009.
2. Kelley &Jugenheimer,ADVERTISING MEDIA PLANNINGABRANDMANAGEMENTAPPROACH,PrenticeHall,India.2008
3. J. T Russel & Ronald Lane, KLEPPNER’S ADVERTISINGPROCEDURE;PrenticeHall.
4. JuneValladares,THECRAFTOFCOPYWRITING,SagePublications.
5. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 2 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC23 | Staffand Talent  Management | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toknowthe humanresource managementpracticesintourism  industry | Remember |
| **CO 2** | Tounderstandbasicconceptsofhumanresourcemanagement | Understand |
| **CO 3** | To be awareofthe contribution of humanresourcesin tourism  business. | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Human Resources Management: Context and Concept of HumanResourcesManagement-Organizationand Functionsof theHR–  Structure and Strategy in Tourism - HR Manager – Evolution of HRPracticesinIndian Context | 12 |
| **II** | Human Resource Planning: Job Terminologies – Job Analysis – JobDescription and Job Specification-ManpowerPlanning– Recruitment  -SelectionandInduction–HiringTrendsinTourismIndustry. | 12 |
| **III** | Employees Assistance Programmes - Coaching and Mentoring –Performance Appraisal - Career Development – Promotions andTransfers–EmployeesEmpowerment-CompetencyStandardsin  TourismSector- Retention and Retirement. | 12 |
| **IV** | HumanResourceDevelopment:Concept– ClimateandCultureof  HRD–MechanismsofHRD:Trainingand Development–Methods,Designand EvaluationofT &D Programmes-Potential Appraisal | 12 |
| **V** | Compensation: Concepts – Job Evaluation - Principles andDeterminants of Compensation - Productivity, Employee Morale –CompensationIssuesinTourismSector -QualityofWorkLife  (QWT). | 12 |

**References:**

1. S.K.Chakravarthy(1987),ManagerialEffectivenessandQualityand WorkLife,TMH, New Delhi.
2. RobertL.Mathis&JohnH.Jackson(2005),HRM,SouthWesternPub.
3. SaiyadainS.Mirza(2003), HRM, TMH, NewDelhi.
4. Dessler(2001),AFrameworkforHRManagement,PearsonEdnIndia.
5. EdmundHeery(2001),ADictionaryofHRM,OxfordUniversityPress
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | | **PO2** | | **PO3** | | **PO4** | | **PO5** | |
| **CO1** | 2 | | 3 | | 3 | | 3 | | 3 | |
| **CO2** | 3 | | 3 | | 3 | | 3 | | 3 | |
| **CO3** | 3 | | 3 | | 3 | | 3 | | 3 | |
| **SEMESTER -III** | | | | | | | | | | |
| **CourseCode** | | **CourseName** | | **L** | | **T** | | **P** | | **Credits** |
| THMEC24 | | ContemporaryHR  Practices | | 3 | | 1 | | - | | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To familiarizethe keyaspects andcontemporaryissuestothe  students | Remember |
| **CO 2** | Tounderstandthe conceptsof globalizationin HRPerspective | Understand |
| **CO 3** | Apply contemporary HR practices to effectively manage and optimize human resources within organizations | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Introduction-Growth ofInternationalBusiness andGlobalization– | 12 |
|  | OperationalObjectivesandMeans ofGlobalizationinHRPerspective  - Use of Balanced Score Card - Choosing an International CompetitiveStrategy- Forms of Operations. |  |
| **II** | HR Challenges & Opportunities - National Differences FacingOperations – Domestic & MNC Perspectives - Linkages amongCountries - Governance of Operations - Individual and CompanyConcerns – Multi cultural orientation to employees – Research anddocumentationOrientation in Globalorganizations-Ethicaland  SociallyResponsible Behavior-CareersinInternational Business | 12 |
| **III** | HR Policies and Operations in a Global Setting - Distinctive Featuresof HR Functions -Planning, Organizing, Directing & Control -Operations - Manpower Planning to Separations in a Global Set-up -Staffing - Skill & Knowledge Development – Incentives &CompensationPackage -Motivational Systems–ReportingRelationships – Performance Appraisal Systems – EmployeeEmpowerment– Valuesystems – SharedCorporate Culture and  GrievanceHandling– Reactive&ProactiveMechanisms | 12 |
| **IV** | Change Management Model - Appreciating Change - IndustryAnalysis–BusinessModels-MobilizingSupport-ExecutingChange  - Building Change Capability – Leadership and Change – Diversity asEnhancer of Learning and Effectiveness Within Groups andOrganizations – HR to Develop Global Organizational LearningSystems. | 12 |
| **V** | QualityPerformanceinKnowledgeBasedOrganizations-Technology  – Behavioral & Technical - Universal Quality Standards & HRM –Eastern Management Thought for Global Management -Commitment,Quality,and Stress-FreeWork Life. | 12 |

**References:**

1. Punnett BettyJane,International Perspectives on Organizational Behavior and Human Resource Management
2. Dowling & Welch, International HRM: Managing People in Multinational Context, Cengage Learning, New Delhi.
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

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| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | | | |
| **CourseCode** | **CourseName** | **L** | | | **T** | **P** | **Credits** |
| THMEC31 | SustainableTourism | | 3 | 1 | | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Befamiliarwiththevarious approachesand practicesfor STD | Remember |
| **CO 2** | Understandandappreciatethesignificance ofsustainable  development | Understand |
| **CO 3** | Gainexposuretotheimplementation of STDprinciples through  relevantcasestudies | Analyze |
| **CO 4** | Promote and practice eco-friendly tourism behaviors and principles, including responsible wildlife viewing and eco-tourism | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Sustainable Development- Evolution - Principles, Major Dimensionsof Sustainability - Reasons for Unsustainable Development -Stockholm Conference 1972 - World Conservation Union 1980 -WCED 1987 and Brundtland Commission - Rio Declaration 1992 -KyotoProtocol1997 -WSSD 2002 - GlobalWarming&Climate  Change. | 12 |
| **II** | Sustainable Tourism Development: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference onSustainableTourism1995-Globe90Conference-BerlinDeclaration  - Bali Declaration 2005 - Cape Town Declaration 2002 and KeralaDeclaration. | 12 |
| **III** | SustainableTourismPlanning:-TopographicalAnalysis-AnalysisofLocal Resources - Land use Pattern (EIA, EIS, EMS) & Communityandsocio-economic andculturalconditions -Evaluationof impactof  tourismsite- Zoningsystem -Carryingcapacity. | 12 |
| **IV** | ApproachestoSustainableTourism- StandardizationandCertification  - Alternative Tourism -Responsible Tourism - Collaboration andPartnership - Waste Management – Eco-friendly Practices -SustainableTourismandPovertyAlleviation-Pro-poorTourismandCommunityParticipation. | 12 |
| **V** | Quality Standards for Sustainable Tourism: ISO 14000 – Role ofWTTC,UN-WTO, PATA,UNEP,IUCN- Codeof ConductforAccommodation and Transport Operators - Tourism Code & TourismBill of Rights - Case Studies on Island Tourism in Andaman &Nicobar-Hill Tourism inUdhagamandalamand Sikkim-Beach  Tourism in Goa. | 12 |

**References:**

1. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability.Development and NewTourism in the Third World. Routledge,London.
2. Middleton,V.T.CandHawkins,R.(1998),SustainableTourism:AMarketingPerspective,Butterworth–Heinemann,Oxford.
3. Weaver,D.(2001),TheEncyclopediaofEcotourism,CABIPublication, UK.
4. Wahab, S and John J. Pigram, J.J. (1997), Tourism,Development andGrowth: The Challenge of Sustainability, Routledge, London.
5. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 2 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 2 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC32 | DestinationPlanningand  Development | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tofamiliarize with thedestination brandingpractices | Remember |
| **CO 2** | Tofacilitate the assessmentofthetourismpotentialof adestination  andpreparetourismdevelopmentplanaswellas marketingtechniques | Apply |
| **CO 3** | Tointroduceadvancedanalysisandresearchinthe fieldof  destinationdevelopment | Analyze |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Destination Development - Types of destinations, Characteristics ofdestinations-Destinationsand products-DestinationManagement  Systems - Destination planning guidelines - Destination SelectionProcess- TheValuesofTourism. | 12 |
| **II** | Destination Planning Process and Analysis - National and RegionalTourismPlanningand Development-Assessmentoftourism potential  - Planning for Sustainable Tourism Development - ContingencyPlanning - Economic, Social, Cultural and Environmentalconsiderations-Demandand supplymatch-Design and innovations. | 12 |
| **III** | Destination Image Development - Attributes of Destinations: Person’sdetermined image, Destination determined image, measurement ofdestination image - Destination branding perspectives and challenges-Creating the Unique Destination Proposition - Place branding anddestination image - Destination image formation process; unstructuredimage-Productdevelopment andpackaging - Destination branding  and theweb. | 12 |
| **IV** | DestinationPromotion and Publicity- Six‘A’s frameworkfor tourismdestinations - The dynamic wheel of tourism stakeholders - DestinationMarketingMix-Destination Competitiveness– Distribution Channels-MarketingCommunication and Strategies. | 12 |
| **V** | Institutional Support: Public Private Partnership (PPP) - NationalPlanning Policies for Destination Development- WTO Guidelines forPlanners - Role of urban civic bodies: Town planning -Characteristicsof rural tourism planning- Environmental Management Systems –DestinationVision-Thefocusof TourismPolicy:thecompetitive  sustainabledestination-Destination Mapping(practicalassignment). | 12 |

**References:**

1. NigelMorgan,AnnettePritchard&RogerPride(2001),Destinationbranding:CreatingtheUniqueProposition,Butterworthand Heinemann.
2. RichardW.Butler(2006),TheTourismAreaLifeCycle:Applicationsand Modifications, ChannelView Publications.
3. Claire, Haven Tang &Eleri Ellis Jones (2005), Tourism SMEs,ServiceQualityandDestinationCompetitiveness,CABIPublishing.
4. Shalini Singh, Dallen J.Timothy & Ross Kingston Dowling(2003),TourisminDestinationCommunities,CABIPublishing.
5. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G.Kossatz(2003),theCompetitiveDestination:aSustainableTourism Perspective,CABIPublishing.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC33 | TouristTransport  Management | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tofind the clear differencesof functions ofair, surface and water  transportationsystemintheworldvis-à-visIndia. | Remember |
| **CO 2** | Apply effective management practices to ensure the efficient and safe operation of tourist transport services. | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | FundamentalsofTransport:EvolutionofTransportation,Importance  of Tourist Transport Services, Essentials of Transport, Growth &DevelopmentofMeansofTransport,TypesofTransport,Distributionof Sales of Tourist Transport Services, Road Transport Network inIndia. | 12 |
| **II** | Road Transport: Road Transport Network in North America, SouthAmerica,Europe,SouthAfrica,AsiaandtheMiddle-East,AustriaandNew Zealand, Major Railway Transport Network in the World, Coach&Car RentalServices, Types of Coaches, Types of Car Rental  Services. | 12 |
| **III** | Air Transport: Types of Airlines, Aircraft, Types of Airport & ItsFacilities and Services, In-flight Services, Prohibition of DangerousGoods, Safety Measures for Aircraft and Airport, ICAO and ItsFreedom of Air, Director General of Civil Aviation (DGCA) & itsRolesandFunctionsandAirportsAuthorityofIndia (AAI) &ItsRoles  andFunctions. | 12 |
| **IV** | **Basic Airfares & Ticketing:** Types of Journey, MPM, TPM, ExtraMileage Allowance, One-way, Return Trip and Circle Tri Journey,Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare,Excursion Fare , Components in International Air Tickets, AirlineBusiness in the World, Major International Air Carrier and MajorLow-cost Airlines, Domestic Air Transport Business, Distribution ofSales of Airlines Tickets, Baggage and Travel Documents, Air CharterServices,Miscellaneous ChargesOrder (MCO) -Multiple Purpose  Document(MPD)-BillingandSettlementPlan. | 12 |
| **V** | Water Transport Services: Water Transport Network, Cruise LineBusiness, Distribution of Sales in Cruise Line Business, Inland WaterTransport System inIndia - CaseStudyofAMTRAK, KPN Transport  Services, IndigoAirlines, StarCruiseLine. | 12 |

**References:**

1. RatandeepSingh(2008),HandbookofGlobalAviationIndustry and Hospitality services, Kanishka Publishers, NewDelhi.
2. PageStephen(2005),TransportandTourism:GlobalPerspectives,Pearson PrenticeHall, NewDelhi.
3. IATATrainingManual.
4. AirCargoTariffManual.
5. IATA LiveAnimalsRegulationManual.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 2 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC34 | GlobalTourism  Destinations | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Providean overviewofglobal tourismtrendsalongwithmajor  placesoftouristimportanceindifferentcontinents. | Remember |
| **CO 2** | Analyze the geographical aspects and trends that influence global tourism patterns and destinations | Analyze |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Global Tourism - Past, Present and Future Trends: Global TourismTrends, Tourist Arrivals, Receipts & GDP of First Ten LeadingCountry,India’sPositionin GlobalTourism,FactorsContributingtoGrowth of Global Tourism, Diversification of Emerging TourismProducts, NewCompetitive Global EmergingTourismDestinations,  ChangingDimensions of Tourism Products. | 12 |
| **II** | TourismplacesofAsia:MajorTourismPlacesofInterestin Nepal,Sri  Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong,China,Japan, Cambodia, Philippines, Indonesia and Russia | 12 |
| **III** | TourismplacesofEurope:MajorTourismPlacesofInterestinUK,  France, Germany, Spain, Portugal, Belgium, Austria, Switzerland,Greece,andItaly. | 12 |
| **IV** | TourismplacesinNorthand SouthAmerica:MajorTourismPlaces of  InterestinUSA,Canada,Mexico,Cuba,Brazil,Argentina,Peru,andChile. | 12 |
| **V** | TourismplacesofAfrica andAustralasia:Egypt,SouthAfrica,  Zimbabwe,Kenya,Mauritius,Seychelles,MadagascarandAustralia,NewZealand. | 12 |

**References:**

1. ReisingerY,(2009),InternationalTourism–CulturesandBehaviour,Butterworth-Heinemann, Oxford, UK.
2. William F. Theobald, W.F. (2013) Global Tourism, ElsevierScience,London.
3. Cochrane,J.(2008)AsianTourismGrowthandChange,Elsevier,London.
4. UNWorldTourismOrganization(2002).PerformanceIndicators for Tourism Destinations in Asia and the PacificRegion,Business &Economics.
5. Vellas François (1995). International Tourism: An EconomicPerspectives.St. Martin's Press.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -III** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMSD03 | Skill Development 3 | 0 | 0 | 2 | 0 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To impart practical training in the field of event Management/Fairs/Festivals | Skill |

**Students are expected visit famous events/ fairs/ festivals occurring under the guidance of their respective mentor. They must observe the culture, community members and the tourists visiting those places. Accordingly, they need to prepare a report on the learning and submit it to department. The department committee shall evaluate the report and students’ skill assessment shall be done to provide them with the certificate.**

1. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THM2041 | On-the-job training | 0 | 0 | 6 | 6 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To impart practical training in the field of tourism and hospitality sector. | Skill |

**Students are expected to join various travel companies or at various positions in hospitality sector learning required skills after completion of end semester exam. Students have to join offer letter from the company/ organization where they are getting placed and get approval from the faculty placement coordinator. Students have to submit a report of work done and attendance signed by the supervisor in the host organization. The department faculties with an external examiner shall conduct viva and evaluate the report submitted to award the marks out of 100.**

1. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC05 | HotelFacilitiesPlanning | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tointroducestudents tothemaincomponents ofdesignand  managementfacilitiesfor hospitality | Remember |
| **CO 2** | Tohelp thestudentsdiscoverthefollowing: hospitalitydesignInstallations, maintenance requirements, primarystructures,  accommodationandfood service architectureand renovation | Understand |
| **CO 3** | Togivethe studentstheknowledge theyneedtobecomeexpertsin  theirfields | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | HotelDesign-DesignConsideration-AttractiveAppearance-  Efficient Plan- Good location-Suitable material-goodworkmanship-Sound financing-Competent Management- FacilitiesPlanning-Planningconsideration | 12 |
| **II** | Star Classification of Hotel - Criteria for star classification ofhotel(Five,four, three, two, one&heritage)-KitchenEquipment  requirementforcommercialkitchen-DevelopingSpecificationforvariousKitchenequipments- Planningof varioussupportservices | 12 |
| **III** | KitchenLayout&Design**-**Principlesofkitchenlayoutanddesign-  Areasofthevariouskitchenswithrecommendeddimension-Factorsthat affect kitchen design-Placement of equipment-Flow of work-Space allocation- Kitchen equipment, manufacturers and selection-Layoutof commercial kitchen-Budgeting for kitchenequipment | 12 |
| **IV** | Stores–LayoutandDesign**-**Storeslayoutandplanning(dry,coldand  bar)-Variousequipmentofthestores-Workflow instores | 12 |
| **V** | Energy Conservation & Planning for Physically Challenged **-**Necessity for energy conservation- Methods of conserving energy indifferent area of operation of a hotel- Developing and implementingenergyconservation programfor ahotel--Calculation ofcar park area  fordifferent typesof hotels--Planningfor PhysicallyChallenged | 12 |

**References:**

1. Hotel FacilityPlanning:Hotel FacilityPlanningPaperback– 1February2010 byTarunBansal.
2. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 2 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | | | | |
| **CourseCode** | **CourseName** | **L** | | | **T** | **P** | **Credits** | |
| THMEC06 | ResortManagement | | 3 | 1 | | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toidentifyimportant waysinwhich resorts and resort  managementdifferfrom classichotelsandhotel management | Remember |
| **CO 2** | To describe the origins and development oftheresort form | Understand |
| **CO 3** | Tosummarizeeconomic,social,andenvironmentalconsiderations  inthe resort planninganddevelopment process | Apply |
| **CO 4** | Toidentifythe participantsin the resortplanning and development  process and how their efforts areorganized and coordinated | Analyze |
| **CO 5** | To detail the many factors involved in developing and operatinggolf,tennis,ski, andboating, swimming,andhealth club/spa  facilitiesata resort | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Resort:Concept, Evaluation.Scope,Trendsand development. Rolesof  ResortsinTourismand Hospitality,NatureofDemandofResort. | 12 |
| **II** | DifferentTypesofResorts- Product,Functionalspecifications.  Strategyandorganizationalstructures. | 12 |
| **III** | Resort Planning: Location, Feasibility analysis, Architecture, Macro &Microbusiness environment. The fivephases of Resort planning and  development. | 12 |
| **IV** | EconomicanalysisofResortoperationandForecasting. | 12 |
| **V** | ImpactanalysisofResorts:SocialImpact,theeconomicimpact,  physical andenvironmental. | 12 |

**References:**

1. Stipnauk,DavidM.andRoffman,Harold, Facilities Management.
2. Lawson:HotelsandResorts: Planning, Design and Refurbishment
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 2 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 2 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC07 | Cruise line Hospitality  Operations andManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toexplainvariousconcepts incruisemanagement | Remember |
| **CO 2** | Appraise,analyseandevaluate issues relatingtocruiseservices  andmanagement. | Analyze |
| **CO 3** | To possess and be able to apply the skills, knowledge and abilitiesrelevantto managerial conceptsin of cruise line services  management | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | The Elementsof Cruising– HistoryofCruising-ImageofCruising–  TheCruiseMarket–CruiseBrands–CruiseOperators– MaritimeIssuesandLegislation. | 12 |
| **II** | PlanningtheItinerary:Cruise Destination–PortofCall–Analysis and  Motivation–TouristMotivation– Logistics,PositioningandPlanning. | 12 |
| **III** | Roleand Responsibilitieson a CruiseShip – Management ofHotel  Services– Recruitment Practices–ManagingCustomerService. | 12 |
| **IV** | ManagingFoodandBeverage Operations–Supplies andServices–  Food Production andServiceDeliverySystems. | 12 |
| **V** | Galleydesignand layout– Health,SafetyandSecurity–SafetyatSea  –Assessingrisks– Providingservicetocustomer withspecialneeds. | 12 |

References:

1. Cruise Operations Management – Philip Gibson - Elsevier
2. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC15 | ExportImport  Documentation | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Learnthe current business phenomenon and to evaluate the global  business environment in terms of economic, social and legalaspects | Remember |
| **CO 2** | Understandtheconceptsinexportimportdocumentation in  internationalbusiness with respectto foreign trade | Understand |
| **CO 3** | Integrate concept in international business concepts with  functioningof globaltrade. | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Preliminariesforexports – Registration – Categoriesof Export | 12 |
| **II** | Shippingdocumentsandtermsusedinshipping–Export procedures–  BenefitsofExports | 12 |
| **III** | ShipmentandTransport–Roleofoverseas agent | 12 |
| **IV** | Exportpromotionschemes–Dutydrawback–Advancelicense–  Remissionscheme | 12 |
| **V** | Export promotion Capitalgoods scheme– Export of principal  commoditiesinIndia – Typesof Export Houses | 12 |

**References:**

1. NewExport importPolicy, Nabhi Publications
2. Kapoor,D.C.,ExportManagement
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC16 | Logisticsand Supply  ChainManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | FormulateandimplementWarehouseBestPracticesand Strategies | Apply |
| **CO 2** | IdentifyandAnalyze BusinessModels, BusinessStrategies and,  correspondingCompetitiveAdvantage | Analyze |
| **CO 3** | PlanWarehouseandLogisticsoperations foroptimumutilization  ofresources | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Concepts of Logistics – Evolution – Nature and Importance –Components of Logistics Management – Competitive Advantages ofLogistics–Functionsof Logisticsmanagement– principles–Logistics  Network– Integrated Logisticssystem. | 12 |
| **II** | Elements of Logistics and Inventory carrying – Ware housing –Material handling – Order processing – Transportation – DemandForecasting– ImpactofForecastson LogisticsandPerformance  measurements. | 12 |
| **III** | Introduction to Supply Chain- Historical perspective UnderstandingSupply Chain: key issues in supply chain management Objectives,importance,Decisionphases-ExamplesofsupplychainsSupplychain  strategies, the supply chain becomes value chain Supply chain as acompetitiveweapon. | 12 |
| **IV** | Supply chain synergies Collaborate with supply chain partners SupplyChain Drivers and Design Drivers of supply chain performance:Framework for structuring Facilities, including warehouse, Inventory,Transportation,Information, Sourcing,and Pricing– Yield  management/Revenuemanagement | 12 |
| **V** | SalesandOperations Planning-DemandmanagementDemandforecasting, Aggregate Planning and Managing Supply, Demand andInventory Aggregate Planning in a Supply Chain: role, aggregateplanning problems, strategies, role of IT, Implementation Respondingto predictable variability in supply chain – Types of supply chains-creatingresponsive supplychainsleanandagile supplychain their  characteristics | 12 |

**References:**

1. Coyle, J., Langley, J., Gibson, B. and Novack, R., A LogisticApproach to Supply Chain Management, Cengage Learning,2009.
2. Handfield,R.andMonczka,R.,SourcingandSupplyChainManagement,5 th Edition, CengageLearning, 2012.
3. Hugos,M.,EssentialsofSupplyChainManagement,3rdEdition,John WileyandSons, 2011.
4. Liu,J.,SupplyChainManagementandTransportLogistics,Routledge,2011.
5. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 2 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC17 | Ground ServiceOperationsandManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tounderstandaboutthegroundservicemanagementintheairports | Remember |
| **CO 2** | TounderstandandadheretothevariousRegulationsinvolved  AviationIndustry. | Understand |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | AviationOrganizations– AviationTerminology–TypesofAirlines  andAircrafts–AirportTerms | 12 |
| **II** | Check-inprocedures–TravelDocuments–CustomsandCurrencies–  Landslidefacilities | 12 |
| **III** | SecurityChecks – ArrivalFacilities – Baggagehandlingprocedures | 12 |
| **IV** | CargoAbbreviations–CargoHandling-SpecialCargo–Dangerous  Goods | 12 |
| **V** | In-flightproceduresandemergencies–Dutiesbeforeandafterlanding  –Passengerwithspecial needs– Foodand Beverageservices | 12 |

**References:**

1. AviationSafetyProgramsAManagementHandBook-RichardH.Wood – JeppesenSandersonInc.
2. StrategicManagement–GregoryG.DessandAlexMiller–McGrawHill
3. Strategic Management: An Integrative Perspective-A.C.HaxandNS-Majifu, Prentice Hall.
4. Marketing Management –Philip Kotler – PearsonEducation/PHI
5. Marketing Management – RAJAN SAXENA –TataMcGrawHillInternationalMarketing–PhilipR.Cateora-IrwinMcGrawHill, 9thEdition.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC25 | CustomerRelationship  Management | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tounderstand theneed and importanceofmaintaininga good  customerrelationship | Understand |
| **CO 2** | Tousestrategiccustomeracquisitionandretentiontechniquesin  CRM. | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | INTRODUCTION - Definitions - Concepts and Context of relationshipManagement – Evolution - Transactional Vs Relationship Approach –CRMasastrategicmarketingtool– CRMsignificanceto the  stakeholders. | 12 |
| **II** | UNDERSTANDINGCUSTOMERS - Customerinformation Database  – Customer Profile Analysis - Customer perception, Expectationsanalysis – Customer behavior in relationship perspectives; individualand group customer’s - Customer life time value – Selection ofProfitablecustomersegments. | 12 |
| **III** | CRMSTRUCTURE-Elementsof CRM–CRMProcess– Strategies  for Customer acquisition – Retention and Prevention of defection –Models of CRM – CRMroad map for business applications. | 12 |
| **IV** | CRMPLANNINGANDIMPLEMENTATION -StrategicCRM  planning process – Implementation issues – CRM Tools- AnalyticalCRM – Operational CRM – Call center management – Role of CRMManagers. | 12 |
| **V** | TRENDSINCRM-e-CRMSolutions–DataWarehousing–Data  miningforCRM–anintroductiontoCRM softwarepackages. | 12 |

**References:**

1. H.PeeruMohamedandA.Sahadevan,CustomerRelationManagement, Vikas Publishing2010.
2. JimCatheart,TheEightCompetenciesofRelationshipSelling,MacmillanIndia, 2005.
3. Assel,ConsumerBehavior, CengageLearning, 6thEdition.
4. Kumar,CustomerRelationshipManagement-ADatabaseApproach,WileyIndia, 2012.
5. FrancisButtle,CustomerRelationshipManagement:Concepts&Tools, Elsevier, 2008.Zikmund.Customer Relationship Management, Wiley2012.
6. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC26 | RetailManagement | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To understand the overviewof Global Retailing | Remember |
| **CO 2** | To understand the Retailformats, and Retailingdecisions,  managing retail businesseffectively | Understand |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | An overview of Global Retailing – Challenges and opportunities –RetailtrendsinIndia–Socioeconomicand technologicalInfluencesonretailmanagement–Governmentof Indiapolicyimplications onretails. | 12 |
| **II** | Organized and unorganized formats – Different organized retailformats–Characteristicsofeach format–Emergingtrendsin retail  formats–MNC'sroleinorganizedretailformats | 12 |
| **III** | Choice of retail locations - internal and external atmospherics –Positioning of retail shops – Building retail store Image - Retail servicequalitymanagement – RetailSupplyChain Management – RetailPricingDecisions | 12 |
| **IV** | Visual Merchandise Management – Space Management – RetailInventoryManagement –Retail accounting and audits - Retail storebrands– Retailadvertisingand promotions– RetailManagementInformationSystems-Online retail–Emergingtrends | 12 |
| **V** | Understandingof Retailshopperbehavior– ShopperProfileAnalysis –ShoppingDecision Process -Factors influencingretail shopper  behavior–ComplaintsManagement-Retail salesforceManagement–Challengesin RetailinginIndia- Case studies | 12 |

**References:**

1. PatrickM.DunneandRobertFLusch,Retailing,ThomsonLearning,4th Edition 2008.
2. ChetanBajaj,RajnishTowandNidhiV.Srivatsava,RetailManagement, OxfordUniversityPress, 2007.
3. SwapnaPuadham,RetailManagement-TextandCases,TataMcGraw Hill, 2nd Edition, 2008.
4. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008.
5. Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.
6. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
7. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 2 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC27 | Trainingand  Development | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To know the role and function of training and development inorganization,learningtheories, andprinciples andtheir  implicationsfortheeffectiveness oftrainingprograms | Remember |
| **CO 2** | To develop the skills, abilities, and practical elements of employeedevelopment and performance improvement in organization andapplicationof variousand appropriatemethodsandtechniquesfor  identifyingtrainingneeds | Skill |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | INTRODUCTION - Training, Development and Performanceconsulting– Design ofHRD systems – Developmentof HRD  strategies–LearningandLearningorganizations–TrainingPolicies–organizationalclimate fortraining anddevelopment– asystem model | 12 |
| **II** | TRAINING NEEDS ANALYSIS - Objectives of training needsanalysis - Identification of training needs and the process, tools andtechniques– organizational analysis,task analysis and individual  analysis–consolidation. | 12 |
| **III** | DESIGN OF TRAINING PROGRAMS - Linking training needs andobjectives of various theories of learning and methods of training –Learningcycles– factorsforfixingduration –selectionof participants  – choice of trainers – course contents – in-house arrangements andoutsourcing– E learning – trainingfor trainers | 12 |
| **IV** | DELIVERINGTHETRAININGPROGRAMS-Conductingthe  programs – ice breaking and games – relevance of culture ofparticipants –layoutfacilitatinginteractions–audiovisualaids. | 12 |
| **V** | EVALUATIONOFTRAININGPROGRAMS-Objectivesof  evaluation – micro and macro levels – methods of evaluation –reaction, learning, behavior and results – Cost benefit analysis – Roleof trainer and line manager in evaluations – Design of Evaluation –Kirkpatric’smode | 12 |

**References:**

1. Humanperformanceconsulting,James.S.Pepitone,GuelypublishingCompany, Houston, 2006.
2. Howtowriteandpreparetrainingmaterials,StimsonN,Koganpage,2ndedition, 2002.JournalsofIndianSocietyforTrainingandDevelopment,NewDelhi,2010.
3. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER – IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC35 | Special InterestTourism | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tofamiliarizewithspecialinterest tourismconcept | Remember |
| **CO 2** | Toacquaint withecotourism, sports tourism,adventuretourism | Understand |
| **CO 3** | Togiveinsights intofunctioningofSIT | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Special Interest Tourism: Characteristics, socio-economic impact-Types of SIT - Strategic approaches- Management tools andTechniques-MarketingofSpecial Interest attractions Sustainabilityand  SpecialInterestTourism | 12 |
| **II** | Health & Wellness - Determinants of Health and Wellness- FactorsResponsible for Growth of Health and Medical Tourism, GlobalMedical Tourism Scenario-Stakeholders, Certification andAccreditation- Tourism and wellness –Dimensions of wellness- typesofSpas-Ethical,Legal,EconomicandEnvironmentalIssuesinHealthandMedicalTourism –Case studies aboutselected medicaland  wellnesstourism destinations | 12 |
| **III** | Adventure Tourism: Adventure in Water , Adventure on Land , andAir-Considerations in adventure tourism development - Basicminimum standards for adventure tourism related activities -Profile ofAdventuretourists-Preferencesand perceptions - Adventuretour  packages-modeofoperation-Impactsofadventuretourism-Selectedcasestudies on adventure destinations | 12 |
| **IV** | Rural Tourism: Rural areas as a tourism product- Rural Life, Art,CultureandHeritageDevelopmentandConservationofRuralTourismResources: Festivals, Agricultural Exhibitions, Thematic Routes,SpecialMarkets, EthnicRestaurants-Needed indicatorsand  monitoring - Holistic benefits to the society - Challenges of RuralTourism-Selected casestudieson popularruraldestinations | 12 |
| **V** | Emerging Special Interest Areas – Ethnic tourism, Agro tourism, SlowTourism, Food Tourism, Shopping tourism, sports tourism, FilmTourism, Music Tourism, Literary Tourism, Accessible Tourism,Volunteerism-ImpactofSITs:social, economic,environmental–  Futuretrends | 12 |

**References:**

1. Agarwal,S.,Busby,G.,&Huang,R.(2018).SpecialInterestTourism:Concepts,ContextsandCases.London:CABI
2. Douglas,N.,Douglas,N.,&Derrett,R.(2002). SpecialInterestTourism.Brisbane:Wiley.
3. Inskeep,E.(1991).TourismPlanning:AnIntegratedandSustainable Development Approach, New York: Van NostrandReinhold
4. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 2 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC36 | E-Tourism | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Tofamiliarizewithdigitaltourismbusinessconcept | Remember |
| **CO 2** | ToacquaintwithE-commerce | Understand |
| **CO 3** | TogiveinsightsintoE-businessanditsstrategies | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | DigitalTourismEnterprise:ElectronicMarket-PhysicalEconomyvs.Digital Economy - Drivers of Digital Tourism Business - DigitalTourismBusiness Models – Opportunities &challengesofDigital  Business | 12 |
| **II** | Digital Tourist: Online Consumer Behavior – Consumer decisionjourney and Marketing funnel – Value of online communities, user-generatedcontent(UGC) –Onlinereviewsandreputationmanagement  – Unique features of online market research – Sentiment analysis fordecision-making | 12 |
| **III** | Digital Marketing: Characteristics - Process for Products & Services –Online Segmentation-Targeting-Positioning – Inbound Vs OutboundMarketing– Search engine marketing:searchengine optimization and  searchengineadvertising | 12 |
| **IV** | Social Media Marketing: Social Media Campaign Process - SocialMedia Marketing – Development of Social Media Content andCommunities-DeliverSocialMediaPromotions-MeasureSocial  MediaPerformance-ManageSocialMedia Activities. | 12 |
| **V** | Digital Marketing Analytics: Organizational Maturity- Maturity  Model - DigitalAnalytics, MaturityModel- Management,Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools,  Technology and Data Integration | 12 |

**References:**

1. Bones, C., & Hammersley, J. (2015). Leading Digital Strategy:DrivingBusinessGrowththroughEffectiveE-commerce.KoganPage Limited
2. Buhalis,D.(2003).Etourism:InformationTechnologyforStrategicTourismManagement.London:Pearson(FinancialTimes/PrenticeHall)
3. Chaffey,D.(2013).E-BusinessandE-CommerceManagement: Strategy, Implementation and Practice. England:PrenticeHall
4. HBR.(2014).LeadingDigital:TurningTechnologyintoBusiness Transformation. London: Harvard Business ReviewPress. Morabito,V.(2016).TrendsandChallengesinDigitalBusinessInnovation.London:Springer Publications
5. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 2 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMEC37 | Event Planningand  Management | 3 | 1 | - | 4 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | Toenrich the levelofknowledge about management ofdifferent  typesofevents | Remember |
| **CO 2** | Tohelpthestudentsunderstanddifferentaspectsandfunctionsof  events | Understand |
| **CO 3** | Toprovidesufficientopportunities touse knowledgeand skillin  eventbusiness. | Apply |

1. **Syllabus**

|  |  |  |
| --- | --- | --- |
| **Units** | **Content** | **Hrs.** |
| **I** | Event Business: Types of Events - Size of Events - Five C’s of EventManagement - Trends of Event Business - Scope of Event Business -Roles and Functions of Event Manager -Attributes of Technical Staff -Preparation ofOperation Manual -DevelopingRecordKeeping  Systems. | 12 |
| **II** | Selection of Event Site: Layouts and Designs - Site Map or Plan –Audiovisual-LightingandSound-SpecialEffectsandVideo -EventTechnology,Event Laws & Regulations: Permissions Required forHolding An Event: Police Permissions - Traffic Police, Ambulance,Fire Brigade and Municipal Corporation- Indian Performing RightsSociety (IPRS) - Performing License - Entertainment Tax -PermissionsforOpenGroundEvents -LicenseforServingLiquor -  WasteManagement&GreenCertification | 12 |
| **III** | PlanningandSchedulingEvents:ManagingEvents-CorporateEvents- Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsides -Ethical  Behavioral Practices in MICE industry. | 12 |
| **IV** | Bidding for Events:Events Theme- Color, Decor, Focal Points,Fabrics,Furnishing,Lighting,Audiovisual-Event Logistics:Security,  Transport, Parking, Accommodation, Special Needs and DisabledRequirements | 12 |
| **V** | LogisticPolicy– Procedures -Performance Standards - Event  Networks and Supply Chain - Handling Vendors and ServiceContractors-NegotiatingWithVendorsandServiceContractors. | 12 |

**References:**

1. EditorialDataGroupUSA(2018).Exhibition&ConferenceOrganisers United States: Market Sales in the United States KindleEdition.
2. George G. Fenich (2014). Production and Logistics in Meeting,Expositions,Events and Conventions.
3. Natalie Johnson(2014). Event Planning Tips: The Straight ScooponHowtoRunaSuccessfulEvent(EventPlanning,EventPlanningBook, EventPlanning Business) KindleEdition.
4. SauravMittal(2017).EventManagement:UltimateGuidetoSuccessful Meetings, Corporate Events, Conferences, Management& Marketing for Successful Events: Becomean event planningpro&createasuccessfuleventseries.KindleEdition.
5. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SEMESTER -IV** | | | | | |
| **CourseCode** | **CourseName** | **L** | **T** | **P** | **Credits** |
| THMSD04 | Skill Development 4 | 0 | 0 | 2 | 0 |

1. **CourseOutcome(CO)**

*Onthe successfulcompletion of the course,the student willbe able to*

|  |  |  |
| --- | --- | --- |
|  | **CourseOutcome** | **Level** |
| **CO 1** | To impart practical training in the field of nature-based tourism/ sustainable tourism | Skill |

**Students are expected visit famous nature-based sites, eco-tourism sites, wildlife sanctuary etc under the guidance of their respective mentor. They must observe the tourism products, community members and the tourists visiting those places. Accordingly, they need to prepare a report on the learning and submit it to department. The department committee shall evaluate the report and students’ skill assessment shall be done to provide them with the certificate.**

1. **Mappingof ProgramOutcomeswithCourseOutcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |