MAHATMA GANDHI UNIVERSITY

School of Tourism Studies

MASTER OF TOURISM AND TRAVEL MANAGEMENT

(MTTM) FULL TIME

(With Effect from 2020 Admissions)

Revised Scheme, Syllabus and Regulations 2020

Programme Details

1. The **MASTER OF TOURISM AND TRAVEL MANAGEMENT** course will be offered with specialization in Aviation Management, Tour Operations and Health Tourism.

2**.** The **TWO**-year Masters programme shall be covered in **4 semesters** and a student will be required to earn **80 credits** to complete the course.

3. The Full time Two-year MTTM programme will have four semesters each having 18 workweeks.

4. There shall be   02 **categories** of courses offered to the students as following:

      A- Core Courses   **-21**

      B- Electives (Specialization)   **- 3**

      (3 Specializations are offered with 3 courses in each area)

     Electives Offered

  (a)   **Aviation Management**

  (b)   **Tour Operation management**

  (c)   **Health Tourism**

Credit Distribution	Total credits
Core Courses	64
Electives	16
Total	**80**

5. All the courses of A-category i.e. Core Courses shall be compulsory and these 21 courses will be spread in all four semesters.

6. The 09 of the Major Specialization courses shall be offered in the 4th semester.

7. The first and second semesters will have 7 & 8 courses respectively with 90 days each. All these courses consist of both core and elective courses including Industry Immersion, by which all students should be attached to the Industry during the 1st, 2nd and 3rd semester. The School will offer the study of foreign languages, either French or German during 2nd and 3rd semesters.

8. In the second semester, Students of Master of Tourism and Travel Management have to undertake an optional tour packing programme under the course Tourism business management, which is designed to develop tour operation skills. The course is specifically designed the students to conduct a market research, develop a tour package, calculation of costs and mark up the tour, marketing, promotion and sales. Students have to the option to plan for organizing a trip.

The Department will also organize some destination visits to nearby areas to give practical exposure to students. Its compulsory for all the students to join all the trips organized by the department for learning purposes. A report on the specified format given by the school need to be submitted as per the requirement of education trips conducted by the school.

09. In the third semester, students have to take eight courses with a total credit of 22.

10. In the Fourth Semester, there are 3 elective courses and two core courses with a total credit of 15 which includes a tourism project and submission of dissertation, which will be evaluated through the dissertation content and oral defense. It's also compulsory that all students have to present their dissertation progress through a Graduate Research Colloquium, which will be organized by the school. Students will have a Dissertation progress presentation scheduled in the 3rd Semester.

11. **Industry Immersion Course-** All the students must be attached with an industry from the semester 1 onwards. They will full fill a minimum of 100 hours assignment taken from the industry, which can be working in a company, assignment given by a company, approved webinars/ workshops/ talks offered from a company/ association/

organization, completion of academic portfolio, completion of CV and sufficient level of industry interactions**.** At the end of the semester students need to submit a comprehensive report of industry immersion and to attend the VIVA VOCE examination. An attendance certificate should be obtained from the organization as a proof of the successful completion of the training and the same should be incorporated in their industry immersion report. For the preparation of the report, the Head of the Department will entrust one Faculty Member to supervise the student.

12. **Industry Linkage:** Frequent interaction with the professionals in the industry is required for the success of the academic programme. A panel of resource persons with tourism professionals will be formed with representatives from the following sectors.

1. Airline
2. Travel Agency
3. Tour Operating companies
4. Event Management companies
5. Hotels and resorts
6. Health Tourism Practitioners and professionals
7. Transport companies
8. Cruise Liners
9. Recreation parks
10. Cruise liners
11. Resorts

The panel will be nominated by the Vice Chancellor on the recommendation of the Head of the School. Frequent interaction with the students and the panel members will ensure updating of skills and acceptance of latest industry practices.

13. **Evaluation:** Evaluation of the courses shall be done by the faculty themselves on the basis of continuous internal assessment and end semester examinations. The Group Project in fourth semester will be evaluated group wise and viva voce to be conducted individually. 50% of the assessment is based on the report while the rest 50% is on the basis of individual viva voce. The Industry Immersion Report (IIR) Report shall be

evaluated by two examiners, one of them the faculty who supervised the project and the other an External Examiner to be decided by the School's Faculty Council from the panel approved by the Vice Chancellor.

14. **Continuous Assessment:** The internal assessment will account for 40% of the evaluation. The assessment marks shall be distributed as follows.

a. Theory

	Component	% of Internal Marks
1	Test papers	50%
2	Assignment/ Book Review/ Debates	25%
3	Seminar/ presentation of case study	25%

a. Practical

	Component	% of Internal Marks
1	Skills	25%
2	Records	25%
3	Test paper/ Practical	40%
4	Viva/ Presentation	10%

15. **End Semester Examination:** The end semester examination will account for the remaining 60% of the evaluation, which will be done internally by the School itself. Question paper setting and evaluation of answer scripts of second and fourth semesters will be done by external examiners selected from a panel approved by the Vice

Chancellor. The regulations of credit and semester system of Mahatma Gandhi University will apply to the School of Tourism Studies (STS).

16. **Qualification of Teaching Staff:** Candidates holding Master of Tourism Management (MTM), Master of Tourism Administration (MTA), Master of Tourism and Travel Management (MTTM), Master of Management in Hospitality (MMH), MBA (Tourism and Travel Management), MBA (Tourism & Hospitality) along with other conditions prescribed by the UGC are eligible to the posts of teaching staff in the School of Tourism Studies. Priority shall be given to PhD holders with sufficient academic and research credentials specified by the school based on the requirements of the prorgamme and specializations. M.A (French) and M.A (German) along with other conditions prescribed by the UGC are required for teaching French and German respectively.

17. **Eligibility for Admission:** A student holding Bachelor's Degree (including professional degrees) in 10+2+3 pattern with not less than 50% marks in any discipline of this University or any other University recognized by Mahatma Gandhi University.

18. **Mode of Selection:** Admission to MTTM programme is on the basis of a national level entrance Test. Entrance Test will carry objective type questions for 80 marks, i.e., English Language (30 marks), General Knowledge and Current affairs (30 marks), and Travel Geography (20 marks) and a descriptive general short essay question carrying 20 marks.

19. **Admission Criteria**: Admission will be on the basis of a Rank List Prepared as per the score obtained in the common admission test.

20. **Test Syllabus**: The MCQ exam will carry objective type questions for 80 marks, i.e., English Language (30 marks), General Knowledge and Current affairs (30 marks), and Travel Geography (20 marks).

21. **Test Paper**: Valued answer scripts shall be made available to the students for perusal within 10 working days from the date of the tests.

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22. Assignments: Each student shall be required to do 2 assignments/book reviews for each course. Assignments/book review after valuation must be returned to the students. The teacher shall define the expected quality of the above in terms of structure, content, presentation and the like, and inform the same to the students. Punctuality in submission of assignments/records is to be given a weightage in the internal evaluation.

23. Seminar: Every student shall deliver one seminar as an internal component of every course and must be evaluated by the respective course teacher in terms of structure, content, presentation and interaction. The soft and hard copies of the seminar report are to be submitted to the teacher in charge.

Results of Continuous Assessment: The results of the CA counter-signed by Head of the school shall be displayed on the notice board 5 days before the end semester examinations. The marks awarded for various components of the CA shall not be rounded off, if it has a decimal part. The total marks of the CA shall be rounded off to the nearest whole number. Relevant records of continuous assessment (CA) must be kept in the department and that must be made available for verification.

24. Project Work: There shall be a project/dissertation to be undertaken by all students. The dissertation entails field work, lab work, report writing, presentation and viva voce. The class hours allotted for project work may be clustered into a single slot so that students can do their work at a centre /location for a continuous period of time. However, appropriate changes can be made by the faculty council in this regard. Project/dissertation shall be carried out under the supervision of a teacher in the School other research institutes or industrial establishment or university departments if they permit the students to do so, after getting permission from the Department Head. In such cases, one of the teachers from the schools would be the co supervisor/internal guide and an expert from the industry/ research organization concerned shall act as supervisor/ external guide.

25. External Evaluation of theory answer scripts: The evaluation shall be done after the examination at the earliest, preferably in a centralized valuation. As far as possible bar coded answer books shall be used to ensure confidentiality. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation. End semester evaluation of theory answer scripts shall be conducted and evaluated by one internal examiner for odd semesters. For even semesters, one external and one internal examiner shall do the process of

evaluation. That is, there shall be double valuation system of answer books in the 2nd and 4th Semester evaluations. The final marks awarded will be the average of two. If there is a variation of more than 10 % of the maximum marks, the answer books shall be valued by a third external examiner appointed by the Head of the Department. The final marks to be awarded shall be the average of mark obtained in third valuation and the highest of marks awarded by the other two examiners.

26. Process of evaluation of project work: The evaluation of the project will be done at two stages: i. Continuous Assessment: Supervising teacher/s will assess the project and award Marks. ii. Final evaluation: Final evaluation will be done by external examiner, based on the work done by the student and a viva voce. There is no provision for improving the continuous assessment/ final evaluation of the project.

27. Grading System: The grading system followed is that of relative grading on a ten-point scale. The grading system followed is on a ten-point scale. The following table indicates the performance range and the relative value of the grades (grade points) on the scale.

Letter Grade	Performance	Grade point
O	Outstanding	10
A Plus	Excellent	9
A Only	Very good	8
B Plus	Good	7
B Only	Above Average	6
C Average	Average	5
P	Pass	4
F	Fail	0
Ab	Absent	0

The minimum CGPA for a specific programme and the minimum credit point requirement for MTTM programme is 5.

28. **Reappearance and improvement Examinations:** A student who failed for a course in a semester can register for Reappearance in the forthcoming examination, subject to the conditions set forth in this regulations. Improvement of marks/grades in the forthcoming examination can be done, subject to the conditions set forth in this regulations.

29. **Registration for Improvement**: A candidate has to apply for registration for Improvement by paying the requisite fee. Candidates are not permitted to Register for improvement of grades for Individual course. Candidates in the 1st and 2 nd semesters, who have secured SGPA letter grade 'P' or above in the end-semester examination can improve their grade by reappearing for all the semester courses along with the next immediate batch.

In such cases a candidate will be awarded a new grade only if there is an improvement in grade in the new examination; otherwise, the candidate is eligible to retain the grade already awarded.

Candidates in the 3rd semester, who have secured the SGPA letter grade 'P' or above in the end semester examination, can improve their grade by reappearing for all the semester courses, along with the 3rd semester supplementary examination being conducted for failed candidates immediately after the completion of end semester examination of Fourth semester. This provision is applicable only for third semester. Improvement of 4th semester can be done along with the immediate lower batch. If the improvement is meant to obtain minimum CGPA requirement, a candidate has the option to decide which semester (3rd or 4th) is to be improved; however, the grade given to the candidate shall be that obtained for the entire semester improvement examination.

1 st and 2nd semester SGPA cannot be improved after the completion of the 4th semester. Only 3rd and 4 th semester SGPA can be improved after the completion of a programme. The marks/grades awarded for Continuous assessment and that for the Project/dissertation cannot be improved. SGPA secured in the 4th semester can be improved only for the purpose of fulfilling the minimum CGPA requirement.

30. **Reappearance:** Candidates in the 1st and 2 nd semesters who have secured a letter grade of 'F' or 'Ab' in any of the courses can avail two immediate consecutive chances to reappear for examination, coursewise, provided the candidate has applied for the same and paid the required fee. 19 Candidate in the 3 rd semester who has secured letter grade of 'F' or 'Ab' in any

of the courses can reappear for exams course-wise in the 3 rd semester supplementary examination, which will be conducted immediately after the completion of End semester examination of Fourth semester, provided the candidate has applied for the same and paid the required fee (fee for supplementary examination of any course shall be full semester examination fee irrespective of number of courses involved).

Candidates who secured the grade of only 'F' or 'Ab' in a course in the 4th semester examination can reappear course wise, along with the immediate lower batch. Candidates who secured the grade of only 'F' or 'Ab' in a course in the 3rd /4th semester examinations will be given two additional chances for course-wise reappearance even after the completion of the programme; but it has to be done within a period of two years after the completion. In such cases a candidate has to apply for the same as a supplementary exam and pay the required fee (Fee for supplementary examination of any course shall be full semester examination fee irrespective of number of courses involved). Scholars undergoing M.Phil Programme shall be permitted to submit dissertation, only after clearing the courses in the First semester.

Scholars who fail to clear all or any one of the courses shall be permitted to appear for a supplementary examination during the second semester. Supplementary examination will be conducted within two months of publication of first semester result.

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SCHOOL OF TOURISM STUDIES
MAHATMA GANDHI UNIVERSITY
MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)
COURSE LISTING -2020 ADMISSION

SEMESTER I	Credits	
Business of Tourism, Hospitality and Leisure Management	3	STSMPC01
Tourism Product Design and Development	3	STSMPC02
Cross Cultural Understanding for Global Tourism Leadership	3	STSMPC03
Service Operations Management	3	STSMPC04
Tourism and Hospitality Marketing	3	STSMPC05
Destination Geography	3	STSMPC06
Industry Immersion - I	3	STSMPC07
	21	
SEMESTER II		
Elective - Tourism Business Management	4	STSMPE08
Elective - Air Transport Operations	4	STSMPE09
Destination Planning, Development and Policies	3	STSMPC10

Research Methodology for Tourism	3	STSMPC11
Foreign Language – French I	3	STSMPC12
Human Resources Management in Tourism	3	STSMPC13
Tourism Impact Studies	3	STSMPC14
Industry Immersion - II	3	STSMPC15
	22	
SEMESTER III		
Elective - Data and Media Analysis for Tourism	4	STSMPE16
Elective - Tour Operation Business	4	STSMPE17
Tourism Entrepreneurship	3	STSMPC18
Foreign Exchange Management	3	STSPMC19
Foreign Language – French II	3	STSMPC20
Tourism Innovation Management	3	STSMPC21
Tourism Crisis and Disaster Management	3	STSMPC22
Industry Immersion -III	3	STSMPC23
	22	
SEMESTER IV (Elective Choose any One)		
AVIATION MANAGEMENT		

Elective - Air Ticketing and Electronic Booking Tools	3	STSMPE24
Elective - Cargo and Logistics Management	3	STSMPE25
Elective - Airline and Airport Management	2	STSMPE26
TOUR OPERATION MANAGEMENT		
Elective - Special Interest Tourism	3	STSMPE27
Elective - Transport Operations, Road, Rail and Cruise	3	STSMPE28
Elective - Inbound and Outbound Tour Operation Business	2	STSMPE29
HEALTH TOURISM		
Elective - Healthcare Management	3	STSMPE30
Elective - Health Tourism Management	3	STSMPE31
Elective - Spa Management	2	STSMPE32
CORE		
Tourism Project	3	STSMPC33
Dissertation	4	STSMPC34
	15	
	80	

SCHOOL OF TOURISM STUDIES

Programme Outcomes (PO)

PO 1: Critical Thinking and Analytical Reasoning

Capability to analyses, evaluate and interpret evidence, arguments, claims, beliefs on the basis of empirical evidence; reflect relevant implications to the reality; formulate logical arguments; critically evaluate practices, policies and theories to develop knowledge and understanding; able to envisage the reflective thought to the implication on the society.

PO 2 : Scientific Reasoning and Problem Solving

Ability to analyse, discuss, interpret and draw conclusions from quantitative/qualitative data and experimental evidences; and critically evaluate ideas, evidence and experiences from an unprejudiced and reasoned perspective; capacity to extrapolate from what one has learned and apply their competencies to solve problems and contextualize into research and apply one's learning to real life situations.

PO 3: Multidisciplinary/Interdisciplinary/Transdisciplinary Approach

Acquire interdisciplinary /multidisciplinary/transdisciplinary knowledge base as a consequence of the learning they engage with their programme of study; develop a collaborative-multidisciplinary/interdisciplinary/transdisciplinary-approach for formulate constructive arguments and rational analysis for achieving common goals and objectives.

PO 4: Communication Skills

Ability to reflect and express thoughts and ideas effectively in verbal and nonverbal way; Communicate with others using appropriate channel; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner and articulate in a specific context of communication.

PO 5: Leadership Skills

Ability to work effectively and lead respectfully with diverse teams; setting direction, formulating an goal, building a team who can help achieve the goal, motivating and inspiring team members to engage with that goal, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 6: Social Consciousness and Responsibility

Ability to contemplate of the impact of research findings on conventional practices, and a clear understanding of responsibility towards societal needs and reaching the targets for attaining inclusive and sustainable development.

PO 7: Equity, Inclusiveness and Sustainability

Appreciate equity, inclusiveness and sustainability and diversity; acquire ethical and moral reasoning and values of unity, secularism and national integration to enable to act as dignified citizens; able to understand and appreciate diversity, managing diversity and use of an inclusive approach to the extent possible.

PO 8: Moral and Ethical Reasoning

Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work and living as a dignified person in the society.

PO 9: Networking and Collaboration

Acquire skills to be able to collaborate and network with scholars in an educational institution, professional organizations, research organizations and individuals in India and abroad.

PO 10: Lifelong Learning

Ability to acquire knowledge and skills, including "learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

Programme Specific Outcome (PSO)

PSO 1: Construct a sound interdisciplinary knowledge of tourism concepts and practices

PSO 2: Develop appropriate technical skills to operate tourism related business

PSO 3: Develop teamwork, communication and leadership skills across multicultural contexts

PSO 4: Build professional excellence and social commitment to serve the society better

PSO 5: Apply research skills in the disciplines of tourism and produce valuable outcomes to serve the industry

PSO 6: Apply project management skills in conceptualizing, realizing and implementing various tourism projects

PSO 7: Build entrepreneurial competencies using applied tourism business model

Name of Course – Business of Tourism, Hospitality and Leisure Management
Course Summary

School Name	School of Tourism Studies
Programme	MTTM
Course Name	Business of Tourism, Hospitality and Leisure Management
Type of Course	Core
Course Code	STSMPC01
Course Summary & Justification	This course aims to equip students with an understanding of the scope of this global and growing sector. Leisure and tourism topics covered commonly include hospitality management, travel and tourism management, event management and attraction management. This course is designed to understand the current trends in marketing concept. Students will be getting knowledge of the management strategies that will be required for the business to be successful. This course will be designed in such a manner that students will get the knowledge of management skills required in various industries in tourism. It aims to equip students with an understanding of the scope of this global and growing sector.

Semester	1				Credit	3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100

Pre-requisite	NIL

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Outline the sectors and subsectors of tourism and its interactions	R	1,2
2	Explain basics of managing tourism, hospitality and leisure	U	1,2
3	Analyze the changing trends of tourism hospitality and leisure industry	U	2

4	Examine and assess effectiveness of forms of management in tourism, hospitality and leisure.		An	3,4
5	Explain the interdisciplinary nature of tourism Industry		C	5,6
6	Examine the growth and changing trends of tourism and related sectors in the service industry.		E	5
7	Evaluate the historical growth of tourism and its subsectors.		A	5,6

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I)and Appreciation (Ap)

COURSE CONTENT

Unit 1- INTRODUCTION TO TOURISM, HOSPITALITY AND LEISURE MANAGEMENT   (6 Hrs)

1.1   Define tourism, hospitality and leisure management

1.2   Tourism Industry: An Overview of all sectors

1.3   Basic Management Concepts

1.4   Classification of Tourism Business

1.5   Principles of Management

1.6   Functions of Management

1.7   Levels of Management-Skills of Management-Decision Making-Organizing-Delegation-Recruitment-Selection-Leadership styles

Unit 2 – EVENT MANAGEMENT   (7 Hrs)

2.2 Consumer Behavior and Brand Management

2.3. Event Planning

2.4. Principles of Event Management

2.5. Event Marketing Campaign-Event Production

2.6. Budgeting and Costing of Events

2.7. Internship (Industrial Learning)

2.8. Cross cultural Management-Public Relations-Event Risk Management

Unit 3 – COMMUNICATION MANAGEMENT (7 Hrs)

3.1. Introduction

3.2. Process of Communication

3.3. 7 C's of Communication

3.4. Impact of Cross-Cultural Communication

3.5. Employment Communication, Writing C V's, GD, Interview

3.6. Impact of technological advancement on Business Communication

3.7. Communication Networks

Unit 4 – SUPPLY CHAIN MANAGEMENT (9 Hrs)

4.1. Introduction

4.2. Components of SCM

4.3. Supply Chain Mapping

4.4. Supply Chain Information Systems

4.5. Global Supply Chain Management

4.6. SCM for Service Marketing

4.7. Supply Chain Analytics

4.8. Green Supply Chain Management

UNIT 5 – CARGO MANAGEMENT (9 Hrs)

5.1 Introduction

5.2. Dangerous goods and live animal regulations

5.3. Export Import Documentation

UNIT 6 – LOGISTICS MANAGEMENT (9Hours)

6.1. Introduction

6.2. Elements of Logistics Management

6.3. Modern concepts in Logistics

6.4. Role of Logistics in strategy

6.5. Inbound and Outbound Supply Chain Management

6.6. Introduction to multimodal transport

6.7. Block Chain and Big Data Analytics

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	Name of Course – Business of Tourism, Hospitality and Leisure Management **Course Summary**

UNIT 7 – Emerging Trends in Tourism (7 Hours)

7.1. Ecotourism

7.2. Special Interest Tourism

7.3. Adventure Tourism

7.4. Legal Issues and Issues Related Laws

7.5. MICE, Wine

7.6 ICT enabled Tourism, Medical

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities, project
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

Stewart, G. L., & Brown, K. G. (2019). *Human resource management*. John Wiley & Sons.

DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of human resource management*. John Wiley & Sons.

Bratton, J., & Gold, J. (2017). *Human resource management: theory and practice*. Palgrave.

Within 2016 references

Approval Date	
Version	1.0
Approval by	
Implementation Date	

	MAHATMA GANDHI UNIVERSITY
	Name of Course – Tourism Product Design and Development **Course Summary**

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Tourism Product Design and Development**
Type of Course	Core
Course Code	STSMPC02
Course Summary & Justification	This course aims to equip students with an understanding of the scope of tourism product and design. The topics commonly covered are on developing products based upon alternative tourism. This course is designed to understand the current trends in marketing concept. Students will be getting knowledge of the management strategies that will be required for the business to be successful. This course will be designed in such a manner that students will get the knowledge of developing tourism products. It aims to equip students with an understanding of the scope of developing tourism products

Semester	1				Credit	3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Familiarize students with diverse tourism products and its significance in tourism	R	1
2	Develop an outline of cultural and natural resources of India	U	2
3	Explain prominent and emerging destinations and its tourism products	U	2

4	Design and development of tourism products and travel circuits	C	5,6
5	Create, apply and evaluate various tourism product design	C	5,6
6	Assess the role of innovative technologies in developing tourism product	E	4
7	Develop brochures on various types of tourism products	A	3

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- SERVICE INDUSTRY: CONCEPTS, CHARACTERISTICS AND ISSUES (6 Hrs)

1.1.   Services: Concepts and Characteristics
1.2.   Factors Fostering the Growth of Services
1.3.   Characteristics of Services
1.4.   Services and Their Classification
1.5.   Conceptualization of the Service Product
1.6.   Services Mix
1.7.   Services in Tourism

Unit 2 – PRODUCT DESIGNING (9 Hrs)

2.1. Introduction

2.2. Tourism Product Development: Conceptual background

2.3. Tourism Product Designing Development Issues and Considerations

2.4. Marketing Considerations for sustainability of Tourism Products

2.5. Interpretation: A Vital Component of Tourism Product

Unit 3 – DESTINATION DESIGNING: ISSUES, PRIORITIES AND CONCERN (9 Hrs)

3.1. Introduction

3.2. Principles of Destination Development

3.3. Managing Tourist Destinations

3.4. Concerns for Destination Planning

3.5. Stages in Destination Designing and Management

3.6. Operation of a site or destination as a product

Unit 4 – CULTURAL TOURISM (3 Hrs)

4.1. Introduction

4.2. Culture as a tourism product

4.3. Developing Cultural Tourism Product

4.4. Designing Culture as a tourism product

4.5. Culture and Mass Media

UNIT 5 – RELIGIOUS TOURISM   (3 Hrs)

5.1. Introduction

5.2. Historical perspective of religious tourism

5.3. Characteristics of Religious Product

5.4. Designing of Religious Product

5.5. Issues and Considerations while designing Religious tourism product

UNIT 6 – ECOLOGY AND WILDLIFE (3Hours)

6.1. Introduction
6.2. Potential resources for designing and developing ecology and wildlife product
6.3. Analysing ecotourism market
6.4. Legislations related to ecology and wildlife
6.5. Positioning of product
6.6. Future trends and scope
6.7. Case Studies

UNIT 7 – ADVENTURE TOURISM (3 Hours)

7.1. Introduction to adventure tourism

7.2. Adventure activities and Sports-Types, Characteristics, Market

7.3. Designing and Developing the product

7.4. Devising positioning strategies and branding

7.5. Future trends and scope of adventure and sports

7.6. Adventure tourism guidelines

7.7. Case Studies

UNIT 8 – HEALTH TOURISM (3 Hours)

8.1. Introduction

8.2. Define Health Tourism

8.3. Designing and Developing the product

8.4. Devising positioning strategies

8.5. Future trends and scope of health tourism

8.6. Case Studies

UNIT 9 – ISLAND AND BEACH TOURISM (3 Hours)

9.1. Introduction

9.2. Emergence of Island and Beach Tourism

9.3. Designing and Developing the product

9.4. Devising positioning strategies

9.5. Future trends and scope of island and beach tourism

9.6. Case Studies

UNIT 10 – ETHNIC AND RURAL TOURISM (3 Hours)

10.1. Introduction

10.2. Defining Ethnic and Rural Tourism

10.3. Designing and Developing the product

10.4. Devising positioning strategies

10.5. Future trends and scope of ethnic and rural tourism

10.6. Case Studies

UNIT 11 – EVENTS (3 Hours)

11.1. Introduction

11.2. Defining Events, Types of Events

11.3. Designing and Developing the product

11.4. Devising positioning strategies

11.5. Future trends and scope of MICE

11.6. Case Studies

UNIT 12 – CRUISES (3 Hours)

12.1. Introduction

12.2. History of Cruise Industry

12.3. Typologies of Cruise

12.4. Designing and Developing the product

12.5. Devising positioning strategies

12.6. Future trends and scope of cruise tourism

12.7. Case Studies

UNIT 13 – RESORTS: DESIGNING AND MANAGEMENT (3 Hours)

13.1. Introduction

13.2. Types of Resorts

13.3. Designing and Developing the product

13.4. Devising positioning strategies

13.5. Future trends and scope of ethnic and rural tourism

13.6. Suggested recommendations for presentation and improving of surroundng

13.6. Case Studies

Teaching and LearningApproach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities, project
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

Kotler, P., Bowen, J. T., Makens, J., & Baloglu, S. (2017). Marketing for hospitality and tourism.
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	Name of Course – Tourism Product Design and Development **Course Summary**

Within 2016 references

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<tr><td colspan="7">MAHATMA GANDHI UNIVERSITY</td></tr>
<tr><td colspan="7">Name of Course - Cross Cultural Understanding for Global TourismLeadership
Course Summary</td></tr>
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School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	Cross Cultural Understanding for Global Tourism Leadership
Type of Course	Core
Course Code	STSPMC03
Course Summary & Justification	Tourism is a global industry; the essence of this discipline is to meet people and highly oriented to services. This course is important to understand the culture of others in terms of tourism development and as part of the career development of students. When working across different cultures it's critical that employees needs understand the rules and cultural expectations of others.

Semester	1			**Credit**		3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Examine major components of culture that have influence on stakeholders of tourism business.	An	1
2	Develop skills required to effective and efficient communication across cultures	C	6,7
3	Analyse cultural differences in communication and its impact on the tourism business environment.	An	5
4	Evaluate patterns of cultural differences in different regions of the world.	E	3,5

	Name of Course - Cross Cultural Understanding for Global TourismLeadership **Course Summary**		

5	Examine varied cultural values and orientations impacting international strategy of tourism business.	An	6,7
6	Construct cross cultural communication skills for effective negotiations, decision making and leadership.	C	3

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-CULTURE REPRESENTATION OF CULTURE   (10Hrs)

1.1   Representation of Culture :-Norms, Values, Beliefs, Symbols -Layers of Culture - Cultural Identity-Cultural Patterns and dimensions Exchange rate system

1.2   Hofstede's Four Cultural Dimensions

1.3   Cultural differences- cultural differences between East and West- Mono and Polychronic Time

Unit 2 – CROSS CULTURAL COMMUNICATION (12 Hrs)

2.1 Intercultural Communication Process

2.2. Cross cultural Miscommunication- challenges

2.3. Framework for successful cross cultural Communication

2.4. Cultural intelligence and achieving cross cultural communication competence

Unit 3 – DIMENSIONS OF CULTURE IN BUSINESS-MULTICULTURAL WORKFORCE AND IMPACT ON ORGANIZATIONAL PRODUCTIVITY (10 Hrs)

3.1. Impact on customer satisfaction-Global relocations and Deployment systems

3.2. Business etiquette and protocol abroad

3.3. Developing global managers

3.4. Managing cultural differences- etiquettes of different tourist generating regions

 3.5. Cross cultural values -case studies

Unit 4 – SOCIO POLITICAL CONDITIONS (12Hrs)

4.1. Case Study & Discussion

4.2 Building Partnerships Cross-culturally in the Middle East:- People and their homeland, Political and social conditions, religion, society, social life and customs, work values and business relationships, Communication styles, cultural characteristics, approaches to travel and leisure

4.3 Case Study & Discussion: Building Partnerships Cross-culturally with South and Southeast Asia and Australians.

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	Name of Course - Cross Cultural Understanding for Global Tourism Leadership **Course Summary**

UNIT 5 – CASE STUDIES (12Hrs)

5.1 Case Study & Discussion: Building Partnerships Cross-culturally with Latin Americans

5.2 Case Study & Discussion: Building Partnerships Cross-culturally with North Americans

5.3. Case Study & Discussion: Building Partnerships Cross-culturally with Europeans and Russians

5.4. Case Study & Discussion: Building Partnerships Cross-culturally with Africans:-Northern Africa, East Africa, West Central Africa and Southern Africa

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

SUGGESTED READINGS

Fitzgerald, H. (2002). *Cross-cultural communication for the tourism and hospitality industry*. Routledge

Ferraro, G. P. (2002). *The cultural dimension of international business, Pearson*

Browaeys, M. J. (2010). *Understanding cross-cultural management*. Pearson Education India.

Henson, R., & Henson, R. (2016). *Successful global leadership*. Palgrave Macmillan.

	MAHATMA GANDHI UNIVERSITY
	Name of Course - Cross Cultural Understanding for Global Tourism Leadership **Course Summary**

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**Name of Course -Service Operations Management
Course Summary**

School Name	School of Tourism Studies
Programme	MTTM
Course Name	Service Operations Management
Type of Course	Core
Course Code	STSMPC04
Course Summary & Justification	Service Management Operations is related with delivering service to the customers of service. Operations management for services has the functional responsibility for producing the services of an organization and providing them directly to its customers. It specifically deals with decisions required by operations managers for simultaneous production and consumption of an intangible product. This course guides students to learn various procedures related with service industry and service management. It will also give an exposure for students to the different measures and parameters which can improve the effectiveness of service.

Semester	1				Credit	3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Develop an aptitude to work with people	A	2,3
2	Construct skills for selling experiences	A	2,3,4
3	Take part in customer care and customer service	An	1,2,4

4	Develop knowledge and skills in service operation	A	1,2,3,4
5	To take part in decision makings for service industry	An	2,3,6
6	Creating an excellence in communication and inter personnel skills	C	2,3,7
7	Analyze various situations to make effective decisions	An	4
8	Develop skills for the product and service design management	A	2,5,6
9	Evaluation of service encounters	E	1,2,3
10	Take part in developing and providing experiences in service industry	An	4,5,6,7

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill(S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- SERVICE OPERATIONS MANAGEMENT   (7 Hrs)

1.1 Introduction to service management and service concept
1.2 Nature, types and characteristics of services
1.3 Imperatives of services - Service sector in Indian economy -
1.4 Role of Service management operations in tourism and hospitality
1.5 Customer care and customer service as a priority point
1.6 Relationship marketing
1.7 Customer satisfaction and improvement

Unit 2 – SERVICE OPERATIONS STRATEGY   (7 hrs)

2.1 Aligning service strategy and service competitiveness
2.2 Customer satisfaction and resource utilization
2.3 Strategies and frame work for effective management of the operations process
2.4 Job design and work organization
2.5 People leadership and management
2.6 Empowerment, leadership and communications
2.7 Job design and aspects of motivational strategies
2.8 Role of information in competitiveness of services

Unit 3 – MARKET POSITIONING   (5 Hrs)

3.1 Market positioning and principles of positioning
3.2 Positioning and differentiation of services

3.3Positioning process

3.4Service blue printing

3.5Steps in designing a blue print

Unit 4 – SERVICE PLANNING   (4 Hrs)

4.1Developing the service plan

4.2Service plan checklist

4.3The services plan report

Unit 5 – THE PRODUCT AND SERVICE DESIGN MANAGEMENT (6 Hrs)

5.1Product and service design management process

5.2 Service system and delivery process

5.3 Technology and automation in services

5.4 Role of internet in services

5.5 Role of technology in service marketing

5.6 Internet service design

Unit 6 - SERVICE ENCOUNTER   (6 Hrs)

6.1 Service encounter and its types

6.2 Satisfaction/dissatisfaction in service encounter

6.3 Service evidence, image and price

6.4 Service experiences

6.5 Creation and evaluation of service encounters

Unit 7 - SERVICE QUALITY AND MANAGEMENT   (6 Hrs)

7.1 Service quality

7.2 Service quality issues

7.3 Service quality models

7.4 Service marketing model

7.5 Total quality management tools

7.6 Performance excellence

7.7Global supply chain management-services location and distribution

7.8 Facility design factors

7.9 Online reviews of service management

Unit 8 - CUSTOMER LOYALTY SERVICES   (6 Hrs)

8.1 Strategies to influence customer perceptions and expectations

8.2 Relationship marketing

8.3 Customer retention and relationship marketing

8.4 Service profit chain model

8.5 Customer loyalty -Factors affecting customer loyalty

8.6 Customer relationship management and its components – CRM business cycle

8.7 Analytical aspects of customer relationship management

8.8 Opportunities in CRM

Unit 9 - DEMAND MANAGEMENT AND PERFORMANCE MEASUREMENT IN SERVICES (7 Hrs)

9.1 Managing capacity and variations in demand

9.2 Yield management-process

9.3 Reduce mis-match between supply and demand – the concept of de marketing strategy

9.4 Introduction to queuing system- characteristics

9.5 Service inventory management

9.6 Service supply chain – process

9.7 Evaluation and performance measurement

9.8 Benchmarking and its role

Teachingand LearningApp roach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

1. Johnston, R., & Clark, G. (2008). *Service operations management: improving service delivery*. Pearson Education

2. Fitzsimmons, James A., Mona J. Fitzsimmons, and Sanjeev Bordoloi. *Service management: Operations, strategy, and information technology*. New York: McGraw-Hill, 2008

3. Hollins, B., & Shinkins, S. (2006). *Managing service operations: Design and implementation*. Sage.

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	Name of Course -Service Operations Management **Course Summary**

4. Johnston, R., & Clark, G. (2008). *Service operations management: improving service delivery*. Pearson Education

5. Shanker, R. (2002). *Services marketing*. Excel Books India.

6. Hall, R. W. (1991). *Queueing methods: for services and manufacturing*. Pearson College Division

7. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill Education.

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	MAHATMA GANDHI UNIVERSITY
	Name of Course - Tourism and Hospitality Marketing **Course Summary**

School Name	**School of Tourism Studies**					
Programme	**MTTM**					
Course Name	**Tourism and Hospitality Marketing**					
Type of Course	Core					
Course Code	STSMPC05					
Course Summary & Justification	This course is designed to understand the current trends in marketing concept. Students will be getting knowledge of the marketing strategies that will be required for the business to be successful. This course is designed in such a manner that students will get the knowledge of various marketing skills. It will introduce students to designing tourism business activities based on 8P's of marketing. It will also introduce to the student's essentials of marketing like what are the methods of attracting tourists which will benefit the firms and strategies as well as methods that will help them to successfully market in todays dynamic world. After the course the students are expected to gain knowledge ad skills to develop a tourism product and market it.					
Semester	1			Credit		3
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Outline the concept of Tourism and service Marketing	R	1
2	Explain how promotional campaigns for tourism, hospitality and leisure can appeal to multiple target markets	U	2

3	Identify the target customers and analyze the customers purchasing power	U	3
4	Examine and assess effectiveness of marketing strategies in tourism.	An	4
5	Create, apply and evaluate various marketing strategies for tourism destinations and organizations	C	5
6	Assess the role of innovative technologies in marketing tourism, hospitality and leisure	E	3,4
7	Design a new tourism product which will be at par with the global tourism, hospitality and leisure demand	A	6

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- INTRODUCTION TO MARKETING   (6 Hrs)

1.1   Define tourism, hospitality and leisure marketing

1.2   Characteristics and Concepts of Marketing

1.3   Difference between Product and Service Marketing

1.4   Types of Service Marketing

1.5   Role of Marketing in Tourism, Hospitality and Leisure

1.6   Market Research, STP strategies, Marketing Mix

Unit 2 – MODERN MARKETING ENVIRONMENT IN TOURISM BUSINESS (7 Hrs)

2.2 Marketing Environment

2.3. Micro Environment

2.4. Macro Environment

2.5. SWOT Analysis

2.6. Variables in the Macro Environment

Unit 3 – STRATEGIC MARKETING IN TOURISM   (7 Hrs)

3.1. Target Marketing

3.2. Destination Branding

3.3. Relationship Marketing

3.4. Experiential Marketing

3.5. E- Marketing

3.6. Onliune B2C, Online B2B and CRM

Unit 4 – SOCIAL MEDIA MARKETING IN TOURISM HOSPITALITY AND LEISURE (9 Hrs)

4.1. Role of ICT in Tourism

4.2. Digitalization of Word of Mouth

4.3. Social Media Impact on Travelers

4.4. Social Media Impact on Travel Suppliers

4.5. Mobile Social Media Marketing in Tourism

4.6. Social Media Metrics and Analysis 4

UNIT 5 – MARKETING PLAN   (9 Hrs)

5.1 Introduction

5.2. Definition of Marketing Plan
5.3. Steps in the Marketing Plan
5.4.   Elements of Marketing Plan
5.5.   Tips to Market Tourism Destinations
5.6.   Branding of Tourism Destinations
5.7. Advertising and Public Relations

UNIT 6 - TOURIST PURCHASE BEHAVIOR (9Hours)

6.1. Buyer Decision Process
6.2. High Involvement and Low Involvement Purchase Decisions
6.3. Consumer Motivation
6.4. Maslow's and Tourism Marketing
6.5. Product Life Cycle
6.6. Diffusion of Innovation

UNIT 7 – FUTURE OF TOURISM MARKETING (7 Hours)

7.1. Changing Consumer Behaviour
7.2. 15C's framework-Complexity, Control, Change, Crisis, Complacency, Customers, Culture, Competition, Commodification, Creativity, Communication, Channels, Cyberspace, Consolidation, Collaboration

7.3. New forms of Tourism like Halal Tourism, Global Tourism, Slow Tourism, Theme Park Tourism, Experiential Tourism

7.4. VR, AR, MR in tourism

7.5. Artificial Intelligence and Robotics

7.6. Space Tourism

7.7. Reclassification of Tourism Industry using TSA

7.8. Future of Youth Leisure Online

7.9. Online Management Information Systems

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities, project
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

Kotler, P., Bowen, J. T., Makens, J., & Baloglu, S. (2017). Marketing for hospitality and tourism.

Bassano, C., Barile, S., Piciocchi, P., Spohrer, J. C., Iandolo, F., & Fisk, R. (2019). Storytelling about places: Tourism marketing in the digital age. *Cities*, *87*, 10-20.

Weaver, D. B., & Lawton, L. (2014). *Tourism management*. John Wiley & Sons.

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Name of Course - Destination Geography
Course Summary

School Name	School of Tourism Studies
Programme	MTTM
Course Name	Destination Geography
Type of Course	Core
Course Code	STSMPC06
Course Summary & Justification	A travel consultant should have a vast knowledge and touristic products and services about a destination. Geographical resources in a destination are tourism products, which is attracted by its similarities and differences. Destination geography is designed to learn geographical profile of a destination, which has touristic acquisitions. These knowledge base and interpretive data are essential for any travel professional to design, package and develop a destination. Learning this course allow the students in gaining abilities to sell destinations, provision of information and to lead and advise the clients if promoting and selling of a tour.

Semester	1		Credit		3	

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Label destinations of prominence in different geographical regions of the World	R	1
2	Classify destinations based on their variety of touristic features	U	1
3	Construct theme packages based on the market trend of tourism industry.	C	2,7

4	Evaluate touristic values in different geographical regions of the World	E	2,5
5	Utilize destination profile in order to develop tourism in a destination	A	5
6	Analyse the interrelation of geography and tourism and world travel patterns.	An	5
7	Compare the relationships between the physical and cultural factors influencing tourism.	U	1,3

*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-FUNDAMENTALS OF TRAVEL GEOGRAPHY   (10Hrs)

1.1   Geographical regions and sub regions

1.2   Countries

1.3   Imaginary lines

1.4   Time difference

1.5   Climate

1.6   Oceans and sea

1.7   Population

1.8   Economic situations, topography, cartography, seasons

1.9   Blank map reading

Unit 2 – GEOGRAPHY AND TOURISM (12 Hrs)

2.2 The attraction of place

2.3. Cultural symbiosis and geography

2.4. Physical and human geography

2.5. Geographical distribution spaces and places

2.6. Destination geography and features of selected World tourist destinations

2.7. Geographical elements and touristic value acquisitions

2.8. Cruise and ocean, sea based tourism.

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	Name of Course - Destination Geography **Course Summary**

Unit 3 – GEOPOLITICS AND TOURISM IN DESTINATIONS (10 Hrs)

3.1. Patterns, trends

3.2. travel formalities and restrictions

3.3. case analysis of diplomatic relations of countries and tourism development

3.4. analysis of trend changes due to geopolitical relationship between countries and region

3.5. case study of socio political situations of geographical region.

Unit 4 – POLITICAL AND ECONOMIC UNION OF COUNTRIES IN DIFFERENT GEOGRAPHICAL REGIONs (10Hrs)

4.1. Political and economic union of Countries in different geographical regions (Union),

4.2. Favorable conditions of open trade and tourism development 4.3. Legislation and regulation

4.4. Case study of European Union (EU), ASEAN and MAHGREB countries, Scandinavian countries

4.5. SAARC countries in the context of tourism and travel.

UNIT 5 – TOURISM DEVELOPMENT(12Hrs)

5.1 Type of tourism development in different classification of destinations - middle income, emerging nations and developed countries,

5.2 Pattern of Development, changing travel patterns to destination, Asian tourism development pattern

5.3. Inter-regional and transnational travel patterns

5.4. Profiling of generating and destination countries.

Teaching andLearning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

SUGGESTED READINGS

Viken, A., & Granås, B. (Eds.). (2016). *Tourism destination development: Turns and tactics*. Routledge.

Rodrigue, J. P. (2020). *The geography of transport systems*. Routledge.

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Ioannides, D., & Debbage, K. G. (Eds.). (1998). *The economic geography of the tourist industry: A supply-side analysis*. Psychology Press.

Williams, S., & Lew, A. A. (2014). *Tourism geography: Critical understandings of place, space and experience*. Routledge.

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https://earth3dmap.com/maps/

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Name of Course - Industry Immersion I
Course Summary

School Name	School of Tourism Studies
Programme	MTTM
Course Name	Industry Immersion 1
Type of Course	Core
Course Code	STSMPC07
Course Summary & Justification	This course provides students with the opportunity to apply theoretical and practical knowledge in the field of application in tourism industry. Immersing with industry is a great way to obtain valuable works experience. This course allows students to apply acquired theoretical knowledge to real world work experiences, they can experience several job responsibilities to sharpen their skills while entering to the industry upon graduation. In addition to this, students will be able to acquire transferable skills such as communication, leadership, teamwork etc. as part of learning this course for a smooth industry entry.

Semester	1				Credit	3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Research Fieldworks, Independant Learning	4	-	-	96	100

Pre-requisite	NIL

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Demonstrate professional working attitude	U	1
2	Apply the theoretical and practical knowledge applied in the Industry	A	1,2
3	Develop teamwork and leadership skills	A	3
4	Build a record of work experience	A	4
5	Develop work aptitudes and attitudes necessary to succeed in	A	3

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	Name of Course - Industry Immersion 1 **Course Summary**		

	their career		
6	Adapt professional behavior in working in the Industry	C	3

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-PRE INDUSTRY IMMERSION TRAINING   **(12 Hrs)**

1.1   Pre-Industry Immersion Workshop

Unit 2 – TOURISM COMPANY ENVIRONMENT (15 Hrs)

2.1. Familiarize with the profile of the company

UNIT 3 – TOURISM INDUSTRY OPERATION 1 (15 Hrs)

3.1 Duties Assigned

3.2 Industry Immersion schedule

UNIT 4 – TOURISM INDUSTRY OPERATION 2 (15 Hrs)

4.1 Adapting to the professional situation and able to take responsibilities of tasks

UNIT 5 – INDUSTRY IMMERSION REPORT (15 Hrs)

5.1 Preparation of industry immersion report

5.2 Academic Portfolio

5.3 Detailed CV

Teaching andLearning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, Project based learning, Research, Fieldworks
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Internship Report – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Supervisor evaluation A. Presentation

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	Name of Course - Industry Immersion 1 **Course Summary**

SUGGESTED READINGS

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Seagle Jr, E. E., Smith, R. W., & Dalton, L. M. (1997). *Internships in recreation and leisure services: a practical guide for students* (No. Ed. 2). Venture Publishing Inc.

Sweitzer, H. F., & King, M. A. (2013). *The successful internship*. Cengage Learning

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Name of Course – Tourism Business Management
Course Summary

School Name	School of Tourism Studies
Programme	MTTM
Course Name	Tourism Business Management
Type of Course	Elective
Course Code	STSMPE08
Course Summary & Justification	This course is designed to define tourism business. Students will be gaining knowledge on the skills required for managing a successful tourism business. This course is designed in such a manner that students will get the knowledge of various marketing skills. It will introduce students to multicultural activities. The course will also help in developing problem solving and critical analysis skills. The course will give students insight into law, urban and rural tourism and ethics. Finally, a student have to develop a tour based project, cost and conduct it. The organization of the trip is in a tourism busines model and students have the option to organize a trip.

Semester	2				Credit	4

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100

Pre-requisite	NIL

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Define the variety and scope of tourism business	R	1,2
2	Interpret and Evaluate tourism as a phenomenon and as a business system	E	3,4
3	Develop and evaluate tourism policy and planning initiatives.	A	5
4	Maximize empathy and respect diversity and	C	5,6

5	multicultural perspectives.		
5	Apply problem solving and critical analysis within diverse contexts	A	5,6

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-MANAGING THE TOURISM SYSTEM (9 Hrs)

1.1   The scope, scale and significance of tourism

1.2   Managing quality in the accommodation sector

1.3   Managing airlines, airports and international aviation

1.4   Tour Operations Management

1.5   Managing tourism distribution system

1.6   Automation in tourism business

1.7   Case Studies

Unit 2 – MANAGING FINANCE FOR TOURISM   (9 Hrs)

2.1   Introduction

2.2   Long term and short-term decisions

2.3   Positive aspects of risk and uncertainty

2.4   Making good investment decisions

2.5   Financing decisions

2.6   Case Studies

Unit 3 – THE TOURISM AND HOSPITALITY LAW   (9 Hrs)

3.1. Introduction to Tourism and Hospitality Law

3.2. Tourism policies

3.3. Tourism Laws in World, India

3.4. Importance of Tourism Law

3.5. Sources of Tourism Law

3.6. Requirement of Tourism Law

3.7. Case Studies

Unit 4 – MANAGING URBAN AND RURAL TOURISM   (9 Hrs)

4.1. Introduction to Urban and Rural Tourism

4.2 Key themes and Issues

4.3. A framework for managing urban tourism

4.4. Rural governance and tourism
4.5. Case studies

UNIT 5– PROFESSIONAL ETHICS IN MANAGING TOURISM   (9 Hrs)

5.1. Human Values: Morals, values and Ethics — Integrity- Work Ethics- Service Learning- Civic Virtue Respect for others- Living peacefully- Caring and Sharing- Honestly- Courage- Cooperation commitment

5.2. Conflicts surrounding ethics

5.3. Ethical and Responsible Business: Manging conflict-respect for authority- Conflicts of Interest-

5.4 Responsible travel at destinations

5.5. The problem of implementation

5.6. Case studies

UNIT 6– PROJECT ON MANAGING AND CONDUCTING A TOUR   (9 Hrs)

6.1. Managing Arrangements for Visitors

6.2. Step-by-Step Procedure in Tour Guiding

6.3. Tips for an effective tour commentary

6.4. Techniques in leading on-site tours

6.5. Developing materials for Tourist Guide

TeachingandLearningApproach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities, project

Name of Course – Tourism Business Management
Course Summary

Assessment Types	Mode of Assessment
	1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments 4. Project A. Semester End examination

REFERENCES

1. Moutinho, L., & Vargas-Sanchez, A. (Eds.). (2018). *Strategic Management in Tourism, CABI Tourism Texts*. Cabi.

2. Babu, S.R., Hussain, M, N. Kumar, H., & Subramoniam, S. (2020). ‒Professional Ethics KTU‖, ISBN: 9789385666872, OWL Books

3. Holloway, J. C., & Humphreys, C. (2019). *The business of tourism*. Sage.

Approval Date	
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	MAHATMA GANDHI UNIVERSITY
	Name of Course - Air Transport Operations **Course Summary**

SchoolName	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Air Transport Operations**
Type of Course	Elective
Course Code	STSMPE09
Course Summary & Justification	This course presents an overall introduction to the field of airline operations and management. The course will cover such topics as airline industry and history, Multinational Regulations for Travel Industry, Types of Aircrafts& technology and inflight services, airline organization, airline business and low-cost carriers' strategy and management structure. At the end of this class, students will be able to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management

Semester	2				**Credit**		4

Total StudentLearning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	62	-	-	38	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Develop specialized knowledge on airline management and operations	A	1,2,3
2	Examine the major players in aviation industry	An	2,3,4
3	Analyse the multinational regulations for travel industry	An	1,2,4

4	Determine the current challenges and competition in airline industry	E	1,2,3,4
5	Discuss the baggage handling regulations and airport formalities	C	2,3
6	Elaborate the characteristics of inflight services	C	2,3
7	Discuss the airline business and low-cost carriers' strategy and management structure	C	6
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Unit 1- INTRODUCTION TO AIR TRANSPORTATION   (11 Hrs)

1.1 History of Aviation, Airlines- Types- Organization, Global, Social and ethical Environment

1.2 History of Indian Airline industry

1.3 Major players- (KLM, Quanta's, Aeroflot, Finnair, British Airways, Delta Airlines, Lufthansa, Iberia, American Airlines, Air India, Air France, Continental Airlines, Alitalia, Cathay Pacific, Singapore Airlines, Etihad)
1.4 SWOT analysis in Airline industry
1.5 Market Potential of Indian Airline Industry
1.6 Current Challenges in Airline Industry
1.7 Competition in airline Industry
1.8 Hazards of flying

Unit 2 – MULTINATIONAL REGULATIONS FOR TRAVEL INDUSTRY   (11 hrs)

2.1 Bilateral agreements & Multilateral Agreements
2.2 Freedoms of Air
2.3 Chicago Convention
2.4 Warsaw Convention
2.5 Bermuda convention
2.6 Function and Roles of ICAO – IATA –UFTAA- DGCA
2.7 Flight Types and Routes
2.8 Hubs and Spokes

Unit 3 –TYPES OF AICRAFTS AND BAGGAGE HANDLING   (11 Hrs)

3.1 Narrow body and Conventional Aircrafts

3.2 Technology

3.3 Check in Formalities at Airport

3.4 Immigration, landside facilities

3.5 Emigration, Passport & customs control

3.6 Baggage Handling – Regulations

3.7 Types of Baggage – unaccompanied baggage & Excess Baggage

3.8 Procedures during take- off and landing

3.9 Cases of lost and damaged baggage

Unit 4 – IN- FLIGHT SERVICES   (10 Hrs)

4.1 The characteristics of superior class of services –Business class /Club class and first class/supersonic class

4.2 Tar-mark Procedures

4.3 load & Trim sheet

4.4 utilization of payload & seat

4.5 employee deployment

4.6 breakeven point.

Unit 5 – PASSENGERS REQUIRING SPECIAL HANDLING (10 Hrs)

5.1 passengers with medical problems

5.2 Expectant women – Unaccompanied minors-infants

5.3Wheel Chair Passengers

5.4 VIPS/CIPS

5.5 Coffin – Pets etc.

5.6 Special Requests

5.7 Aviation Safety.

Unit 6 - Case study   (9 Hrs)

6.1 Major international and private airlines

Teachingand LearningApp roach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

	MAHATMA GANDHI UNIVERSITY
	Name of Course - Air Transport Operations **Course Summary**

REFERENCES

1. Raju G, Mihir Babu G (2009), Civil Aviation- A global perspective, Excel Books, New Delhi
2. Ratandeep Singh (2010), Aviation Management- Global and National Perspectives, Kanishka Publishers, New Delhi.
3. IATA Training Manual for Foundation Course
4. Gubbins, E. J. (2003). *Managing transport operations*. Kogan Page Publishers.

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	MAHATMA GANDHI UNIVERSITY
	Name of Course: Destination Planning, Development and Policies **Course Summary**

School Name	**SCHOOL OF TOURISM STUDIES**
Programme	**MTTM**
Course Name	**Destination Planning, Development and Policies**
Type of Course	Core
Course Code	STSMPC10
Course Summary & Justification	This course provides students the necessary skills and knowhow of developing their own plans and to design and create sustainable tourism products taking into account environmental, social, political and legal considerations, while enhancing the quality of visitor experiences. It also aims to ensure a high standard of services and amenities to generate long-term demand.

Semester	2				Credit		3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Demonstrate a basic understanding of destination types and characteristics and emerging paradigms	U	1
2	Distinguish ways in which tourists prefer a certain destination over the other	An	2,6
3	Interpret levels, types and new approaches to planning in their own destination development plans	E	4, 6,7
4	Make use of the National Policies to be able to connect to the larger vision of the country	An	4
5	Develop a Master Plan for Destination Development	C	6,7

	MAHATMA GANDHI UNIVERSITY
	Name of Course: Destination Planning, Development and Policies **Course Summary**

COURSE CONTENT

Unit 1- Destination   (12 Hrs)

1.1 Definition, Types and Characteristics

1.2 Concept of Tourist Destinations

1.3 Emerging Destination Paradigms

1.4 Tourist Motivation Theories

Unit 2 – Destination Selection   (12 Hrs)

2.1 Factors influencing Attractiveness of a Region

2.2. Destination Choice

2.3. Destination Selection Process

2.4. Tourist Destination System and Services

2.5. Holiday Phases

Unit 3 – Tourism Planning   (16 hrs)

3.1. Planning Considerations and steps in planning

3.2. Levels and Types of Planning

3.3. The four Planning Goals

3.4. Tourism Planning Process Models

3.5   Branding and Image Formation

3.5. Formulation of a Master Plan

3.6 . New Approaches to planning

3.7 . Strategic Destination Planning

Unit 4 – National Administration and Tourism Policy   (8 Hrs)

4.1. Policy making bodies and its process at national levels.

4.2 Outline of L.K. Jha Committee (Ad-hoc Committee) - 1963

4.3. National Tourism Policy -1982,

4.4. National Action Plan on Tourism - 1992.

4.5 National Tourism Policy -2002

Case study on Tourism Policy Analysis – Upto 2020

5. Planning and Development Tourist Attractions – Onsite case study   (6 hrs)
Natural, Cultural and Special Interest (Self -Study and Presentation)

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)**
	Direct Instruction: lecture, Active co-operative learning, Seminar, Group Assignments, Authentic learning, Presentation by individual student/ Group representative.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Internal Test – One MCQ based and on extended answer type 3. Seminar Presentation - a theme is to be discussed and identified to prepare a paper and present in the seminar 4. Assignments **5. Semester End examination**

REFERENCES

1. Timothy, Dallen J.,Tourism Planning. (2017). United Kingdom: Routledge.

2. Camilleri, M.A, Tourism Planning and Destination Marketing. (2018). United Kingdom: Emerald Publishing Limited.

3. Andriotis, K., Stylidis, D. (2020). Tourism Policy and Planning Implementation: Issues and Challenges. (n.p.): Taylor & Francis Group.

4. Kamra, K. K. (1997). *Tourism: theory, planning, and practice*. Indus Publishing.

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	MAHATMA GANDHI UNIVERSITY
	Name of Course - Research Methodology for Tourism **Course Summary**

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Research Methodology for Tourism**
Type of Course	Core
Course Code	STSMPC11
Course Summary & Justification	This module equips students with the necessary knowledge and skills to undertake research, from formulating the research topic, to critically reviewing the literature and selecting the appropriate research approach and strategy, to suit different research needs across the full range of the social sciences discipline. Students will be introduced to the various research philosophies and approaches to reasoning, and explore a range of research strategies, techniques and procedures that will guide them in developing their research proposal; and in analyzing and interpreting research data.

Semester	2			Credit		3	
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours	
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100	
Pre-requisite	NIL						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Demonstrate the stages of the research process, and the principle activities, skills and ethics associated with this process.	U	1,4,5
2	Analyze the literature to identify gaps and justifyundertaking the research.	An	5
3	Design research questions, research aims, researchobjectives and the research framework.	C	5

| 4 | Apply data analysis techniques to analyze data. | A | 2,5 |
| 5 | Develop techniques to create new knowledge in tourism | C | 1,4,5 |

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-INTRODUCTION TO RESEARCH   (4Hrs)

1.1   Introduction to research

1.2   Philosophy of research

1.3   Philosophy of social science research

Unit 2 – IDENTIFYING THE PROBLEM/GAP IN KNOWLEDGE, WRITING THE PROBLEM STATEMENT AND FORMULATING THE RESEARCH QUESTIONS AND OBJECTIVES (8 Hrs)

2.2 Identifying the problem/gap in knowledge

2.3. Writing the problem statement

2.4. Formulating the research questions and objectives.

Unit 3 – LITERATURE REVIEW AND BIBLIOGRAPHY, RESEARCH FRAMEWORK (6 Hrs)

3.1. Literature review and bibliography,

3.2. Research Framework (variables, dimensions, theories), developing research hypotheses and formulating the research design.

Unit 4 – SAMPLING (7Hrs)

4.1. Sampling design

4.2. Sampling frame

4.3. Types of sampling

4.4. Sampling techniques

UNIT 5 – QUANTIATIVE RESEARCH(7Hrs)

5.1 Designing research instrument

5.2 Validation and consistency of research instrument

UNIT 6– DATA ANALYSIS AND INTERPRETATION (7Hrs)

6.1   Analyzing and Interpreting Quantitative Data: Regression Analysis, Probability, hypothesis testing and statistical significance.

6.2 Use of statistical tools to analyze data

UNIT 7 – QUALITATIVE METHODS (7 Hrs)

7.1 Qualitative methods – main techniques (ethnographic research, visual analysis, interviews, participant observation, focus groups, textual analysis),

7.2 Analysis and Interpretation of Qualitative Data

UNIT 8: MIXED METHODS APPROACHES (4Hrs)

8.1 Mixed methods approaches – an overview,

8.2. Analysis and interpretation of mixed methods data.

UNIT 9: RESEARCH ETHICS AND INTEGRITY (4 Hrs)

9.1. Research ethics and integrity

Teaching andLearning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

Hennink, M., Hutter, I., & Bailey, A. (2020). *Qualitative research methods*. Sage.

Lune, H., & Berg, B. L. (2017). *Qualitative research methods for the social sciences*. Pearson.

Goertzen, M. J. (2017). *Applying quantitative methods to e-book collections*. ALA TechSource.

Brannen, J. (Ed.). (2017). *Mixing methods: Qualitative and quantitative research*. Routledge.

Stockemer, D., Stockemer, & Glaeser. (2019). *Quantitative methods for the social sciences*. Springer International Publishing.

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School Name	School of Tourism Studies
Programme	**MTTM**
Course Name	**Foreign Language -French 1**
Type of Course	Core
Course Code	STSMPC12
Course Summary & Justification	French is a great step towards building a world- class education, that can open many doors in employment in a variety of occupations, such as Teaching, Interpreting, and Translations, the Travel Industry and many more. Learning the French language will help students communicate with tourists from most of Europe and Africa.

Semester	2	Credits			3	
Total StudentLearningTime (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	Nil					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Demonstrate basic speaking and reading skills in French	S	3,1
2	Demonstrate understanding of French Grammar	U	1,2
3	Design simple role play situations	C	2,3
4	Construct simple sentences in French	A	1
5	Formulate and design situations related to tourism scenario in French	C	6
6	Adapt grammar rules in writing and communication	C	4
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I)			

and Appreciation (Ap)

COURSE CONTENT

Unit 1-Un Printemps   (14 hrs)

1.1   Introduction pour la langue Français,

1.2   Rencontres

1.3   Sympathies,Articles,

1.4   Genre et nombre des noms

1.5   Goûts et préférences, Des Adjectifs ,

UNIT 11 Surprises (13hrs)

2.1 Paris, monuments et lieux publics

2.2   Accords et désaccords,

2.3   Interrogation et négation

2.4   Conjugaisondu présent

2.5   Decrire ,lespersonnes

Unit 111- Aventureen Bourgogne(14 hrs)

3.1 Grammaire :Articles partitifs, Exprimerl'ordre et l'obligation,

3.2 Lamaison de campagne

3.2. Adjectifsdemonstratifs et possessifs,

3.3 Repasà Broussac

3.4 Prépositions et adverbes de quantite

3.5 Conjugaison de l'impératif

Unit 1V Bruit et disparitions(14hrs)

4.1 Verbespronominaux, Vie quotidieenne

4.2 Exprimerl'ordre et l'obligation

4.3 Déguisements, Demander et commander

4.4 Prénomstoniques, Une région de France

4.5 Mardi gras, Féliciter et remercier

Name of Course: Foreign Language -French 1
Course Summary

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Direct Instruction: Lecture,interactive Instruction, Seminar, Assignments, Role play, Authentic learning, Group discussion, Presentation by individual student/ Group representative
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Internal Test – One MCQ based and on extended answer type 3. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar **A. Semester End examination**

REFERENCES

1. **Girardet, J., Verdelhan, M., Dominique, P. (1992). Le nouveau sans frontières 1: Mèthode de français. Cahier d'exercices. France: CLE international.**

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**Name of Course – Human Resource Management in Tourism
Course Summary**

School Name	School of Tourism Studies
Programme	**MTTM**
Course Name	**Human Resources Management in Tourism**
Type of Course	Core
Course Code	STSMPC13
Course Summary & Justification	This course is designed to focus on maximizing employee performance to meet the employer's strategic objectives. It involves recruitment, training, development, performance appraisal, managing payments and benefits, industrial relations, harmonious employer and employee relations and also balancing of organizational practices. It will equip students with all these key skills, concepts and the knowledge to manage human resources in a way which leads to the success of a company.

Semester	2			Credit		3	

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Develop the concept of HRM and to understand its relevance in tourism and hospitality industry	A	2
2	Analyze strategic issues and strategies required to select and develop manpower resources	An	5,6
3	Integrate the knowledge of HR concepts to take correct business decisions	U	1,2
4	Design and Formulate various HRM processes	C	6,7
5	Develop ways in which HRM to diagnose business	C	6,7

	strategy in order to facilitate internal change in order to accomplish the strategy		
6	Analyze cases in Human Resource Management for managing the organizations	An	5

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-INTRODUCTION TO HUMAN RESOURCE MANAGEMENT   (7 Hrs)

1.1   What is Human Resource Management?

1.2   Concept, Definition, Objectives, Functions of HRM Innovation Process

1.3   Historical evolution of HRM

1.4   Importance of HRM

1.5   Challenges and Opportunities of HRM in Tourism

1.6   Need for HRM in Tourism Industry

Unit 2 – ORGANIZATIONAL CULTURE   (7 Hrs)

2.2 Introduction

2.3. Definition, Importance and Development of Organizational Culture

2.4. Aspects of Organization Culture

2.5. Types and Importance of Organizational Culture

2.6. Organizational Culture Theories

2.7. Why is Organizational Culture important in Tourism?

Unit 3 – RECRUITMENT AND SELECTION   (6 Hrs)

3.1. Introduction

3.2. About Recruitment and Selection

3.3. Factors Influencing Recruitment and Selection

3.4. Difference between Recruitment and Selection

3.5. Types of Recruitment

3.6. Stages of Recruitment

3.7. Recruitment and Selection Process

3.8. Recruitment strategy

3.9. Job Analysis, Description, Specification, Evaluation

3.10. Making a Job Offer

Unit 4 – EQUAL OPPORTUNITIES AND MANAGING DIVERSITY (6 Hrs)

4.1. Introduction

4.2 Equal Opportunity Approaches

4.3. Managing Diversity Approaches

4.4. Compare and Contrast the strengths and weaknesses of the equal opportunities and managing diversity approaches

4.5. Approaches to develop an organizational programme to counteract disadvantages of gender discrimination

4.6. Working Conditions

4.7. Training, Promotion and Career Development

4.8. Pay

UNIT 5 – TRAINING AND DEVELOPMENT   (6 Hrs)

5.1 Meaning and Definition of Training Development

5.2. Concept of Training and Development

5.3. Factors influencing Training and Development

5.4. Identifying Training and Development needs

5.5. Need Assessment of Training and Development

5.6. Techniques and Methods of Training and Development

5.7. Evaluation of Training and Development

5.8. Industry level Training

5.9. Apprenticeships

5.10. Conducting Training

UNIT 6 – PERFORMANCE MANAGEMENT AND PERFORMANCE APPRAISAL (6 Hours)

6.1. Introduction to Performance

6.2. Performance Management

6.3. Nature of Performance Management

6.4. HRM cycle

6.5. Performance Management Linkage

6.6. Performance Standards

6.7. Performance Appraisal

6.8. Appraisal techniques

UNIT 7 – REWARD STRATEGIES IN THE TOURISM AND HOSPITALITY INDUSTRY (6 Hours)

7.1. Introduction

7.2. Remuneration in Tourism and Hospitality

7.3. Practice of Tipping

7.4. Fiddles and Knock Offs

7.5. Benefits

UNIT 8 – WELFARE, HEALTH AND SAFETY (5 Hours)

8.1. Introduction

8.2. Absence Management

8.3. AIDS/HIV, Alcohol, Drug Misuse

8.4. Sexual Harassment

8.5. Smoking, Stress, Working Time, Workplace Environment

8.6. Case Studies

UNIT 9- GRIEVANCE AND DISCIPLINARY FEATURES (5 Hours)

9.1. Introduction

9.2. Characteristics of Grievances

9.3. Types of Grievances

9.4. Rules for handling Grievance Procedures

9.5. Setting the scene on grievance and disciplinary features

9.6. Case Studies

**Name of Course – Human Resource Management in Tourism
Course Summary**

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities, project
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

Stewart, G. L., & Brown, K. G. (2019). *Human resource management*. John Wiley & Sons.

DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of human resource management*. John Wiley & Sons.

Bratton, J., & Gold, J. (2017). *Human resource management: theory and practice*. Palgrave.

Within 2016 references

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School Name	School of Tourism Studies
Programme	**MTTM**
Course Name	Tourism Impact Studies
Type of Course	Core
Course Code	STSMPC14
Course Summary & Justification	This course is designed to study the various types of impact caused by tourism activities. It involves assessment, framework, tools in order to develop skills and knowledge amongst students while dealing with such situations. The course tries to give students an insight and the process development of EIA. Also, it will equip students with all these key skills, concepts and the knowledge to identify and manage the impact it will have on the environment and related factors while implementing tourism projects in a particular destination.

Semester	2		Credit		3	

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Define Tourism Impact System	R	1,2
2	Explain various categories of Tourism Impact	U	2
3	Develop a framework for tourism impact study	C	3,4
4	Designing a Tourism Impact Assessment tool	C	6
5	Analyse various types of tourism indicator system	An	5

6	Evaluate EIA and Sustainable Tourism Development in a destination	E	6

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- TOURISM IMPACT ASSESSMENT (10 Hrs)

1.1   Define Tourism Impact

1.2   What is Impact Assessment?

1.3   Determinants of Tourism Assessment

1.4   Importance of Tourism Assessment

Unit 2- CATEGORIES OF TOURISM IMPACT: ECONOMIC, SOCIO-CULTURAL, ENVIRONMENTAL (9 Hrs)

2.1. Key Perspectives of Tourism Impact

2.2. Economic Impact

2.3. Socio-Cultural Impacts- Introduction- Elements of Culture-Relevant Cultural Concepts-

2.4. Environmental Impacts-Relationship of Tourism with Environment-Symbiotic Relationship between tourism and environment-Environmental Benefits-Environmental Awareness-Enhancement of local environments-Protection and Conservation of wildlife-Environmental Costs-Inappropriate Development-Deforestation-Pollution-Effects of Activities-Global Warming-Specific Measures to Minimize Environmental Damage-

2.5. Tourism related companies turning green

Unit 3 – TOURISM IMPACT ASSESSMENT FRAMEWORK (7 Hrs)

3.1   Introduction

3.2   Long term and short-term decisions

3.3   Positive aspects of risk and uncertainty

3.4   Making good investment decisions

3.5   Financing decisions

3.6   Case Studies

Unit 4 – TOURISM IMPACT ASSESSMENT AND IT'S TOOLS (7Hrs)

4.1. Triple Bottom Approach

4.2. Tourism Carrying Capacity Assessment

4.3. Designing Tourism Impact Assessment tool

4.4. Case Studies

Unit 5 – TOURISM INDICATOR SYSTEM (7Hrs)

5.1. Introduction to tourism indicator systems

5.2 Sustainable ecotourism indicator system

5.3. Destination tourism indicator system

5.4. Difficulties and Challenges in implementing tourism indicator system

5.5. Case studies

UNIT 6– ENVIRONMENTAL IMPACT ASSESSMENT (7Hrs)

6.1. Introduction

6.2. History of EIA

6.3. EIA process

6.4. Stakeholders in the EIA process

6.5. Importance of EIA

6.6. EIA in India

6.7. Case Examples

UNIT 7: SUSTAINABLE TOURISM DEVELOPMENT (7Hrs)

7.1. Definition, Principles and Dimensions of Sustainable Tourism

7.2. Dimensions of Sustainable Tourism

7.3. Green ideas of Sustainable Tourism

7.4. Importance of Sustainable Tourism

7.5. Role of responsible tourism to minimize negative impact

7.6. Case Studies

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)**
	Authentic learning, case-based learning, collaborative learning, seminar, group activities, project

	MAHATMA GANDHI UNIVERSITY
	Name of Course – Tourism Impact Studies **Course Summary**

Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

SUGGESTED READINGS

1. Torre, A., & Scarborough, H. (2017). Reconsidering the estimation of the economic impact of cultural tourism. *Tourism Management*, *59*, 621-629.

2. Gonzalez, V. M., Coromina, L., & Gali, N. (2018). Overtourism: residents' perceptions of tourism impact as an indicator of resident social carrying capacity-case study of a Spanish heritage town. *Tourism review*.

3. Tohmo, T. (2018). The economic impact of tourism in Central Finland: a regional input–output study. *Tourism Review*.

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School Name	School of Tourism Studies					
Programme	MTTM					
Course Name	Industry Immersion II					
Type of Course	Core					
Course Code	STSMPC15					
Course Summary & Justification	This course provides students with the opportunity to apply theoretical and practical knowledge in the field of application in tourism industry. Immersing with industry is a great way to obtain valuable works experience. This course allows students to apply acquired theoretical knowledge to real world work experiences, they can experience several job responsibilities to sharpen their skills while entering to the industry upon graduation. In addition to this, students will be able to acquire transferable skills such as communication, leadership, teamwork etc. as part of learning this course for a smooth industry entry.					
Semester	2			Credit		3
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Research Field works, Independant Learning	4	-	-	96	100
Pre-requisite	Industry Immersion 1					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Demonstrate professional working attitude	U	1
2	Apply the theoretical and practical knowledge applied in the Industry	A	1,2
3	Develop teamwork and leadership skills	A	3
4	Build a record of work experience	A	4
5	Develop work aptitudes and attitudes necessary to succeed in	A	3

	their career		
6	Adapt professional behavior in working in the Industry	C	3

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-PRE INDUSTRY IMMERSION TRAINING   (4 Hrs)

1.1   Pre-Industry Immersion Workshop

Unit 2 – TOURISM COMPANY ENVIRONMENT (15Hrs)

2.1. Familiarize with the profile of the company

UNIT 3 – TOURISM INDUSTRY OPERATION 1 (15Hrs)

3.1 Duties Assigned

3.2 Industry Immersion schedule

UNIT 4 – TOURISM INDUSTRY OPERATION 2 (15 Hrs)

4.1 Adapting to the professional situation and able to take responsibilities of tasks

UNIT 5 – INDUSTRY IMMERSION REPORT (15 Hrs)

5.1 Preparation of industry immersion report

5.2 Academic Portfolio

5.3 Detailed CV

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, Project based learning, Research, Fieldworks
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Internship Report – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Supervisor evaluation A. Presentation

SUGGESTED READINGS

Woodside, M. (2016). *The human services internship experience: Helping students find their way*. SAGE Publications.

Baird, B. N. (2015). *Internship, practicum, and field placement handbook: A guide for the helping professions*. Routledge

Seagle Jr, E. E., Smith, R. W., & Dalton, L. M. (1997). *Internships in recreation and leisure services: a practical guide for students* (No. Ed. 2). Venture Publishing Inc.

Sweitzer, H. F., & King, M. A. (2013). *The successful internship*. Cengage Learning

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	MAHATMA GANDHI UNIVERSITY
	Name of Course - Data and Media Analysis for Tourism **Course Summary**

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Data and Media Analysis for Tourism**
Type of Course	Elective
Course Code	STSMPE16
Course Summary & Justification	The course's conceptual content focuses on technology in Tourism and hospitality. The use of different media (online and printed) in tourism business, websites, online marketing techniques, e-commerce, innovative methods with which to gather, store, and utilise information on a tourism business's clientele, and how technology can be used to manage and deliver information. These are important in today's rapidly changing and somewhat converged business environment, the content is primarily a platform from which the students will learn skills that will serve them well in their future careers.

Semester	3				**Credit**	4

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Discuss the underlying principles of ICT and media in hospitality and tourism.	C	1,3
2	Demonstrate the impacts of ICT and media in creating value propositions for customers and competitive advantage for organizations in the hospitality and tourism industry.	U	4,7

3	Develop practical skills in the software-based analysis of data and formally presenting findings.	A	2,6
4	Develop creative thinking and analyzing big data and social networks.	A	3
5	Demonstrate an ability to analyze data, interpret and make decision on various tourism business.	U	5
6	Evaluate advantages and disadvantages of decision support systems.	E	1
7	Analyze latest trends in tourism due to information technology	A	7

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT
Unit 1-INTRODUCTION TO INFORMATION TECHNOLOGY AND MEDIA IN TOURISM (10 Hrs)

1.1   Technology intervention in tourism
1.2   Printed Media
1.3   Vocal and Visual media
1.4   Online base media

Unit 2 – TOURISM WEBSITES AND DESIGN PRINCIPLES (10Hrs)

2.1. E-Tourism
2.2 E- Marketing 2.3.E- Commerce
2.4. M-Commerce
2.5. Website Optimization

UNIT 3 – INFORMATION SYSTEM FOR TOURISM MANAGEMENT DECISION SUPPORT (DECISION SUPPORT SYSTEMS) (10Hrs)

3.1   Concept of Database Management Systems
3.2   Concept of Relational Database Management Systems (RDBMS)
3.3   Management Information Systems (MIS)
3.4   Executive Information System (EIS)
3.5   Global Positioning System (GPS)
3.6   Enterprise Resource Planning (ERP

UNIT 4 - INTRODUCTION TO DATA MINING AND BIG DATA ANALYSIS (12Hrs)

4.1   Big data analysis
4.2   Accessing and prioritizing big data
4.3   Analysis of big data

UNIT 5 - SOCIAL NETWORK ANALYSIS (12Hrs)

5.1   Social network analysis methods
5.2   Social networks and tourism
5.3   Accessing data
5.4   Analysing Social media data
5.4.   Establishing customer relationship through tourism
5.5.   Future Prospects
5.6.   Virtual reality
5.7.   Augmented reality

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

SUGGESTED READINGS

Mariani, M., Baggio, R., Buhalis, D., & Longhi, C. (Eds.). (2014). *Tourism Management, Marketing, and Development: Volume I: The Importance of Networks and ICTs* (Vol. 1). Springer.

Inversini, A., & Schegg, R. (Eds.). (2016). *Information and Communication Technologies in Tourism 2016: Proceedings of the International Conference in Bilbao, Spain, February 2-5, 2016.* Springer.

Schegg, R., & Stangl, B. (2017). Information and Communication Technologies in Tourism 2017.

Cambria, E., Rajagopal, D., Olsher, D., & Das, D. (2013). Big social data analysis. *Big data computing*, *2013*, 401-414.

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Name of Course – Tour Operation Business
Course Summary

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Tour Operation Business**
Type of Course	Elective
Course Code	STSMPE17
Course Summary & Justification	This course is designed to understand travel agency and tour operation business. Students will be getting knowledge on how to start a travel agency. This course is designed in such a manner that students will get the knowledge of various tourism business. will help them to successfully market in today's dynamic world. It will introduce students to designing tourism business activities. It will also introduce to students' essentials of marketing like what are the methods of attracting tourists which will benefit the firms and strategies as well as methods that will enhance their job opportunity

Semester	3				Credit	4	

Total StudentLearningTime (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	62	-	-	38	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Define tourism operation business	R	1,2,3
2	Classify operations in **tourism, hospitality and leisure** that can appeal to multiple target markets	An	2,3,4
3	Identify the target customers and analyse the customers purchasing power	E	1,2,4
4	Examine and assess effectiveness of tour operations in tourism	C	1,2,3,4
5	Develop a tourism business plan	S	2,3,

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- INTRODUCTION TO TOUR OPERATIONS BUSINESS   (11 Hrs)

   1.1 Definition on tour operations business
   1.2 Characteristics of tour operations business
   1.3 Types of tour operation business
   1.4 Functions of tour operations business

Unit 2 – TRAVEL AGENCY AND TOUR OPERATION TRADE: ORIGIN AND DEVELOPMENT (11 hrs)

   2.1 History of Travel Agency and Tour Operation Business
   2.2 Pre-Independence Period
   2.3 Post- Independence Period
   2.4 Liberalization Period
   2.5 Travel Intermediaries in India
   2.6 Current Scenario of Indian Tourism
   2.7 Case Studies

Unit 3 TOUR OPERATOR BUSINESS PLAN (11 Hrs)

3.1 From Business Idea to Business Plan
   3.2   What is a business plan?
   3.3   How to write a business plan
   3.4   Create a business plan
   3.5   Case Studies

Unit 4 – INFLUENCE OF SOCIAL MEDIA ON TOURISM BUSINESS   (10 Hrs)

   4.1 Role of social media in Tourism
   4.2 Role of social media on tourist choices
   4.3 Social Media Impact on tourism marketing
   4.4 Digital Marketing Campaign
   4.5 Positive and negative effects of social media in tourism business

Unit 5 – NICHE TOURISM BUSINESS PLAN (10 Hrs)

   5.1 Niche Tourism
   5.2 Special Interest tourism -Tea, Wine, Eco, Heritage, Village, Dark and Film
   5.3 Process of Execution
   5.4 Case Studies

Unit 6 - STARTING A TOURISM BUSINESS (9 Hrs)

   6.1 Process of starting a tourism business
   6.2 Write a tourism business proposal
   6.3 Develop a marketing plan for tourism business
   6.4 Crisis Plan
   6.5 Surviving strategies for small tourism business
   6.6 Effective sales methods for small tourism business
   6.7 Case Studies

Name of Course – Tour Operation Business
Course Summary

TeachingandLearningApproach	**Classroom Procedure (Mode of transaction)**
	Authentic learning, case-based learning, collaborative learning, seminar, group activities
Assessment Types	**Mode of Assessment**
	4. Continuous Internal Assessment (CIA)
	5. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar
	6. Assignments
	B. Semester End examination

REFERENCES

1. *Travel Agency*. (n.d.). Bplans: Business Planning Resources and Free Business Plan Samples. Retrieved November 5, 2021, from https://www.bplans.com/transportation-and-travel-and-logistics-business-plans/travel-agency-business-plans/
2. *Travel Agency*. (n.d.). Bplans: Business Planning Resources and Free Business Plan Samples. Retrieved November 5, 2021, from https://www.bplans.com/transportation-and-travel-and-logistics-business-plans/travel-agency-business-plans/
3. Tsvetkov, T. (2018, October 4). *How to Start a Tour Company with (Almost) No Money*. Regiondo. https://pro.regiondo.com/how-to-start-a-tour-company/

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Name of Course - Tourism Entrepreneurship
Course Summary

School Name	School of Tourism Studies				
Programme	MTTM				
Course Name	Tourism Entrepreneurship				
Type of Course	Core				
Course Code	STSMPC18				
Course Summary & Justification	This course aims to enrich the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up tourism entrepreneurship ventures. The course gives an in-depth specific view of tourism entrepreneurship which includes planning and practical execution of entrepreneurial plans. The subject focuses on creating an in-depth understanding of the concept of entrepreneurship from a general perspective to a more specific one considering new budding entrepreneurs in the tourism industry. It also provides student with a practical view of how enterprises are managed with reference to its resource utilization such as customers and human resource from the perspective of tourism industry.				
Semester	3			Credit	3
Total StudentLearning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Identify the role of entrepreneur in tourism business	A	1
2	Examine the challenges of entrepreneurship in tourism	An	4,6,7

3	Develop entrepreneurial competencies	C	2,3
4	Estimate financial funds requirement for tourism entrepreneurship	E	4,5,7
5	Design EDPs	C	2,4,7
6	Discuss the subsidies and incentives offered to entrepreneurs	C	7
7	Examine the role of entrepreneurship in SSE and economic development	An	2,4,5,6,7

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- ENTREPRENEAR AND ENTREPRENEURSHIP **(9 Hrs)**

1.1   Evolution of the concept of Entrepreneur – Characteristics of entrepreneur

1.2   Entrepreneurship and entrepreneurship development – Types and functions of entrepreneur - Intrapreneur

1.3   Functions – growth -problems – developments of entrepreneurship – Women entrepreneurship.

1.4   Role of entrepreneurship in economic development

1.5   Need for rural entrepreneurship – problems and prospects of rural entrepreneurship

1.6   Factors affecting entrepreneurship growth – Entrepreneurship Development Programs (EDPs) – Role, Relevance and Achievements.

1.7   Entrepreneurial characteristics for travel, tourism and hospitality trade

1.8   Challenges of entrepreneurship in Tourism

Unit 2 – TOURISM ENTREPRENEURSHIP **(9 Hrs)**

2.1. Concept and definition

2.2. Policy measures for tourism entrepreneurship in India

2.3. Tourism entrepreneurial competencies – Major competencies

2.4. Developing entrepreneurial competencies

2.5. Successful startups and ventures

2.6. Entrepreneurial process: Idea generation – Identification of an opportunity – Market assessment – Analyzing competitive situations – Understanding trade practices – Resource mobilization. Prototyping, Validation and Commercialization

Unit3 –ENTREPRENEURIAL FINANCE, ASSISTANCE AND ENTREPRENEURIAL DEVELOPMENT AGENCIES   (9 Hrs)

3.1. Estimating financial funds requirement

3.2. Source of finance: Banks and financial institutions such as IFCI, ICICI, IDBI and IRDBI

3.3. Financing of small-scale industries in developing countries

3.4. Role of central and state government in promoting entrepreneurship with various incentives, subsidies, grants, export-oriented units, fiscal and tax concessions, other government initiatives and inclusive entrepreneurial growth

3.5. Overview of MSME policy of government in India

3.6. Role of agencies assisting entrepreneurship:

3.7. Initiatives taken by the government to promote entrepreneurship in India

Unit 4 – DEVELOPING A BUSINESS PLAN   (9 Hrs)

4.1. Environmental scanning and SWOT analysis

4.2 Business plan as an entrepreneurship tool

4.3. Business planning process. Elements of business planning, Preparation og project plans, Components of an ideal business plan: Market plan – Financial plan -Operational plan -Site selection

4.4. Feasibility analysis – aspects and method. Economic analysis, Financial analysis, Market and technological feasibility. Feasibility report. Role of technology in tourism business.

UNIT 5 – LAUNCHING A NEW VENTURE   (9 Hrs)

5.1 Steps involved in launching a business

5.2. Forms of business ownerships

5.2 HR issues in tourism industry

5.3. Strategies for the growth and stability of tourism in India

5.4. Entrepreneurial case studies of major travel agencies/ hotels on risk taking, innovation, creativity and growth in tourism

UNIT 6 – ENTREPRENEURSHIP AND SMALL-SCALE ENTERPRISES   (9 Hrs)

6.1. Characteristics and relevance of small-scale enterprises – Relation ship of small to large

6.2. Role of entrepreneurship in SSE and economic development

6.3. Government policy towards developing and promoting small-scale industry and small-scale business

6.4. Rules, regulations and procedures relevant for small-scale industries and small-scale business

6.5. Identification of an opportunity for an entrepreneur- their problems- Market assessment for SSE- Choice of technology and selection of site

6.8. Financing the small enterprises – Business plan and organizational frame work

6.9. Issues related to financial management – Working conditions and personnel relations – Strategies for stabilization and growth.

6.10.   Case studies of Success and failures

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities, project
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments/ Project A. Semester End examination

REFERENCES

1. Hisrich, R. D. (2015). *International entrepreneurship: starting, developing, and managing a global venture*. Sage Publications.

2. Duening, T. N., Hisrich, R. A., & Lechter, M. A. (2020). *Technology Entrepreneurship: Taking Innovation to the Marketplace*. Academic Press.

3. Khanka, S. S. (2006). *Entrepreneurial development*. S. Chand Publishing.

4. Kumar, A. (2012). *Entrepreneurship: Creating and leading an entrepreneurial organization*. Pearson Education India.

5. Singh, A. K., & Ashraf, S. N. (2020). Association of entrepreneurship ecosystem with economic growth in selected countries: An empirical exploration. *Journal of Entrepreneurship, Business and Economics*, *8*(2), 36-92.

6. Kulkarni, A. A. WOMEN ENTREPRENEURSHIP IN GLOBALIZATION ERA.

7. Desai, V. (2009). *Dynamics of entrepreneurial development and management* (pp. 119-134). Himalaya Publishing House.

8. Blundel, R., Lockett, N., & Wang, C. (2017). *Exploring entrepreneurship*. Sage.

9. Desai, V. (2008). *Small Scale Industries and Entrepreneurship: In the Twenty-first Century: Spirit of Enterprise*. Himalaya Publishing House.

10. Sahay, A., & Nirjar, A. (2006). *Entrepreneurship: Education, research and practice*. Excel Books.

11. Srinivas, K. CREATIVE INNOVATIVE ENTREPRENEURSHIP: A WAY TO STUDY FOR CULTIVATING ENTREPRENEURS.

12. Drucker, P. (2014). *Innovation and entrepreneurship*. Routledge.

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Name of Course - Foreign Exchange Management
Course Summary

School Name	School of Tourism Studies
Programme	MTTM
Course Name	Foreign Exchange Management
Type of Course	Core
Course Code	STSPMC19
Course Summary & Justification	This course allows the students to learn the basics of foreign exchange trades. In tourism career, professionals should have an in-depth knowledge of foreign exchange principles, regulation of exchanging foreign currencies. Based on several forecasting methods using charts, students are able to analyze the foreign exchange market and forecast tourism trends and trade markets.

Semester	3		Credit				3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Categorize the factors affecting exchange rates	A	1
2	Outline the structure of foreign exchange market	U	1
3	Examine the organization of foreign exchange market	E	1
4	Categorize various risk associated with foreign exchange business	An	3
5	Evaluate the pattern of movement of foreign exchange market through charting	E	2, 5

6	Explain foreign exchange units in financial intermediaries	U	1
7	Evaluate the foreign exchange market in India	E	5, 7
8	Explain various currency exchange regulation related to tourism	U	2, 5

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-FOREIGN EXCHANGE   (10Hrs)

1.1   Foreign Exchange market organization, structure and mechanism

1.2   Exchange rate system

1.3   Participants in foreign exchange market

1.4   Exchange rate and exchange rate system

1.5   Euro Currency market

Unit 2 – FACTORS AFFECTING EXCHANGE RATES (12 Hrs)

2.2 Factors affecting exchange rates

2.3. Monitory and Fiscal Policy

2.4. Balance of Payment (BoP)

2.5. Chartism and forecasting market hypothesis

2.6. Indian Foreign Exchange market

2.7. International banking settlement trends

2.8. Exchange contracts

Unit 3 – FOREIGN EXCHANGE RISK MANAGEMENT (10 Hrs)

3.1. Foreign exchange risks

3.2. Managing Foreign Exchange exposure

3.3. Measuring Foreign Exchange risk

3.4. Foreign currency risk and its impact on business

3.5. Foreign Exchange risk preventive strategies

Unit 4 – ORGANIZATION MECHANISM OF FOREIGN EXCHANGE MARKET (12Hrs)

4.1. Spot market

4.2 Forward market

4.3. Legislation and regulation

4.4. Foreign exchange market system in India (NSE)

UNIT 5 – MANAGING FOREIGN EXCHANGE RESERVES (12Hrs)

5.1 Monitory policy and fiscal polices

5.2 Economic liberalization and globalization

5.3. International banking, settlement trends and strategies

5.4. Analysis of foreign exchange reserves

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

SUGGESTED READINGS

Papacostas, P, Tonin, Francesco (2018), Foreign Exchange Options and Risk Management: Market Dynamics, Models and Human Behaviour, Risk Books, London

Jeevanandam, C. (2020). Foreign Exchange & Risk Management. Sultan Chand & Sons.

Donnelly, B. (2019). The Art of Currency Trading: A Professional's Guide to the Foreign Exchange Market. John Wiley & Sons.

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Name of Course – Foreign Language – French II
Course Summary

School Name	School of Tourism Studies				
Programme	MTTM				
Course Name	Foreign Language - French II				
Type of Course	Core				
Course Code	STSMPC20				
Course Summary & Justification	French is a great step towards building a world- class education, that can open many doors in employment in a variety of occupations, such as Teaching, Interpreting, and Translations, the Travel Industry and many more. Learning the French language will help students communicate with tourists from most of Europe and Africa.				
Semester	3		Credits		3
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	Foreign Language - French Paper 1				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Create conversation situations with French Speakers about day to day topics	S	2,3
2	Read and demonstrate short articles in French	A	3
3	Write short compositions in French in one or two paragraphs	A	4,5
4	Design role play situations of an advanced level	C	5
5	Write short stories from outlines provided	C	2
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I)			

	MAHATMA GANDHI UNIVERSITY
	Name of Course – Foreign Language – French II **Course Summary**

COURSE CONTENT

Unit 1 – L'ENQUETE DE L'INSPECTEUR DAROT (14 hrs)

1.1 Un P.D.G très Occupé
1.2 Pronoms compléments
1.3 Futur proche: Raconter et rapporter,
1.4 L' enquête commence, Passé composé
1.4 L' enquête continue: imparfait,
1.5 Coup de théâtre

Unit 2 – LA REINE DES SABLES (13 hrs)

2.1 Projets
2.2 Pronoms 'en' et 'Y' – Pronoms relatifs

2.3 En panne

2.4 La vie administrative et régionale

2.5 Decouverte

Unit 3 – CONFLITS (13 hrs)

3.1 Comparatifs et superlatifs

3.2 Conjugaison du future

3.3 Présent continu

3.4 Passé recent

3.5 Interdire

Unit 4 –Disparition (14 hrs)

4.1 Projets
4.2 , La disparition mysterieuse

4.3 Plusieurs regions de France

4.4 : Différents univers sociaux

4.5 Vers l'avenir : Traditions et modernité

Name of Course – Foreign Language – French II
Course Summary

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)**
	Direct Instruction: Lecture, interactive Instruction, Seminar, Assignments, Role play, Authentic learning, Group discussion, Presentation by individual student/ Group representative
Assessment Types	**Mode of Assessment** A. Continuous Internal Assessment (CIA) B. Internal Test – One MCQ based and on extended answer type C. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar **D. Semester End examination Semester End examination**

REFERENCES

1. **Girardet, J., Verdelhan, M., Dominique, P. (1992). Le nouveau sans frontières 1: Mèthode de français. Cahier d'exercices. France: CLE international.**

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Name of Course - Tourism Innovation Management
Course Summary

School Name	School of Tourism Studies
Programme	**MTTM**
Course Name	**Tourism Innovation Management**
Type of Course	Core
Course Code	STSMPC21
Course Summary & Justification	This course is designed to learn creative new ideas that is innovative to any sectors of tourism. As tourism is one of the fastest transforming industry, innovation on services, product development, market approach is inevitable. Also, to learn, managing changes is important to the potential career seekers in tourism in order to lead the industry.

Semester	3			Credit		3	

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	72	-	-	28	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Classify various types of innovation	U	1
2	Develop the design process of innovation	A	2
3	Analyze the competitive innovation process	An	5, 6
4	Assess various factors triggering innovation in an organization	E	4,7
5	Plan in managing Intellectual Property rights (IP)	A	2
6	Develop a prototype innovation model in tourism	C	6,7
7	Analyze cases of innovation in tourism sectors	An	5

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

<table>
<tr><td rowspan="2">[University Emblem]</td><td>**MAHATMA GANDHI UNIVERSITY**</td></tr>
<tr><td>**Name of Course - Tourism Innovation Management
Course Summary**</td></tr>
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COURSE CONTENT

Unit 1-INTRODUCTION TO THE CONCEPT OF INNOVATION   (12 Hrs)

1.1   Types of Innovation

1.2   Models of Innovation

1.3   Innovation Process

1.4   Case analysis of service innovation

Unit 2 – MANAGING INNOVATION WITHIN FIRM (15Hrs)

2.2 Innovation diffusion theory

2.3. Managing uncertainty

2.4. Innovative organizations

2.5. Principles of design innovation

2.6. Recognizing the potential of innovation

2.7. Dynamic competitive analysis of innovation process

2.8. Strategies for pricing and sustaining profits

Unit 3 – TRIGGERS OF INNOVATION (15Hrs)

3.1. Innovation tools

3.2. Supply chain innovation in tourism industry

3.3. Innovation radar- 360 degree of innovation

3.4. Managing IP, Development of IP strategy

3.5. Innovation value chain

3.6. Innovation project (group)

Unit 4 – HANDLING CONFIDENTAIL INFORMATION (15Hrs)

4.1. Managing R& D innovation

4.2 Managing RD

4.3. Legislation and regulation

4.4. Foreign exchange market system in India (NSE)

UNIT 5 – GLOBALIZATION OF INNOVATION (15 Hrs)

5.1 Role of government

5.2. Analysis of innovation through cases tourism destination development (Niche Products and Unique Attractions)

5.3 Innovation case 1 (tourism)

5.4 Innovation case 2 (tourism)

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities, project
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

SUGGESTED READINGS

Westland, J. C. (2016). *Global innovation management*. Macmillan International Higher Education.

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MAHATMA GANDHI UNIVERSITY

Name of Course: Tourism Crisis and Disaster Management
Course Summary

School Name	**SCHOOL OF TOURISM STUDIES**					
Programme	**MTTM**					
Course Name	**TOURISM CRISIS AND DISASTER MANAGEMENT**					
Type of Course	Core					
Course Code	STSMPC22					
Course Summary & Justification	Tourism Industry is vulnerable to crisis. This course provides the required knowledge to future tourism professionals in crisis and disaster management in tourism during the three stages of pre-disaster prevention and planning, disaster situation management and post disaster stage of response and recovery. It also brings out the importance of Crisis Communication at the time of emergency.					
Semester	3	Credits			3	
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	54	-	-	46	100
Pre-requisite	Nil					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Illustrate types of crisis that could arise in tourism	U	1
2	Create pre-preparedness plan anticipating likely problems	C	3
3	Develop skills to use crisis management plans during the actual disaster	A	2,3,6
4	Develop a communication plan for the media and general public during crisis	C	2

5	Recommend a response strategy involving all stakeholders	E	3,4
6	Analyze previous cases and plan future preparedness	An	5
7	Explain the role and ACTs and Policies of the Government	U	1

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-TOURISM RISK MANAGEMENT: CONCEPT, ISSUES, PHASES   (8 Hrs)

1.1   Definition, Culture and Practical Process of Risk Management

1.2   Risk Encounter

1.3   Risk Contextualization

1.4   Phases of Risk Management

1.5   Safety guidelines

Unit 2 – TOURISM CRISIS; TYPES, CAUSES AND CONSEQUENCES   (12 Hrs)

2.1 Vulnerability of Tourism Industry to Crisis

2.2. Types of Crisis in Tourism

        2.3.1 Economic, Environmental and Political

        2.3.2 Socio-Cultural Conflicts

        2.3.3 Terrorism

        2.3.4 Tourism and Health Crisis

        2.3.5 Technological Failure

Unit 3 – TOURISM DISASTER AND RISK PREPAREDNESS AND PLANNING

(12 Hrs)

3.1. Disaster Preparedness: Emergency Planning

3.2. Disaster Preparedness: Contingency Plans and Simulation Exercises

3.3. Development of Crisis Plans

3.4. Crisis management systems and tools

3.5. Tourism Crisis Planning and Preparation

3.6. Recovery and rebuilding strategies of tourism

3.7. Case Study

Unit 4 – DISASTER AND RISK RESPONSE, COMMUNICATION AND RECOVERY (12 Hrs)

4.1. Coordination, Control and Resource Allocation

4.2 Crisis Communication in the Emergency

4.3. Long-term Recovery and Resolution

4.4 Master Plan for Future

UNIT 5 – LEGISLATION AND ROLE OF STAKEHOLDERS   (10 Hrs)

5.1 Central Government, State Government, District Administration, Armed Forces,

   Paramilitary Forces, Fire Services

5.2. National Disaster Management Act -2005

5.3. National Policy on Disaster Management – 2009

5.4. National Plan on Disaster Management – 2016

Analysing previous cases

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Direct Instruction: Classroom lecture, e-learning, Active co-operative learning, Seminar, Case Studies, Authentic learning, Presentation by individual student/ Group representative.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Internal Test – One MCQ based and on extended answer type 3. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 4. Case analysis **A. Semester End examination**

REFERENCES

1. Piekarz, M., Jenkins, I., & Mills, P. (2015). *Risk and safety management in the leisure, events, tourism and sports industries*. CABI.
2. Alexander, D. (2018). *Natural disasters*. Routledge.

3. Ritchie, B. W. (2009). Crisis and Disaster Management for Tourism. United Kingdom: Channel View Publications.
4. Tourism Crisis and Disaster Management in the Asia-Pacific. (2014). United Kingdom: CABI.
5. Disaster Management Act 2005, Publisher by Govt. of India
6. National Disaster Management Policy, 2009, GoI
7. https://onlinecourses.swayam2.ac.in/cec19_hs20/preview (SWAYAM Course on Disaster Management, EMRC, Hyderabad)

SUGGESTED READINGS

1. Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Channel View Publications.
2. Henderson, J. C. (2007). *Managing tourism crises*. Routledge.
3. Pforr, C., & Hosie, P. J. (2008). Crisis management in tourism: Preparing for recovery. *Journal of Travel & Tourism Marketing*, *23*(2-4), 249-264.
4. Coppola, D. P. (2006). *Introduction to international disaster management*. Elsevier.
5. Gupta, M. C., Sharma, V. K., Gupta, L. C., & Tamini, B. K. (2001). Manual on natural disaster management in India. *Delhi: National Center for Disaster Management*, *204*.

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	MAHATMA GANDHI UNIVERSITY
	Name of Course - Industry Immersion III **Course Summary**

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Industry Immersion III**
Type of Course	Core
Course Code	STSMPC23
Course Summary & Justification	This course provides students with the opportunity to apply theoretical and practical knowledge in the field of application in tourism industry. Immersing with industry is a great way to obtain valuable works experience. This course allows students to apply acquired theoretical knowledge to real world work experiences, they can experience several job responsibilities to sharpen their skills while entering to the industry upon graduation. In addition to this, students will be able to acquire transferable skills such as communication, leadership, teamwork etc. as part of learning this course for a smooth industry entry.

Semester	3				**Credit**		3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Research Fieldworks, Independant Learning	4	-	-	96	100

Pre-requisite	Industry Immersion 1 and 2

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Demonstrate professional working attitude	U	1
2	Apply the theoretical and practical knowledge applied in the Industry	A	1,2
3	Develop teamwork and leadership skills	A	3
4	Build a record of work experience	A	4
5	Develop work aptitudes and attitudes necessary to succeed in	A	3

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Course Summary</td><td></td></tr>
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	their career		
6	Adapt professional behavior in working in the Industry	C	3

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-PRE INDUSTRY IMMERSION TRAINING   (12 Hrs)

1.1   Pre-Industry Immersion Workshop

Unit 2 – TOURISM COMPANY ENVIRONMENT (15 Hrs)

2.1. Familiarize with the profile of the company

UNIT 3 – TOURISM INDUSTRY OPERATION 1 (15 Hrs)

3.1 Duties Assigned

3.2 Industry Immersion schedule

UNIT 4 – TOURISM INDUSTRY OPERATION 2 (15 Hrs)

4.1 Adapting to the professional situation and able to take responsibilities of tasks

UNIT 5 – INDUSTRY IMMERSION REPORT (15 Hrs)

5.1 Preparation of industry immersion report

5.2 Academic Portfolio

5.3 Detailed CV

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, Project based learning, Research, Fieldworks
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Internship Report – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Supervisor evaluation A. Presentation

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<tr><td></td><td>Name of Course - Industry Immersion III
Course Summary</td></tr>
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SUGGESTED READINGS

Woodside, M. (2016). *The human services internship experience: Helping students find their way*. SAGE Publications.

Baird, B. N. (2015). *Internship, practicum, and field placement handbook: A guide for the helping professions*. Routledge

Seagle Jr, E. E., Smith, R. W., & Dalton, L. M. (1997). *Internships in recreation and leisure services: a practical guide for students* (No. Ed. 2). Venture Publishing Inc.

Sweitzer, H. F., & King, M. A. (2013). *The successful internship*. Cengage Learning

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Name of Course - Air Ticketing and Electronic Booking Tools
Course Summary

School Name	School of Tourism Studies					
Programme	MTTM					
Course Name	Air Ticketing and Electronic Booking Tools					
Type of Course	Elective					
Course Code	STSMPE24					
Course Summary & Justification	This course is designed to gain understanding related with airline geography and also handling ticketing through CRS and constructing air fares. The course also covers necessary travel documentation required for international travel as well as training to standard CRS packages.					
Semester	4				Credit	3
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	62	-	10	28	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Classify IATA Tariff conference areas	U	1
2	Construct normal fares and special fares	A	1, 2,5
3	Organize airline itineraries depending upon the types of journey	A	1, 2, 6
4	Apply fare construction rules for direct and indirect journeys	An	2, 4,5
5	Select applicable fare for a journey	A	4
6	Take part in electronic ticket processing	An	4,5,6
7	Examine applicable special fares after counting the transfers and stopovers in a journey	An	5,6

8	Selecting the applicable special fare by establishing seasonality and day of the week	E	1,2,4,5
9	Examine the immigration formalities in airports	An	4,5,6
10	Create PNR in global distribution systems	C	5,6

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- INTRODUCTION TO AIRLINE INDUSTRY AND AIRLINE GEOGRAPHY

(7 Hrs)

1.1 Airlines around the world – Growth and distribution of traffic - Factors affecting airline operating cost

1.2 IATA Tariff conference areas – Important cities and airports of the world – 3 letter city codes and airport codes, airline designated codes – Minimum Connecting Time (MCT)

1.3 Time differences, flying time, Types of journeys, components of air fare

1.4 Familiarization with OAG – Global indicators – Anatomy of a Journey – Pricing Unit (PU) – International Journey Types

Unit 2 – FARE SELECTION AND CURRENCY RULES   (7Hrs)

2.1 Normal versus Special (Promotional) Fare Types

2.2 Standard Conditions

2.3 Unrestricted and Restricted Normal Fares

2.4 Predominant Carrier Fare Selection

2.5 Currency regulation – NUC conversion factors – General rules – Rounding NUCs - Rounding Local Currency Fares - Bankers Rate of Exchange – Point to Point Fare Calculation

Unit 3 – SPECIFIED ROUTINGS   (3 Hrs)

3.1 Conditions of a Specified Routing for an indirect journey

3.2 Specified Routing Table

3.3 Interpreting Symbols in the Specified Routing Tables

3.4 Quoting fares for Specified Routings

Unit 3 – PLANNING ITINERARY BY AIR   (7Hrs)

2.1 Itinerary terms – Normal fares and Special fares – Country and currency codes – Taxes and Fees

2.1 Introduction to fare construction – International mileage and routing systems- One Way Through Fare Construction – Round Trip and Circle Trip Fare Construction

2.4. Mileage principles – Fare constructions with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS), Check minimum fare rules in pricing itineraries – Interrupted travel.

Unit 3 – SPECIAL FARE CONSTRUCTION, ELECTRONIC TICKET PROCESS AND TFC's   (7 Hrs)

3.1 Round trip and Circle Trip Fare Construction

3.1. Higher Intermediary Points (HIP)

3.2. Circle Trip Minimum (CTM) checks – Back-Haul Minimum Check

3.3. Add-ons and Open Jaw

3.4. General limitations on indirect travel

3.5 Electronic Tickets - Airline participants in the Electronic Ticket (ET) Process- Coupon Status Indicator codes – Multiple Purpose Document (MPD) -Use of Virtual MPD and Electronic Miscellaneous Document (EMD)

3.6. Sales transactions with credit cards as forms of payment

3.8 Taxes, Fees and Charges (TFCs) collected on airline traffic documents – Security Surcharge (Q) – Transportation and applicable fares for Children and Infant Passengers

Unit 4 – SPECIAL/PROMOTIONAL FARES   (7 Hrs)

4.1. Types – IATA Standard Condition Principles

4.2 Interpreting Validity Conditions

4.3. Establishing Seasonality and Day of Week

4.4. Counting Transfers and Stopovers

4.5 Selecting the applicable special fare

UNIT 5 – CONSOLIDATOR AND NET FARES   (10 Hrs)

5.1 IATA Normal and Promotional Airfares – IATA AND Non-IATA Travel Agents

5.2. Consolidator Fares and Pricing Structure of Consolidator Fares

UNIT 6 – BILLING AND SETTLEMENT PLAN   (10 Hrs)

6.1 Aims of BSP

6.2 Advantages of BSP to Travel Agents

6.3 BSP Operations – Validation – Standard Traffic Documents

6.4 BSP Link – Commissions and Service Fees

UNIT 7 – DOCUMENTATION   (4 Hrs)

7.1 Passport -Visa

7.2 Currency Regulations

7.3 Customs Regulations

7.4 Health Regulations

7.5 Immigration Formalities at Airport

7.6 Travel Information Manual

UNIT 8 – COMPUTER RESERVATION SYSTEM   (10 Hrs)

8.1 Introduction to GDS and its features

8.2 Basic Commands - Signing-in and Signing-out – Agent Work Area

8.3 Encode and Decode cities, airports, airline names, aircraft equipment and countries

8.4 Availability commands and Scrolling elements

8.5 Important status codes – Flight information

8.6 Five mandatory elements of PNR – Commands in PNR – Other service information command – PNR retrieval and display commands – PNR modifications command - Split booking commands

8.7 Elementary commands for fare quote display – Queuing – E- Ticketing -Ticket coupons – Miscellaneous functions

8.8 Timatic and Web Timatic

8.9 Digital tools and apps for largest booking,

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)**
	Authentic learning, case-based learning, collaborative learning, seminar, group activities, practical learning
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar / Practical 3. Assignments A. Semester End examination

	MAHATMA GANDHI UNIVERSITY
	Name of Course - Air Ticketing and Electronic Booking Tools Course Summary

REFERENCES

1. ABC World Airways Guide

2. Amadeus/Galileo/ Sabre – Global Distribution System

3. IATA Air Ticketing Handbook

4. Passenger Air Tariff

5. Travel Information Manual

6. Negi Jagmohan (2015), Air Ticketing and Airline Ticketing, Kanishka Publishers, New Delhi

7. J.K Sharma (2009), Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi

8. IATA Foundation

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Name of Course - Cargo and Logistic Management
Course Summary

School Name	School of Tourism Studies					
Programme	MTTM					
Course Name	Cargo and Logistic Management					
Type of Course	Elective					
Course Code	STSMPE25					
Course Summary & Justification	This course is designed to learn to provide specialized knowledge on cargo operations and to familiarize with cargo rates and cargo regulations. This course builds necessary knowledge regarding supply chain management, logistics and different modes of transport. The students will learn the key principles and concepts in freight transport management, multimodal transport operations, the unitization and containerisation of cargo, and the transportation of dangerous goods by air, land and sea.					
Semester	4			Credit		3
Total Student LearningTime (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	72	-	-	28	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Summarize the growth and development of air cargo industry	U	1
2	Classify the types of air cargo and cargo air crafts and their specifications	An	1,2
3	Identify the various organizations, regulations and major	An	2,3,4

	conventions associated with air cargo industry		
4	Examine the procedure of cargo handling and documentations in air cargo industry	An	1,4,5
5	Distinguish the role of major players in air cargo industry	An	3,4
6	Examine the importance of automation in air cargo industry	E	4, 6
7	Estimate the various cargo rates and tariff to be applicable for air cargo transportation	E	1,2,4,6
8	Solve various types of claims and complaints in air cargo industry	C	3,4,5,6,7
9	Discuss the various procedures involved in cargo handling	C	2,3,4

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- AIR CARGO INDUSTRY (10 Hrs)

1.1   History and growth of air cargo

1.2   Cargo capacity in surface transport, marine transport and air transport

1.3   Types of aircrafts and the availability of load and space in the aircraft

1.4   Structural and operational limitations of the aircraft and the pay load restrictions

Unit 2 – ORGANIZATIONS, REGULATIONS AND CONVENTIONS (8 Hrs)

2.1 IATA, ICAO, DGCA, FIATA, UFTAA, AAI, BCAS, CISF, ATC, and ACAAI

2.2. Chicago Convention

2.3. Warsaw Convention

2.4. Bermuda Convention

Unit 3 – HANDLING AND DOCUMENTATION OF DOMESTIC AND INTERNATIONAL AIR CARGO AND AIR CARGO AGENCY (8 Hrs)

3.1. Domestic cargo handling and documentation

3.2.1 Consigner, consignee(shipper), Consignment or shipment

3.2.2. Consignment or Airway bill, House Airway bill

3.2.3. Cargo manifest, Cargo transfer manifest

3.3. International cargo handling and documentation

3.3.1 Export import licenses, Purchase order invoice

3.3.2 Packing list, Certificate of origin, Declaration for export

3.3.3 Carting order, Shipping bill

3.4 For import: Bill of entry

3.5. Role of custodian and customs

3.6. Electronic Data Interchange (EDI)

3.7. Logistics of Cargo management in ports and Airports

3.7 Air cargo agency: IATA Cargo agent – The consolidator (Air freight forwarder)

Unit 4 – CONSIGNMENT NOTE, CARGO MANIFESTATION AND LOADING OF CARGO   (10 Hrs)

4.1. How to fill a consignment note

4.2 Security clearance of cargo

4.3. Cargo manifestation

4.4. Loading of cargo wide bodied aircraft/ in conventional aircraft

4.5 Containers and pallets

4.6. Bulk loading of aircraft

UNIT 5 - CARGO HANDLING FACILITIES FOUND AT AIRPORTS   (8 Hrs)

5.1. Handling an air cargo shipment: Loading/ unloading cargo, transporting cargo to and from aircraft, storage, a terminal for temporary storage and customs examination. Cargo terminal facilities:

5.2. Aircraft handling facilities- passenger aircrafts- Combi and Cargo aircrafts- loading and unloading – Transport

5.3. The Cargo terminal – Export handling system and storage of consignments. Import handling system- Interline or transshipment

5.4. Customs clearance process

UNIT 6 – TYPES AND NATURE OF CARGO   (10 Hrs)

6.1. Unaccompanied baggage to go as cargo when it is booked under a consignment note

6.2. General cargo, precious cargo, livestock, human organ, human remains, arms and ammunitions, dangerous goods

6.3. Mail, diplomatic mail and wet cargo

6.4. Cargo which needs special attention like flowers, heart valves etc.

UNIT 7 - CARGO RATES AND TARRIFS   (5 Hrs)

7.1. Normal cargo rates, specific commodity rates, class cargo rates, valuation charges, volumetric charges, cartage charges, demurrage charges, fuel surcharge, security surcharge, To pay charges, Documentation and statistical charges.

7.2. Sea cargo: Shipping agent, Less than a container load (LCL), Full container load (FCL), Matiez report, Shipping bill, Marine insurance, Bill of lading, Letter of credit.

7.3. Multimodel transport document (MMTD), Bill of Entry

7.4. Inland Container Depot (ICD)

UNIT 8 – CLAIMS AND COMPLAINTS IN CARGO   (5 Hrs)

8.1. Human behaviour, late receipt of cargo, short receipt of cargo, pilferage, no information regarding the arrival of cargo, receipt of cargo in Damaged condition, Wrong calculations.

8.2. Claiming against complaints, procedures

UNIT 9 – CASE STUDY   (3 Hrs)

9.1. IATA Cargo Agents and Cargo Agency Operations.

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities,
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

1. K.M Unnikrishnan (2013), Air Cargo Management and Airport Handling, Gemini Printers, Bangalore

2. IATA Live Animals Regulations Manual

3. IATA Special Mail Manual and IATA DGR

	MAHATMA GANDHI UNIVERSITY
	Name of Course - Cargo and Logistic Management **Course Summary**

4. Cargo Introductory Course Text Book 1, International Cargo Agents Training Programme.

5. Dresner, M., & Zou, L. (2016). Air cargo and logistics. *Air Transport Management: An International Perspective*, 247-264.

6. Yuan, X. M., Low, J. M., & Tang, L. C. (2010). Roles of the airport and logistics services on the economic outcomes of an air cargo supply chain. *International journal of production economics*, *127*(2), 215-225.

7. Merkert, R., Van de Voorde, E., & de Wit, J. (2017). Making or breaking-Key success factors in the air cargo market.

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	MAHATMA GANDHI UNIVERSITY
	Name of Course – Airline and Airport Management **Course Summary**

School Name	School of Tourism Studies
Programme	**MTTM**
Course Name	**Airline and Airport Management**
Type of Course	Elective
Course Code	STSMPE26
Course Summary & Justification	Airline and Airport Management is the team that manages the operational needs of every airport in the world. Their roles are to ensure the smooth runningof the airport, maintaining security, providing state-of-the-art facilities to their customers, customer service and hosting innovative events withdifferent airport agencies and airlines. Different sectors of work include security management, flight management, commercial operations and overall management of the employees. This course is designed to provide a deep understanding about airport development,management and operations.

Semester	4				Credit	2

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	72	-	-	28	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Summarize the growth and development of aviation industry	U	1
2	Identify airline alliances, types of airline personnel, and types of air crafts	A	1,5,7
3	Examine airline and airport organization	E	2, 4, 5

4	Explain the general physical characteristics of an airport	E	1, 2,5,6
5	Design of airport and airport infrastructure	C	2, 4,5,
6	Discuss the types of airport services and operations	C	2, 3, 4,5
7	Build awareness regarding the importance of safety and security in airports	C	2, 3,6
8	Formulate emergency plans and procedures	C	3,4
9	Measures to be taken to minimize potential hazards and measures to counter hazards	E	2,4, 6
10	Discuss the importance of communications in airport operations	C	4,5

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- INTRODUCTION TO AVIATION INDUSTRY   (10 Hrs)

1.1   History of aviation – early experiments in flying – Development in aviation

1.2   Aircraft companies – milestones – jet age of aviation – challenges – Global aviation industry

1.3   Aviation industry in India – scope – types – scheduled and non-scheduled flights – Air cargo transport

1.4   Economic and social impacts – key performance indicators

1.5   Airline alliances – development of commercial airlines

1.6   Deregulation – impacts

1.7   Types of airline personnel: flight crew -cabin crew – flight engineers – ground staff

1.8   Types of aircrafts – IATA- ICAO -National aviation authorities: DGCA and AAI

Unit 2 – AIRLINE AND AIRPORT ORGANIZATION   (8 Hrs)

2.1 Layout of airport and ground handling

2.2 Airport and aircraft security – managerial operations -catering in airlines

2.3 Domestic passenger terminal management: Departure area, Arrival area, Transit area, waiting area – Monitoring the passenger terminal

2.4 International passenger terminal management – Doctrines of terminal management – Functions of passenger terminal – Services provided to the passengers – Emigrations and customs

2.5 Domestic and international cargo terminal – Export area – Do's and Don'ts for the users of cargo terminal

Unit 3 – STRUCTURE OF AN AIRPORT (10 Hrs)

3.1 General physical characteristics of an airport – Landside terminal and Airside terminal building – Flight display board

3.2 Sterile and non-sterile area -Passenger checking counter -Security screening check points -Inline passenger screening – Fristing of passengers – Security clearance – Departure lounge- Departure gate – Surface transportation to the aircraft/ aero bridge

Unit 4 – AIRPORT SERVICES AND OPERATIONS (10 Hrs)

4.1 Airport services – Need for integrated planning solutions – Two sides of airport services

4.2 Airport ground handling -Passenger handling services – Baggage handling services - Ramp services: Ground Handling Agencies- Handling of Passengers – Handling of Baggage – Aircraft handling. Ground Handling agencies in India

4.3 Air Operator: Planning aircraft fleet and maintenance – Air craft fleet planning – Aircraft configuration -Operation capability: Long haul and Short Haul flights. Maintenance Schedule. Ground Handling Agreements – Flight planning and Scheduling and approval of operational routes – Crew Management and Documentation

4.4 Aircraft servicing – Marshelling – Ground power supply – Cabin cleaning – Refueling – Pushback – Scheduled arrival and departure

4.5 Cargo handling services – ULD, Containers and Pallets

4.6 Airport operations of flight and turnaround of aircraft

UNIT 5 – AIRPORT SAFETY AND SECURITY (10 Hrs)

5.1 Safety in aviation – Airport safety management system – ICAO guidelines for safety management system – Safety precautions onboard

5.2 Flight operations briefing note (FOBN) – Safety precautions at the Aero bridge area

5.2 Airside Management: Ground and Flight safety- Guidelines and measures for ensuring Airside Safety-Security measures taken for ground safety – Ground Safety and Security – Inflight guidelines -Equipment's used to maintain flight safety- Safety training at the airport - Potential hazards and measures

5.3 Stakeholders in safety – Responsibilities of the state administration – Perceptions of risk – Accidents vs Incidents – Potential hazards and measures to counter hazards

5.4 Airport security – Threats to civil aviation – Sources of threats – International efforts to compact threats – Indian legislation for aviation safety

5.5 Security measures at airports – Various screening concepts

UNIT 6 – ADMINISTRATION OF AIRPORTS (10 Hrs)

6.1 Types of airport administration – Persons involved in the administration of airports

6.2 Wings under airport operations – Various agencies at an international airport: Customs, immigration, Health, Plant and Animal Quarantine, Other vendors

6.3 Other regulatory agencies – Regulatory agencies in the cargo terminal

UNIT 7 – AIRPORT EMERGENCY PROCEDURE (6 Hrs)

7.1 Airport emergency plan – Objectives – Standards laid down by the ICAO – Need to establish Airport Emergency Plan

7.2 Design of Airport Emergency Procedures. Agencies responsible for On-Airport and Off-Airport emergencies. Contents of Airport Emergency Plan

7.3 Emergency Operations Centre and Command Post. Communication systems

7.4 Communication Systems. Rescue and Fire fighting services. Types of emergencies.

UNIT 8 – COMMUNICATIONS IN AIRPORT OPERATIONS (5 Hrs)

8.1 Classification of communication facilities at an airport

8.2 Communication between the Airport and the Aircraft – Radio Navigation Landing System – Navigation System – Instrument Landing System

UNIT 9 – RESOURCE MANAGEMENT AT AIRPORT (3 Hrs)

9.1 Need to establish a Resource Management System – Business goals to be achieved by RMS – Three M's in Resource Management.

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

1. Rahul Kumar (2009), "Encyclopedia of ground Hostess, ground crew and flight technicians", Anmol Publications, New Delhi

2. Graham Annie (2010), Aviation and Tourism – Implications for leisure travel, Ashgate, USA

3. Raju G, Mihir Babu G (2009), "Civil Aviation – A global perspective", Excel Books, New Delhi

4. Graham A (2009), Managing Airports – An International perspective, Butterworth Heinemann

5. Alexander T, Well, Seth, Principles of Airport Management

6. Percy K Singh (2009), Pilot, Airhostess, Flight Engineer and Steward – Roles and Responsibilities, Kanishka, New Delhi

7. Alexander T, Wels (2003), Airport Planning and Management, McGraw Hill Professional

8. Ashford, N. J., Stanton, H. M., Moore, C. A., Pierre Coutu, A. A. E., & Beasley, J. R. (2013). *Airport operations*. McGraw-Hill Education.

9. Yu, M. M. (2010). Assessment of airport performance using the SBM-NDEA model. *Omega*, *38*(6), 440-452.

10. Airport Operations Foundation, IATA

11. Airport Operations and Passengers, IATA

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Name of Course – Special Interest Tourism
Course Summary

School Name	School of Tourism Studies
Programme	MTTM
Course Name	Special Interest Tourism
Type of Course	Elective
Course Code	STEMPE27
Course Summary & Justification	The course is designed to understand the current trends happening in Special Interest Tourism. Students will be getting knowledge of the concept that will be required for the business to be successful. It is designed in such a manner that students will get the knowledge of various skills that explains the concept of SIT. It will introduce students to designing itineraries based on SIT. Along with essentials required for marketing, methods of attracting tourists will be discussed.Students will get a first-hand information on the methods adopted by SIT companies which will benefit the firms and strategies as well as methods that will help them to successfully market in today's dynamic world.

Semester	4		Credit	3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	72	-	-	28	100

Pre-requisite	NIL

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Define Special Interest Tourism	R	1,2
2	Explain the concept of Special Interest Tourism	U	1,2
3	Develop SIT products	A	3,4
4	Examine themes based on SIT and develop itineraries	An	5

| 5 | Create and Design SIT products | C | 6 |
| 6 | Formulate Niche Tourism products for skill enhancement | C | 6 |

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- INTRODUCTION (9 Hrs)

1.1   Definition and Trends of Special Interest Tourism (SIT)

1.2   Categories of SIT

1.3   Factors that facilitate the growth of SIT

1.4   Importance of Tourism Assessment

1.5   The scope of SIT

1.6   Special Interest Tourism Products

Unit 2 – CLASSIFICATION OF SIT PRODUCTS (9 Hrs)

2.1   Educational

2.2   Cultural

2.3   Adventure pursuits

2.4   Historical attractions

2.5   Religious events

2.6   Health and Wellness

2.7   Sporting and Entertainment Events

2.8   Agro & Farm, Gastronomy, Dark, Space, Pink, Wine

Unit 3 – SIT ACCORDING TO THE TYPE OF ENVIRONMENT (12 Hrs)

3.1. Land

3.2. Air

3.3. Water Based

3.4. Rural/Urban

3.5. Nature/Wilderness

3.6. Case Studies

Unit 4 – DEVELOPING SPECIAL INTEREST TOURISM (12 Hrs)

4.1. Understanding Market

4.2 Market Segmentation

4.3. Travel Motivation

4.4. Product Differentiation

4.5. Marketing Mix in Tourism
4.6. Advertising, Positioning Strategies, Distribution

UNIT 5 – DEVELOPING SPECIAL INTEREST TOURISM PRODUCT (15 Hrs)

5.1 Marketing Challenges

5.2. Understanding Management Needs

5.3. Latest trends

5.4. Case Studies

UNIT 6- PROFILE OF NICHE TOURISM CLIENTS (15 Hrs)

6.1. Introduction

6.2. Role of Niche Tourism in Destination Development

6.3. Marketing of Niche tourism products

6.4. Niche Tourism as a response to the Post-Modern tourist

6.5. Niche Tourism Product Development

6.6. Niche Tourist Profiling

6.7. Destination development through Niche Tourism Products

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities, project
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments 4. Develop a Special Interest Product A. Semester End examination

	MAHATMA GANDHI UNIVERSITY
	Name of Course – Special Interest Tourism **Course Summary**

REFERENCES

1. Rittichainuwat, B. N. (2018). *Special interest tourism*. Cambridge Scholars Publishing.

2. Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). *Special interest tourism: Concepts, contexts and cases*. CABI.

3. Torabi Farsani, N. (2020). Promoting ghetto niche tourism in Isfahan, Iran. *Journal of Heritage Tourism*, *15*(1), 93-102.

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Name of Course - Transportation Operations- Road, Rail and Cruise
Course Summary

School Name	School of Tourism Studies					
Programme	**MTTM**					
Course Name	**Transportation Operations- Road, Rail and Cruise**					
Type of Course	Elective					
Course Code	STSMPE28					
Course Summary & Justification	This Course is designed to explore the operational side of transportation operations, especially road, rail and cruise. Students will be able to budget, price and mark up various transportation mode based on published and non-published fares. Learning transportation operation and achieving skills of budgeting and pricing is important for tourism business operations.					
Semester	4			Credit		3
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	72	-	-	28	100
Pre-requisite						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Explain the roles of various modes of transportation in tourism	U	1
2	Construct fares for various modes of transportation for tourism business	A	2,7
3	Develop itineraries of a specific trip based on the calculated fares and markups.	C	2,7
4	Categorize various transportation trips that promotes tourism in the World	An	1,3
5	Evaluate different types of car rental, rail and coach	E	7

	services for tourism development		
6	Discuss the performance of various car, coach rental companies of the World.	C	5
7	Apply transportation rules and regulation for calculating the fares	A	1,2

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-TOURIST TRANSPORT OPERATIONS (10 Hrs)

1.1 Framework for analysis, Landmarks in the development of transport sector and the consequent socioeconomic, cultural and environmental implication

1.2 Tourist Transport Operations –- Tourism transport system-Business planning of tourism transport – planning, organizing, marketing, forecasts, Issues in transport management, training and enrolment, Consumer protection

1.3 Car rental services- Legislations related to surface transport business, Aviation Industry – development-operations- linkage with tour operation business.

1.4 Building Itinerary and its components

Unit 2 – ROAD TRANSPORTATION (12 Hrs)

2.1 Coaches - History, Definition, Growth and development of road transport, Types of Products, Benefits of Travelling by Coach.

2.3. Rules, Regulations and Responsibilities

2.4. Significance of Road Transport in Tourism: State of existing infrastructure, Public and Private

2.5. Sector involvement Role of regional Transport Authority, State and inter state bus and coach network, Insurance provision a road taxes and fitness certificate

- **PRACTICAL**
- Use of different Coach Package Tour brochures to illustrate the differences
- The products found in the market today.
- Compare with other transportation brochures
- Reading and understanding coach timetable
- How to map a Coach Tour
- Giving Information and making reservations
- Travelling by Coach in other countries in the world

Unit 3 – CAR RENTALS (15 Hrs)

3.1. Car rental business

3.2 Car Rental Information and Regulations

3.3. Car Rental in India – Rates

3.4. Foreign exchange market system in India (NSE)

PRACTICAL:

- How to use a car rental company's directory

- Identify and comparing conditions and rates of different car rental companies

- Making Reservations, issuing vouchers, tickets etc.

UNIT 4 – SEA TRAVEL (15 Hrs)

4.1 Definition
4.2 Types of Ships and Types of Cruises
4.3 Main Seaports and Companies in the world
4.4 Facilities and Services on Board
4.5 Car Ferry Route and Cruise Route
4.6 Cruise Themes
4.7 Rules, Regulations and Responsibility
4.8 Water Transport system in India-Historical pats, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise, Future prospects.

PRACTICAL:

- Use the Documentation (Directory, Ferry companies' brochures, etc.)
- Selling Sea Travel products
- Advantages and Disadvantages.
- Compare the different cruises in the world

UNIT 5 – SEA TRAVEL (15 Hrs)

5.1 Definition; Major Rail Networks- British Rail, Euro Rail and Amtrak
5.2 Types of Trains and Railway Facilities
5.3 Travelling by Train in India
5.4 Indrail pass, Special trains and circuits
5.5 Advantages and Disadvantages
5.6 Legislations related to railways, redressal machinery in Indian railways.

PRACTICAL: **(5 Hrs)**

- o   Giving information on location and services provided
- o   Using rail maps, guides and timetables.
- o   Making a reservation
- o   Traveling by train in India and other parts of the world (Case study)
- o   Advantages and Disadvantages

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities.
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Practical 3. Assignments A. Semester End examination

REFERENCES

SUGGESTED READINGS

Dowling, R. K. (Ed.). (2006). *Cruise ship tourism*. CABI.

Papathanassis, A. (2017). Cruise tourism management: state of the art. *Tourism Review*.

Cudny, W. (2017). *Car tourism*. Springer.

Costa, K. A. (2009). *Coach fellas: Heritage and tourism in Ireland* (Vol. 2). Left Coast Press.

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	MAHATMA GANDHI UNIVERSITY	
	Name of Course – Inbound and Outbound Tour Operation Business **Course Summary**	

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Inbound and Outbound Tour Operation Business**
Type of Course	Elective
Course Code	STSMPE29
Course Summary & Justification	This course is designed to give an insight into the inbound and outbound tourism. It develops skills amongst students for creating itineraries and packages exclusively for inbound and outbound tourists. This course will help students to understand the benefits of inbound and outbound tourism. Also it will develop skills for students to make an informed decision on how to best enter this market successfully. Students will also learn how to best market experiences to the inbound as well as outbound traveller.

Semester	4				Credit	2

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	72	-	-	28	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Define the concept of Inbound and Outbound Tourism	R	2
2	Develop itineraries for inbound and outbound tourism	A	2
3	Analyse themes shaping the inbound and outbound tourism	An	1,2

4	Design and create itineraries on inbound and outbound tourism	C	6,7
5	Build themes shaping inbound ad outbound tourism	C	6,7
6	Compare various inbound and outbound strategies adopted by states	U	1,2

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1-INTRODUCTION TO INBOUND TOURISM   (15 Hrs)

1.1   Inbound Tourism

1.2   Definition of Inbound Tourism

1.3   Importance of Inbound Tourism

1.4   Inbound Tourism Markets in the World

1.5   Features of Inbound Tourism

Unit 2 – INTRODUCTION TO OUTBOUND TOURISM (15 Hrs)

2.1   Outbound Tourism

2.2   Definition of OutboundTourism

2.3   Importance of Outbound Tourism

2.4   Outbound Tourism Markets in the World

2.5   Features of Outbound tourism

Unit 3 – THEMES SHAPING INBOUND AND OUTBOUND TOURISM (15 Hrs)

3.1. Traditional Themes

3.2. Culture and Heritage Tourism

3.3. Religious Tourism

3.4. Nature Based Tourism

3.5. Emerging Themes

3.6. Medical and Wellness Tourism

3.7. Adventure Tourism

3.8. MICE Tourism

Unit 4 – INITIATIVES TO PROMOTE INBOUND AND OUTBOUND TOURISM IN VARIOUS STATES (12 Hrs)

4.1. Rajasthan

4.2 Goa

4.3. Gujarat

4.4. Madhya Pradesh

4.5. Odisha

4.6. Punjab

4.7. Tamil Nadu

4.8. West Bengal

4.9. Andhra Pradesh

4.10. Kerala

UNIT 5 – INBOUND AND OUTBOUND ITINERARIES (15 Hrs)

5.1 Itinerary and Travel Plan preparation

5.2 Systematic Approach for Itinerary Preparation

5.3 Group tourists, Independent travelers

5.4 Components and Elements of an Effective Tour Itinerary

5.5 Pre-designed "Tailor Made" and "flexible" Itineraries: Scope and Differentiation

5.6 "Common Interest" and "Special Interest" Itineraries-Salient features and Case Models

5.7 MICE centric itineraries

5.8 Tour Packaging: Concept, Significance, Scope and Limitations, Key elements and steps involved in formulation standard tour package, Costing and Pricing of Tour Package, Sales and Marketing of tour package

5.9 Market Research and Trend Analysis

5.10 Brochure Design

5.11 Case Examples: Adventure Tourism, Sports based packages, Cultural tourism packages etc

**Name of Course – Inbound and Outbound Tour Operation
Business
Course Summary**

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)**
	Authentic learning, case-based learning, collaborative learning, seminar, group activities, project
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

1. Hall, C. M., & Page, S. J. (Eds.). (2016). *The Routledge handbook of tourism in Asia*. Taylor & Francis.

2. Adapa, S. (2015). Tourism Marketing: Opportunities and Challenges of Online Modes. *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications*, 36-50.

3. Mandal, P., & Vong, J. (Eds.). (2016). *Development of tourism and the hospitality industry in Southeast Asia*. Springer.

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	MAHATMA GANDHI UNIVERSITY	
	Name of Course – Healthcare Management **Course Summary**	

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Healthcare Management**
Type of Course	Elective
Course Code	STSMPE30
Course Summary & Justification	Health care managers are responsible for planning, directing and coordinating health and medical services. Healthcare is important for tourism in two respects, one for conducting Healthcare tourism activities and another for taking care of the health of the tourists, understand legal hassles, provide proper advice on financial assistance through insurance schemes and safeguard tourists from malpractices and fraud.

Semester	4	**Credits**				3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Eg. Authentic learning Collaborative learning Independent learning	72	-	-	28	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Interpret features of Healthcare Management and derive an overall view of the Healthcare sector	U	1
2	Analyze market trends and develop adequate plans in Healthcare Management	An	3
3	Advice customers on legal issues and inform them of their rights and responsibilities.	Ap	6
4	Design and develop Healthcare information Management system relevant to healthcare providers	C	2,3,5

5	Build a perspective on Malpractices and fraud in the healthcare sector	C	4
6	Develop guidelines for international tourists on costs, legal issues, malpractices	U	5

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- An overview of Healthcare Management   (10 Hrs)

1.1   Definitions, Functions and Competencies

1.2   Global Health Tourism Trends

1.3   Healthcare Economics

1.4   Role of Managers in High Performance

1.5   International Health

Unit 2- Healthcare Marketing   (15 Hrs)

2.1   A brief history of Marketing in Healthcare

2.2   The Strategic Marketing Process

2.3   Understanding Marketing Management

2.4   Healthcare Buyer Behaviour

2.5   Marketing Mix and Marketing Plan

Unit 3- Financing Healthcare   (15 hrs)

3.1   Brief History of Health Insurance

3.2 Characteristics of Health Insurance

3.3 Government Health Insurance Schemes in India

3.4 Private Health Insurance Coverage

3.5 Social Insurance

3.6 The uninsured and underinsured

Unit 4- Emerging Issues and Ethical Considerations (15 Hrs)

4.1 Vaccine Preventable Diseases

4.2 Re-emerging outbreaks and deaths

4.3 Violence in Healthcare setting

4.4 Emergency Disaster Management

4.5 Legal, Ethical Concepts

4.6 Malpractice

4.7 Patients and Providers rights and responsibilities

Unit 5- Healthcare Regulation and Compliance   (15 Hrs)

5.1 – Healthcare regulations and Compliance

5.2 Fraud and Abuse

5.3 False claims Act

5.4 Anti Kick-back Statute

5.5 Consumer Protection Act and Medical Profession

5.6 Bio-medical waste management and Handling Rules

5.7 The Transplantation of Human Organs Act and Rules – 1996

Mini Project on Healthcare Information Management

Case Studies (Unit – 2-5)   (2 Hrs)

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Direct Instruction: Classroom lecture, E-learning, Seminar, Group Assignments, Authentic learning, Self – Study, Project Case study (Units – 2-5) Presentation by individual student/ Group representative
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Internal Test – One MCQ based and one extended answer type 3. Case Study Presentations – Individual/ Group 4. Mini Project on Healthcare Information Management **5. Semester End examination**

	MAHATMA GANDHI UNIVERSITY
	Name of Course – Healthcare Management **Course Summary**

REFERENCES

1. Shanks, N. H. (Ed.). (2016). *Introduction to health care management*. Jones & Bartlett Publishers.

2. Buchbinder, S. B., Shanks, N. H., & Kite, B. J. (2019). *Introduction to health care management*. Jones & Bartlett Learning.

3. Cellucci, L. W., Wiggins, C., & Farnsworth, T. J. (2014). *Healthcare marketing: A case study approach*. Chicago, IL: Health Administration Press.

SUGGESTED READINGS

1. Management of Healthcare Organizations: An Introduction, Third Edition - Peter C. Olden
2. Back to Basics: Foundations of Healthcare Management Paperback –October, 2000, Health Administration Press
3. Essentials of Healthcare Management: Cases, Concepts, and Skills, Second Edition - Leigh Cellucci, Michael R. Meacham, Tracy J. Farnsworth
4. Back to Basics: Foundations of Healthcare Management Paperback –October, 2000, Health Administration Press
5. Introduction to Health Policy, Second Edition - Leiyu Shi

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Name of Course - Health Tourism Management
Course Summary

School Name	School of Tourism Studies					
Programme	**MTTM**					
Course Name	Health Tourism Management					
Type of Course	Elective					
Course Code	STSMPE31					
Course Summary & Justification	This course is designed to understand and learn holistic health care and wellness tourism. It also helps to gain a deep understanding of different medical systems and their role in health tourism. The students also get an awareness of medical tourism system and the role of service providers such as medical travel facilitators as well as gain knowledge on legal formalities and matters related to medical tourism safety					
Semester	4				Credit	3
Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	72	-	-	28	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Identify the origin and development of health tourism	A	1
2	Examine the factors affecting global health tourism	An	2,4,5
3	Categorize the forms of health tourism	An	5,6
4	Explain the concept and treatments in naturopathy	E	1, 4,
5	Importance of medical travel facilitation for wellness and health tourism	E	2,3,4,7
6	Discuss the impacts of health tourism	C	4,5

Name of Course - Health Tourism Management
Course Summary

7	Planning in health tourism	C	4,5,6,7
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Unit 1- HISTORICAL PERSPECTIVES   (15 Hrs)

1.1   Origin and development of health tourism over ages

1.2   Health as a motivator for travel – Spas – Mineral springs – Thermal springs – Medical properties of Spa water

1.3   Ancient centers of healing and bath – Important natural Spa destinations in the world

1.4   Typologies of Health tourism – Factors affecting the growth of Health tourism

1.5   Factors affecting global medical tourism- Cost comparison between different countries – Countries promoting Health and Medical tourism

1.6   Indian Health and Medical tourism: features, benefits and market size – Role of public and private sectors in promoting health and medical tourism

Unit 2 – LEISURE, LIFESTYLE AND TOURISM   (15 Hrs)

2.1 Concept, Definitions and dimensions of Health, Wellness and Well-being – Spirituality – Quality of Life (QOL)

2.2 Tools for wellness – Medicine, Therapy – therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics

2.3 Wellness tourism – Factors influencing the need for health and wellness tourism

2.4 Forms of Health tourism – Medical tourism, Spa tourism, Ayurveda tourism, Yoga and Meditation tourism, Holistic tourism, Spiritual tourism, Ashram tourism

2.5 Health, Well-being and environment -Pleasing weather and climate – Winter, Summer and Health resorts

2.6 Fitness and Mediations

Unit 3- A BRIEF OVERVIEW OF MEDICAL SYSTEMS   (10 Hrs)

3.1 Modern medicine and CAM – Holistic approach Vs Specialization approach

3.2 Concept and dimensions of holistic health care – the body, mind and spirit relationship

3.3 Major indigenous medicinal systems of the world: AYUSH, Ayurveda, Yoga, Unani, Siddha, Homeopathy

3.4 Alternate therapies: Tribal medicine, Chinese medicine and Acupuncture, Shiatsu, Reflexology, Aromatherapy, Reiki, Alexander technique, Chiropractic, Panaceas, Hydrotherapy

Name of Course - Health Tourism Management
Course Summary

Unit 4 – NATUROPATHY (10 Hrs)

4.1 Concepts, principles and benefits of Naturopathy

4.2 A brief over-view of treatments in Naturopathy: Hydrotherapy, Mud therapy, Massage therapy, Diet therapy

4.3 Yoga: A brief overview of its principles, practices and benefits – Kriya, Sun salutation, Asana, Pranayama and Meditation.

4.4 Kalarippayattu and Marmachikilsa – Foot massages of Kerala (Kalari and Kathakali)

UNIT 5 – MEDICAL TRAVEL FACILITATION (12 Hrs)

5.1 Medical travel facilitator – role of facilitator – facilitating services: step-by step process

5.2 Case management – travel planner - CRS and medical travel facilitator business, Web portal and its role – Medical tourism Concierge

5.3 Business plan and marketing plan – Customer service plan, Technology plan, Consultants for business

5.4 Compliance plan – Basic privacy laws, Data privacy and security plan – Business startup – Budget and Cash management plan – Building own product.

UNIT 6 - IMPACTS OF HEALTH TOURISM (10 Hrs)

6.1 Economic, Socio-cultural, Environmental impacts

6.2 Planning in Health tourism – Levels of planning – Organic Vs planned development

6.3 Major hospitals in India – Latest trends in Medical tourism -Accreditations – Major international health accreditation schemes; accreditation procedure – Medical insurance

6.4 Legal issues – economical, social, environmental and ethical aspects – Malpractice and professional liability – Risks

6.5 Need for a sustainable approach – Sustainable strategies for health and medical tourism development

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)
	Authentic learning, case-based learning, collaborative learning, seminar, group activities,
Assessment Types	Mode of Assessment
	1. Continuous Internal Assessment (CIA)
	2. Seminar Presentation – a theme is to be discussed and identified to

	prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

1. M. Smith, L. Puczko (2009), Health and Wellness Tourism, Butterworth Heinemann

2. Robinet Jacob (2006), Health Tourism and Ayurveda, Abhijeet Publications, New Delhi

3. S. Rajagopalan (2006), Health Tourism, An Introduction, The ICFAI University Press, Hyderabad

4. Maria K Todd (2012), Medical Tourism Facilitators Handbook, CRC Press

5. John Connell (2011), Medical Tourism, CABI Publishers

6. Kulkarni Sonali (2008), Spa and Health Tourism, Book enclave, Jaipur

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School Name	School of Tourism Studies
Programme	MTTM
Course Name	Spa Management
Type of Course	Elective
Course Code	STSMPE32
Course Summary & Justification	This course is designed to familiarize with the various aspects of spa business and to develop the fundamental spa operations and management skills and knowledge. The spa management programme equips students with the knowledge, understanding, and skills required for employment in wellness tourism industry at supervisory/ Management level.

Semester	4				Credit	2

Total StudentLearning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Collaborative learning Independent learning	72	-	-	28	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Explain spa industry and spa offerings	U	1,2
2	Develop spa business plan and facility design	A	2,3
3	Examine spa operations and management	An	4,5
4	Importance of client management in spa business	E	2,3, 7
5	Design of a spa menu	C	1,2,4,5,6
6	Develop spa promotion ideas	C	4,5,6

7	Analyze case study of famous spas in the world	An	6,7
8	Evaluate spa industry best practices	E	7

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Unit 1- INTRODUCTION TO SPA INDUSTRY (10 Hrs)

1.1   Definitions, origin, spa towns, famous natural spas of the world – Spa industry today - Types of Spas

1.2   Spa offerings: Brief overview of modern spa treatments- Treatments by technique, origin, provider, facility and equipment.

1.3   Spa menu development

Unit 2 – ESTABLISHING THE SPA BUSINESSS (10 Hrs)

2.1 Vision, Mission, Planning process, the business plan, startup costs – Types of spaownership

2.2 Spa facility design and construction – Spa concept development – Layout of a spa.

2.4. Spa treatment room – dry and wet room setups – Lockers and changing rooms – reception, waiting area etc.

2.5. Spa design process – General spa design considerations – Design consideration by spa area -Design trends

2.6. Interior design and decoration

Unit 3 – SPA OPERATIONS AND MANAGEMENT (12 Hrs)

3.1. Policies and procedures – Industry best practices – Developing and implementation of SOPs – SOP training – Opportunities for feedback

3.2. Spa Human Resources: Organizational structure – Spa personnel – International certification of personnel (CIBTAC, CIDESCO etc) – HR practices – Employee policies and procedures

3.3. Spa Facility Operations: Facility management and its elements – maintenance safety and sanitation – sanitation policy and procedure – managing equipment's – inventorymanagement

3.4. Managing IP, Development of IP strategy

3.5. Innovation value chain

3.6. Innovation project (group)

Unit 4 – SPA CLIENT MANAGEMENT   (10 Hrs)

4.1. Spa client profile, client management, client experience.

4.2 Pampering and luxury – achieving consistency

4.3 SOPs in client management – provider and client etiquettes

Unit 5 – SPA FINANCIAL MANAGEMENTAND MARKETING   (15 Hrs)

4.1 The balance sheet – income statements – cashflow statement - forecasting, budgeting and budgetary controls – Staff compensation

4.2 Spa marketing: Motivations of health tourist – profiling wellness tourists – Time-poor, Cash-rich elites

4.3 Market segmentation – Marketing mix for spas -Branding – Packaging – Distribution and pricing

4.4 Marketing communications – common spa promotion ideas and practices

UNIT 6 – SPA ORGANIZATIONS AND CASE STUDY   (15 Hrs)

5.1 Spa organizations: ISPA, ESPA, BISA, The Day Spa Association, CIBTAC and CIDESCO

5.2. Case study of famous Indian and International (European, American, Asian) spa

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Authentic learning, case-based learning, collaborative learning, seminar, group activities
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA) 2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar 3. Assignments A. Semester End examination

REFERENCES

1. Wisnom, M. S. (2019). *Spa Management: An Introduction*. Pearson Education India.

![Mahatma Gandhi University logo]	**MAHATMA GANDHI UNIVERSITY**
	Name of Course - Spa Management **Course Summary**

2. Bodeker, G., & Cohen, M. (Eds.). (2010). *Understanding the global spa industry*. Routledge.

3. Cohen, M., & Bodeker, G. (2008). Understanding the global spa industry. *Spa management.–2008*.

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5. Kimes, S. E., & Singh, S. (2009). Spa revenue management. *Cornell Hospitality Quarterly*, *50*(1), 82-95.

6. Smith, M., & Wallace, M. (2019). An analysis of key issues in spa management: viewpoints from international industry professionals. *International Journal of Spa and Wellness*, *2*(3), 119-134.

7. Bender, T., Karagülle, Z., Bálint, G. P., Gutenbrunner, C., Bálint, P. V., & Sukenik, S. (2005). Hydrotherapy, balneotherapy, and spa treatment in pain management. *Rheumatology international*, *25*(3), 220-224.

8. Garrow, J. (2010). Spa industry benchmarking. *Understanding the global spa industry*, 53.

9. Bender, T., Karagülle, Z., Bálint, G. P., Gutenbrunner, C., Bálint, P. V., & Sukenik, S. (2005). Hydrotherapy, balneotherapy, and spa treatment in pain management. *Rheumatology international*, *25*(3), 220-224.

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	MAHATMA GANDHI UNIVERSITY
	Name of Course – Tourism Project **Course Summary**

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Tourism Project**
Type of Course	Core
Course Code	STSMPC33
Course Summary & Justification	This module is important for the development of cognitive, interpersonal, intra-personal and problem solving skills of the student. This hands-on project consists of conceptualization, realization and implementation of a real project relating tourism.

Semester	4			Credit	3

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Generative Learning Problem-based learning	12	-	-	88	100
Pre-requisite	NIL					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Explain the theoretical aspects of project management	U	1
2	Divide the different tasks into operational and managerial responsibilities	An	3
3	Analyse a tourism business from managerial perspective such as the type of business structure and the legal aspects of setting up a business.	An	3,4
4	Organize a market research to familiarize the competitive environment and trends in the business environment.	A	6
5	Develop a tourism business plan.	C	6
6	Apply the best practices for a new tourism venture.	A	7

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT
Unit 1- INTRODUCTION TO TOURISM PROJECT (12 Hrs)

1.1   Introduction to Project Management

1.2   Project logistics, committee and leadership, tasks

1.3   Project milestones

Unit 2 – PROJECT FINANCIAL MANAGEMENT (15 Hrs)

2.1. Different kinds of investments and projects

2.2. Financial issues

2.3. Fund Raising

UNIT 3 – MARKET RESEARCH (15 Hrs)

3.1 Analyzing the market characteristics

3.2. Problem statement

UNIT 4 – LEVELS OF PROJECT (15 Hrs)

4.1 Steps of conducting a tourism project

4.2 Accessing and prioritizing big data

4.3 Analysis of big data

UNIT 5 – PROJECT WORK (15 Hrs)

5.1 Project conceptualization

5.2 Project Realization

5.3 Project Implementation

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** 1. Authentic learning 2. Generative Learning 3. Problem-based learning
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA), Conceptualization, Realization 2. Project Implementation – Onsite Assessment

SUGGESTED READINGS

1. Heagney, J. (2016). *Fundamentals of project management*. Amacom.
2. Kerzner, H. (2017). *Project management: a systems approach to planning, scheduling, and controlling*. John Wiley & Sons.
3. Meredith, J. R., Shafer, S. M., & Mantel Jr, S. J. (2017). *Project management: a strategic managerial approach*. John Wiley & Sons.
4. Ding, R., & Ding, R. (2016). *Key project management based on effective project thinking*. Springer.

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	Name of Course – **Dissertation** **Course Summary**

School Name	**School of Tourism Studies**
Programme	**MTTM**
Course Name	**Dissertation**
Type of Course	Core
Course Code	STSMPC34
Course Summary & Justification	Dissertation is required in order to integrate all of the course work taken for this major. Individual research that addresses major industry issues will be carried out. This dissertation prepares students to formulate research questions and explore the field with in-depth reading to develop the studies. At the end, the aim is to propose some solutions/ recommendations / reflections in response of the problematic.

Semester	4				Credit		4

Total Student Learning Time (SLT)	Learning Approach	Lecture	Tutorial	Practical	Others	Total Learning Hours
	Authentic learning Generative Learning Problem-based learning	4	-	-	96	100
Pre-requisite	Research Methodology					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
1	Identifying the topic to an applied problematic	A	1,5
2	Construct literature review relevant to problematic	A	2,5
3	Formulate research objectives and research questions	C	5
4	Design research methodology relevant to problematic	C	5
5	Organize data collection to investigate research problematic	A	2,5
6	Analyze findings to answer research questions	An	5

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<tr><td></td><td>MAHATMA GANDHI UNIVERSITY</td><td></td><td></td></tr>
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6	Create new knowledge using and respecting the academic criteria and methodology.	C	2,5

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT
Unit 1- TOPIC SELECTION AND CONCEPTUALIZATION (10 Hrs)

1.1   Selection of topic based on extensive literature review

1.2   Objectives

Unit 2 – LITERATURE REVIEW (20 Hrs)

2.1. Identification of database

2.2. Literature review

UNIT 3 – CONCEPTUAL FRAMEWORK (6 Hrs)

3.1. Devising conceptual framework

3.2. Problem statement

UNIT 4 – RESEARCH QUESTION (4Hrs)

4.1 Construction of research questions

4.2 Listing of information needed

UNIT 5 – RESEARCH STRATEGY (5 Hrs)

5.1 Developing research strategy

UNIT 6 – RESEARCH ETHICS (4 Hrs)

6.1. Clearing research ethics

UNIT 7– OPERATIONALIZATION AND MEASUREMENT (8 Hrs)

7.1. Operationalization and measurement =

UNIT 8 – SAMPLING (20 Hrs)

8.1 Conduct sampling

UNIT 9 – DATA CODING AND ENTRY (6 Hrs)

9.1 Data preparation

UNIT 10 – DATA ANALYSIS, FINDING AND INTERPRETATION (18 Hrs)

10.1 Data analysis and description

UNIT 11 – DISSERTATION SUBMISSION (6 Hrs)

11.1 Complete dissertation

11.2. Dissertation submission

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** 1. Authentic learning 2. Generative Learning 3. Problem-based learning
Assessment Types	**Mode of Assessment** 1. Continuous Internal Assessment (CIA), Conceptualization, Realization 2. Graduate Research Colloquium (GRC) 3. Dissertation presentation – Onsite Assessment

SUGGESTED READINGS

7 Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative research: A guide to design and implementation (4th ed.).* San Francisco: John Wiley & Sons.

8 Blair, L. (2016). *Writing a graduate thesis or dissertation*. Brill Sense.

9 Joyner, R. L., Rouse, W. A., & Glatthorn, A. A. (2018). *Writing the winning thesis or dissertation: A step-by-step guide*. Corwin press.

10 Balmer, A., & Murcott, A. (2020). Writing a dissertation. *The craft of writing in sociology*.

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