

**Department of Tourism and Travel Management  
Central University of Jammu**



**NEP based Course Scheme and Syllabus  
MBA (Tourism and Travel Management)**



# जम्मू केंद्रीय विश्वविद्यालय

## Central University of Jammu

राया-सूचानी, बागला, जिला सांबा-181143 जम्मू, जम्मू एवं कश्मीर  
Rahya- Suchani (Bagla), District Samba-181143, Jammu (J&K)

No. CUJ/Acad/II-14/3/2022/459

01, Aug, 2022

### NOTIFICATION No. 112 / 2022

**Sub: Course Scheme and Syllabus as per NEP-2020 of 1<sup>st</sup> to 4<sup>th</sup> Semester of MBA (Tourism and Travel Management) w.e.f. Academic Session 2022-23 – Reg.**

It is hereby notified for the information of all concerned that on the recommendation of Board of Studies of Department of Tourism and Travel Management, the Competent Authority in anticipation of ratification of Academic Council has approved following **Course Scheme and Syllabus of 1<sup>st</sup> to 4<sup>th</sup> semester of MBA (Tourism and Travel Management) w.e.f. Academic Session 2022-23.**

#### Semester – I

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core courses</b>						
MMBT1C001T	Tourism Principles and Practices	04	25	25	50	100
MMBT1C002T	Tourism Geography and Destination Knowledge	04	25	25	50	100
MMBT1C003T	Travel Agency and Tour Operations Management	04	25	25	50	100
<b>Skill Enhancement Course / Value Additions Course</b>						
MMBT1C004T	Communication for Professional Excellence	02	12.5	12.5	25	50
<b>Open Elective Courses</b>						
#	Open Elective Course-I	02	12.5	12.5	25	50
#	Open Elective Course-II	02	12.5	12.5	25	50
#	Open Elective Course-III	02	12.5	12.5	25	50
#	Open Elective Course-IV	02	12.5	12.5	25	50
<b>Total</b>		<b>22</b>	-	-	-	<b>550</b>
<b>MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						

#### List of Open Elective Courses offered by Department of Tourism and Travel Management to other Departments

Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBT1O001T	Services Marketing	OEC	02	12.5	12.5	25	50
2.	MMBT1O002T	Hospitality Management	OEC	02	12.5	12.5	25	50
3.	MMBT1O003T	Sustainable Tourism Management	OEC	02	12.5	12.5	25	50
4.	MMBT1O004T	Management Perspectives	OEC	02	12.5	12.5	25	50

#### Semester - II

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core courses</b>						
MMBT1C005T	Destination Management	04	25	25	50	100
MMBT1C006T	Tourism Resources and Products of India	04	25	25	50	100
MMBT1C007T	Tourism Policy, Planning and Development	04	25	25	50	100
<b>Skill Enhancement Course / Value Additions Course</b>						
MMBT1C008T	Foreign Language-French	02	12.5	12.5	25	50
<b>Open Elective Courses</b>						
#	Open Elective Course-I	02	12.5	12.5	25	50
#	Open Elective Course-II	02	12.5	12.5	25	50
#	Open Elective Course-III	02	12.5	12.5	25	50
#	Open Elective Course-IV	02	12.5	12.5	25	50
<b>Total</b>		<b>22</b>	-	-	-	<b>550</b>
<b>MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						

List of Open Elective Courses offered by Department of Tourism and Travel Management to other Departments								
Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBT1O005T	Digital Marketing	OEC	02	12.5	12.5	25	50
2.	MMBT1O006T	Events Management	OEC	02	12.5	12.5	25	50
3.	MMBT1O007T	Tour Guiding and Interpretation	OEC	02	12.5	12.5	25	50
4.	MMBT1O008T	Adventure Tourism Management	OEC	02	12.5	12.5	25	50

### Semester - III


Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core courses</b>						
MMBT2C001I	Summer Internship and Viva Voce	04	-	-	100	100
MMBT2C001D	Project Report Presentation	04	-	-	100	100
<b>Skill Enhancement Course / Value Additions Course</b>						
MMBT2C001T	Data Analysis Using SPSS	02	12.5	12.5	25	50
<b>Audit Course (Qualifying in nature)</b>						
MMBT2C002T	Tourism Immersion and Leadership Development Camp	02	-	-	50	50
<b>Open Elective Courses</b>						
#	Open Elective Course-I	02	12.5	12.5	25	50
#	Open Elective Course-II	02	12.5	12.5	25	50
#	Open Elective Course-III	02	12.5	12.5	25	50
#	Open Elective Course-IV	02	12.5	12.5	25	50
#	Open Elective Course-V	02	12.5	12.5	25	50
#	Open Elective Course-VI	02	12.5	12.5	25	50
<b>Total</b>		<b>22</b>				<b>550</b>
<b>MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						

List of Open Elective Courses offered by Department of Tourism and Travel Management to other Departments								
Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBT2O001T	Entrepreneurship and Venture Creation	OEC	02	12.5	12.5	25	50
2.	MMBT2O002T	Quantitative Techniques	OEC	02	12.5	12.5	25	50
3.	MMBT2O003T	Research Methodology	OEC	02	12.5	12.5	25	50
4.	MMBT2O004T	Outbound Tour Operations Management	OEC	02	12.5	12.5	25	50
5.	MMBT2O005T	Inbound Tour Operations Management	OEC	02	12.5	12.5	25	50
6.	MMBT2O006T	Product Designing and Development	OEC	02	12.5	12.5	25	50

### Semester - IV

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core courses</b>						
MMBT2C001Tr	On the Job Training and Report Presentation	04	-	-	100	100
MMBT2C002D	Dissertation	04	-	-	100	100
<b>Audit Course (Qualifying in nature)</b>						
MMBT2C003T	MOOCs Available on SWAYAM Platform	02	-	-	-	50
<b>Open Elective Courses</b>						
#	Open Elective Course-I	04	-	-	100	100
#	Open Elective Course-II	04	-	-	100	100
#	Open Elective Course-III	04	-	-	100	100
<b>Total</b>		<b>20</b>			<b>100</b>	<b>100</b>
<b>MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						
						<b>500</b>

List of Open Elective Courses offered by Department of Tourism and Travel Management to other Departments								
Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBT2O001P	Launching Tourism Startup	OEC	04	-	-	100	100
2.	MMBT2O002P	Digital Tourism Project – Dekho Apna Desh	OEC	04	-	-	100	100
3.	MMBT2O003P	Tourism Enterprise Analysis	OEC	04	-	-	100	100

  
01/05/2022

(डॉ यशवंत सिंह)

कुलसचिव (I/c)

ईमेल: [registrar@cuajammu.ac.in](mailto:registrar@cuajammu.ac.in)

दूरभाष: 0191-249658

Encl: Syllabus of 1<sup>st</sup> to 4<sup>th</sup> Semester

To:

Head, Department of Tourism and Travel Management

Copy to:

Controller of Examinations

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) First Semester**

**Course Code: MMBT1C001T**

**Course Title: Tourism Principles and Practices**

**Credit: 04**

**Maximum Marks: 100**

**Contact Hrs/Week: 4 Hrs**

**Duration of Examination: 3 Hrs**

**Course Objectives:**

- To introduce learners to the basic terminologies and concepts related to the understanding of tourism system.
- To know the various components of tourism.
- To understand the various conceptual models of tourism knowledge pool.
- To bring awareness about the different concepts related to environment and impacts of tourism
- To know about the various organisations that pertains directly or indirectly to tourism

**Course Learning Outcomes:**

After doing this course the learner will have the following learning outcomes:

- Learners will understand the very basic concepts and terminology of Tourism Studies.
- Learners will know about the nature of tourism and its various components.
- Learners will conceptually understand the various models as given by the various experts of the field.
- The course shall bring environmental consciousness by understanding various impacts of tourism.
- Bringing awareness about the functions and roles of various organisation having connection to tourism shall make the learners aware about the scope of activities involved in the tourism phenomenon.

**Course Content  
Tourism Principles and Practices**

**Unit I:**

Meaning and definition of Tourism, Tourism as Leisure Activity, Pleasure and Tourism, Recreation and Tourism, Traveller, Visitor, Tourist, Excursionist and Transit Visitor - Definitions and Differences, Typologies of Tourists.

Early and Medieval Period of Travel, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Old and New Age Tourism, Nature of Tourism in Indian Context

Forms of Tourism - Inbound, Outbound , National, International, Domestic. Forms on Tourism based on travel motivations.

**Unit II:**

Meaning of Tourism Industry, Nature of Tourism: Intangibility, Perishability, Inseparability, and Heterogeneity. Components of tourism Industry-

Transportation : Air, Surface, water: The airline industry, functioning of Indian carriers, Air Corporation Act, Air Charters; Rent-a-car scheme and Coach Bus Tour, etc; Rail transportation, Indian Railway System, major railway systems of world (Eurail, Amtrak, Indrail). Toy trails and Luxury Trains of India.

Water based transportation system: Cruise, ferries,

Accommodation: Home stays, hotels and star categorization, Budget hotels, house boats etc, stay at resorts like Club Mahindra.

Facilities and Amenities, Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalization & Globalization.

Documents needed in travelling: Passport , Visa, Permits

**Unit III:**

Tourism Area Life Cycle (TALC), Doxey's Irridex Model, Push and Pull Theory, Mathieson and Wall model, Leiper model, Stanley Plog's Model of Destination Preferences. Sustainable tourism development model, Demand and Supply in tourism,

**Unit IV:**

Meaning of Carrying Capacity and its types, Ecotourism, Responsible tourism, Triple Bottom Line Reporting, Impacts of Tourism Industry, CSR and Tourism, Various concepts related to the sustainable tourism development like Geotourism, Eco labels, National Geographic society.

**Unit V:**

Role and Functions of important tourism organizations in development and promotion of Tourism : UNWTO, IATA, ICAO, UFTAA, ASTA, PATA, WTTC, IHA, TAAI, IATO, FHRAI, ITDC, ICPB, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India Ministry of Tourism, Culture, Railways, Civil Aviation of Government of India.

**Teaching - learning Process**

- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

**Assessment methods**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills;
- Oral presentations, including seminar presentation;
- Viva - Voce;

- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination

### **Reference Books and Suggested Readings**

- Tourism : Concepts Issues And Impacts by Dillip Kumar Das Soumendra Nath Biswas, Sage Publishing
- Tourism Development: Principles & Practices by A. K. Bhatia
- Tourism: Principles and Practice Paperback by John Fletcher (Author), Alan Fyall (Author), David Gilbert (Author), Stephen Wanhill (Author)
- Tourism: Principles and Practices (Oxford Higher Education) by Sampad Kumar Swain
- Advancements in Tourism Theory and Practice 1st Edition by Babu George)

**Department of Tourism and Travel Management  
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**Syllabus of MBA (TTM) First Semester**

**Course Code: MMBT1C002T**

**Course Title: Tourism Geography and Destination Knowledge**

**Credit: 04**

**Maximum Marks: 100**

**Contact Hrs/Week: 4 Hrs**

**Duration of Examination: 3 Hrs**

**Course Objective(s):**

Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc

**Course Learning Outcomes:**

- Understand the interrelation of geography, human geography and tourism and world travel patterns.
- Understand the characteristics of travel in individual destinations and regions and the geographical factors influencing them.
- Describe the physical and human geographic basis for the location of tourism attractions and major destination areas.
- Possess a working knowledge of the geography of the world in relation to tourism and be able to locate areas on the map.

**Course Content**

**Tourism Geography and Destination Knowledge**

**Unit I:**

Geography and its key elements, Human geography and its key elements, Importance and interlinkages of geography and tourism geography, IATA geography, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time. Factors affecting global and regional tourist movements; demand and origin factors, destinations and resource factors. Contemporary trends in international tourist movements.

**Unit II:**

Europe – Physical and human geography of Europe, The main tourism resources (Man-made, Physical & Symbiotic), Factors which makes Europe a leading Continent in terms of Tourist Arrivals & Tourism Receipts)

**Unit III:**



Americas - Physical and human geography of Americas, The main tourism resources (Man-made, Physical & Symbiotic), Physical and human geography of Latin America and its impact on tourism resources in Latin America.

#### **Unit IV:**

Africa & Oceania - Physical and human geography of Africa & Oceania, The main tourism resources (Man-made, Physical & Symbiotic), Factors which effects the growth and development of tourism in Africa & Oceania.

#### **Unit V:**

Asia - Physical and human geography of Asia, The main tourism resources (Man-made, Physical & Symbiotic), Regions in Asia, Factors which effects the growth and development of tourism in Asia, A case study of India.

#### **Teaching - learning process**

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

#### **Assessment methods**

- Progress towards achievement of learning outcomes will be assessed using the following:
- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

#### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

#### **Reference Books and Suggested Readings**

- Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism Oxford.
- Butterworth Heinemann. Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment, place & space.
- Cross, G. (1990). A social history of leisure. State College, PA: Venture Publishing.
- Hudman, L. & Jackson, R. (2003). Geography of travel & tourism. Clifton, NJ: Thomson.
- Lew, A. A., Hall, C. M., Timothy, D.J. (2015) World regional geography, human motilities, tourism destinations, sustainable environments, UK. Dubuque, IA: Kendall-Hunt
- National Geographical Society of India

- Routledge. Pearce Douglas, Tourism Today: A Geographical Analysis.
- Singh R.L., India- A Regional Geography.
- Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
- Sarina Singh et. al., India, Lonely Planet Publications

**Department of Tourism and Travel Management  
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**Syllabus of MBA (TTM) First Semester**

**Course Code: MMBT1C003T**

**Course Title: Travel Agency and Tour Operations Management**

**Credit: 04**

**Contact Hrs/Week: 4 Hrs**

**Duration of Examination: 3 Hrs**

**Maximum Marks: 100**

**Course Objectives:**

- To understand the modus operandi of travel and tour companies.
- To provide students practical knowledge about various procedures involved in handling the operations and management of travel agencies and tour operators.
- To acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the tour operation techniques and strategies required for successful handling of tour operation business.

**Course Learning Outcomes:**

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

- Demonstrate and understanding and importance of the tourism and travel industry.
- Explain the tour operations of travel agencies.
- Outline the functions of tour operators.
- Understand structure of travel industry.
- Explain tour operator and package tour concepts.
- Examine the procedural formalities for the establishment of tour operating enterprises.
- Learn various skills necessary for travel agency and tour operation business
- Acquire knowledge on documentation in travel industry.

**Course Content**

**Travel Agency and Tour Operations Management**

**UNIT-I:**

Travel Trade - Historical Perspectives, American Express Company and History of India's Travel Trade, Wholesale and Retail Travel Agency Business, Linkages and Integration in Travel Trade, Changing Scenario of Travel Trade

**UNIT-II:**

Functions of Travel Agency and Tour Operation, Setting Up A Travel Agency and Tour Operation, Sources of Income in Travel Agency and Tour Operation Business, Diversification of Travel Agency and Tour Operation Business, Travel Documentation

**UNIT-III:**

Concepts of Itinerary Planning, Resources for Itinerary Planning, Tour Formulation and Designing Process, Planning and Components of Package Tour for FIT & GIT

**UNIT-IV:**

Travel Agency/Tour Operation business and Information and Communication Technology: Concept of e-travel agencies and e-tour operators. Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion. Case study of expedia.com, makemytrip.com

**UNIT-V:**

Travel Trade Organizations: International Air Transport Association, American Society of Travel Agents, Universal Federation of Travel Agents Association, Pacific Asia Travel Association, Travel Agents Association of India, Indian Association of Tour Operators, India Convention Bureau

**Teaching -Learning Process:**

- Lectures supported by group tutorial work;
- Case study based learning
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

**Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

**Reference Books and Suggested Readings:**

- Betsy Fay - Essentials of Tour Management –Prentice Hall
- Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication

- Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.
- Laurence Stevens - Guiding to Starting and Operating Successful Travel
- Manual of Travel Agency Practice – Butterworth Heinemann Pub, London
- Mohinder Chand, Travel Agency Management, Anmol: Delhi
- Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.
- Stevens Laurence, (1990), Guide to Starting and Operating Successful Travel agency; Delmar Publishers, Inc. New York.

**Department of Tourism and Travel Management  
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**Syllabus of MBA (TTM) First Semester**

**Course Code: MMBT1C004T**

**Course Title: Communication for Professional Excellence**

**Credit: 02**

**Marks: 50**

**Duration of Examination: 2 Hrs.**

**Contact Hrs. /Week: 2 Hrs.**

**Course Objective(s)**

- To educate the oral and written communication skills through classroom activities.
- To gain a comprehensive understanding of the important functions of communication.
- To acquaint with the etiquette of business communication and self-confidence.

**Course Learning Outcomes:**

- Students will understand the nuances of the practical importance and application of communication for the success in personnel and professional endeavours.
- This module intends to impart the students' basics of communication and enable them to acquire business communication skills
- Students will be able to speak confidently and present their point of view fearlessly.
- The course will help students to learn how to inspire, motivate, and influence listeners and learn the art of effective speaking/oral presentation.

**Course Content**

**Communication for Professional Excellence**

**Unit- I**

**Fundamentals of communication-** Meaning, types, and characteristics of communication, elements, the process of communication, essentials of communication, objectives of communication, the seven C's of communication, Barriers of effective communication, types of models -**Linear models, Interactive models, Transactional models, Importance of communication in profession and personnel life.**

*Case Study: Mumbai Dabbawala's, Case Study -Lessons from Mahabharata*

**Unit-II**

**Nonverbal communication-** Meaning and nature. Body language, kinesics. Proxemics, haptics, oculosics, chronemics, paralinguistics, environment, implications, and recommendations for nonverbal communication. Techniques of effective speaking/oral presentation, Listening and Active listening skills, listening process, barriers in listening, guidelines for effective listening, HURIER model, Oral communication skills, Group presentations and discussions - Participation in meetings and interviews, *Johari's window, STAR Interview technique.*

*Case Study: Case Study –Lessons from Tourism Companies*

### **Teaching and Learning Process:**

**Experience based and participative learning andragogy :-** Ice-breaking sessions, Role plays Lectures, videos, and activities that will enable students to impart oral communication, Case Studies on effective communication, Skits , Participate in JAM sessions, Debates,. Activity based on presenting different movements (gestures & postures), Prepare Johari's Window for themselves, Activities designed to promote the development of generic / transferable and subject-specific skills.

### **Assessment Methods:**

Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like Confidence level, effective listening skills, and presentation skills, mid semester examination, continuous assessment (based on presentations, activities), end semester examination.

### **Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

### **References /Suggested Readings /web links:**

- Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
- Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
- Essentials of Business Communication, Sixth Edition, Mary Ellen Guffey, South-Western College Publishing.
- Chaffee, J. Thinking critically, Boston: Houghton Mifflin, 2007

### **Web links:**

- e-PG Pathshala ( <https://epgp.inflibnet.ac.in/>)
- <https://www.coursera.org/courses?query=communication%20skills>
- [https://onlinecourses.swayam2.ac.in/ntr21\\_ed37/preview](https://onlinecourses.swayam2.ac.in/ntr21_ed37/preview)

**Department of Tourism and Travel Management  
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Central University of Jammu**

**Syllabus of MBA (TTM) First Semester**

**Course Code: MMBT1O001T**

**Course Title: Service Marketing**

**Credit: 02**

**Contact Hrs. /Week: 2 Hrs.**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs**

**Course Objective(s):**

- Develop essential knowledge on the components of the services marketing mix.
- Understand the role of technology in marketing of services.
- Develop critical thinking, analysis and service marketing from the management point of view through case studies, discussions and written assignments.

**Course Learning Outcomes:**

- Students will be able to understand the nuances and importance of services and service marketing.
- Students will understand the various models and its application in service marketing
- Develop critical thinking, analysis and service marketing from the management point of view through case studies, discussions and written assignments.

**Course Content  
Service Marketing**

**UNIT-I**

**Introduction** –Nature and definition of Services, Characteristics and classification of Services, Traditional elements of Service Mix, Evolution of Services as Value Contributors. Service marketing orientations, tourism marketing system ( Internal ,External and micro environment),Marketing mix ,expanded marketing mix ,tourism markets and tourist behaviour, High Contact & Low-Contact Services, Emotions in Service Situations, Physical Evidence- Contribution of Physical Evidence to the Service Understanding, Managing the Physical Evidence in Service Marketing

*Case studies: Jio Case Study, Amazon, Apple*

**UNIT-II**

**STP and service marketing–Market segmentation** -Basis for segmentation, Types of tourist market segments, Plog’s classification, Gray’s Classification, Behavioural Segmentation, Cohen’s Classification. Market Targeting ,Selection of Target market, developing marketing mixes, Techniques of Positioning services, Relationship management in Service marketing. Marketing



of services - Creative Marketing services, Designing Services, Promo Products or Personalised services, Digital Marketing Services.

*Case Studies: Incredible India , Raghurajpur in Orissa, Kullu Dusshehra in Himachal Pradesh*

### **Teaching and Learning Process:**

**Experience based and participative learning andragogy:** - Case Studies on product and service marketing, skits, presentations, idea generation and application activity. Preparing a marketing campaign for Services, Exercise on local market analysis, Comparative Analysis of different marketing campaigns

### **Assessment Methods:**

Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like conceptual and application based understanding with the help of presentations and various activities , mid semester examination, end semester examination.

### **Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

### **References /Suggested Readings /web links:**

- Services marketing and management –Book by Audrey Gilmore
- Services Marketing - Book by Mary Bitner and Valarie Zeithaml
- Services Marketing: People, Technology, Strategy - Book by Christopher Lovelock and Jochen Wirtz
- Services marketing and management - Book by Audrey Gilmore
- Services Marketing and Management - Book by B. Balaji

### **Web links:**

1) MOOCS- <https://www.my-mooc.com/en/mooc/managing-marketing-hospitality-tourism-hkpolyux-htm534x/>

2) e-PG Pathshala - [https://odp.inflibnet.ac.in/index.php/module\\_details?course=p-14.%20tourism%20and%20hospitality%20marketing](https://odp.inflibnet.ac.in/index.php/module_details?course=p-14.%20tourism%20and%20hospitality%20marketing)

**Department of Tourism and Travel Management  
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**Syllabus of MBA (TTM) First Semester**

**Course Code: MMBT1O002T**

**Course Title: Hospitality Management**

**Credit: 02**

**Maximum Marks: 50**

**Contact Hrs/Week: 2 Hrs**

**Duration of Examination: 2 Hrs**

**Course Objective(s):**

- To train and develop students to be leaders in hospitality management sector through industry immersion and linkages;
- To intensify student`s knowledge and skills with instruction based on international standards in hospitality management;
- To produce quality human resource with balanced knowledge, skills and industry exposure in hospitality management sector;

**Course Learning Outcomes:**

- Utilize interpersonal skills to lead/manage first-level employees in a hospitality sector.
- Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.
- Apply the concepts and skills necessary to achieve guest satisfaction.
- Demonstrate leadership and teamwork to achieve common goals.

**Course Contents  
Hospitality Management**

**Unit I:**

**Introduction to Hospitality;** Concept, overview and development in hotel industry over the period, International and Indian perspective; defining the term - Hotel, types and characteristics; Organizational structure of Hotels - Small, Medium and Large; Departments of a hotel and their functions; Star categorization. Front office – Housekeeping – Bar and Restaurant - Supporting services; Fiscal and non-fiscal incentives offered to hotel industry in India

**Unit II:**

Types of Room, Types of Bedding, Meal plans, room assignments, check-in, methods of payment, Factors affecting the price of accommodation, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services - Food Service for the Airlines, Banquette, Corporate, MICE.

**Unit III:**

Future trends in Hospitality; Transformation of Hospitality industry, Market of the future, Emergence of Hotel Technology; Key challenges faced by hospitality industry; Selected case studies of Hospitality brands; The Taj, ITC, Redison, Novotel etc.

**Teaching - learning process**

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

**Assessment Methods:**

- Progress towards achievement of learning outcomes will be assessed using the following:
- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

**Reference Books and Suggested Readings**

- Service quality Management in Hospitality, Tourism& Leisure, Jay Kandampully, Psychology press, 2013.
- Best Impressions in Hospitality, Ange Michael, Delmar Thompson Learning, 2001.
- Welcome to hospitality, Kye- Sung Chou, Delmar Cengage Learning, 2010.
- Introduction to Hospitality Management, John R. Walker, Pearson Education, 2009.

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) First Semester**

**Course Code: MMBT1O003T**

**Course Title: Sustainable Tourism Management**

**Credit: 2**

**Contact Hrs/Week: 2 Hrs**

**Duration of Examination: 2 Hrs**

**Maximum Marks: 50**

**Course Objective(s) :**

- To understand the concept of sustainable development and how to express its application to the field of tourism.
- To orient the students towards sustainable tourism management.
- To bring awareness about the various methodologies for assessing the approach to tourism.
- To update students about the current initiatives being done in sustainable tourism development at global level.

**Course Learning Outcomes:**

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

- Know the main impacts that tourism exerts on the environment, economy and society of the destinations and what are the main tools to manage and reduce the negative impacts.
- To learn best practices for sustainability in the tourism industry.
- Understand tourism as a tool for economic and social development, which can contribute to economic improvement and reduction of social inequalities at the destination level.

**Course Content  
Sustainable Tourism Management**

**UNIT-I:**

Defining sustainable tourism, related phrases; three dimensions or pillars of sustainable tourism development, Tourism and Sustainable Development: A special relationship. Key challenges of more sustainable tourism development; Guiding principles and approaches of sustainable tourism. Stakeholder' roles and relationships to sustainable tourism development; Sustainable Development Goals (SDGs)

**UNIT-II:** The aims of sustainable tourism development: Economic viability, local prosperity, employment quality, social equity, visitor fulfillment, local control, community well being, cultural richness, physical integrity, biological diversity, resource efficiency, environmental purity; VICE model for sustainable destination management; environmental impacts of tourism; Environment Impact Assessment; Climate Change: Issues & Implications for Tourism;

Instruments for Sustainable Tourism Measurement and Global best practices in sustainable tourism.

Global Initiatives: Global Observatory on Sustainable Tourism (GOST); Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism Development, Global Partnership for Sustainable Tourism; Eco labels National Geographic Society & Geo tourism Principles.

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

### **Reference Books and Suggested Readings:**

- Sustainable Tourism for Development by European Commission and UNWTO (2013)
- Making Tourism More Sustainable: A Guide for Policy Makers by UNEP and WTO (2005).
- Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
- Ritchie, J.R. & Crouch, I.G (2005), The Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
- Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
- Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
- Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK.
- Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) First Semester**

**Course Code: MMBT10004T**

**Course Title: Management Perspectives**

**Credit: 02**

**Contact Hrs. /Week: 2 Hrs.**

**Marks: 50**

**Duration of Examination: 2 Hrs. Maximum**

**Course Objective(s)**

- To give the basic understanding about the management functions and process so as to develop a managerial aptitude.
- To familiarize the participants with the basic concepts, processes and current issues in management.
- To enhance their understanding of how organizations function and the complex relationship existing within the organization and processes of management.

**Course Learning Outcomes:**

- On completion of this course, the students will be able to understand the concepts related to Management process understand an organisation's characteristics and how they might impact on management practices.
- The course will help students to learn how to demonstrate the roles, skills and functions of management and to diagnose and solve organizational problems and develop optimal managerial decisions and appreciate how organisational structure and culture contribute to management control in organizations.

**Course Content  
Management Perspectives**

**Unit- I**

**INTRODUCTION TO MANAGEMENT:**

Management: Meaning, nature, scope and importance of Management. Levels of Management and Management Skills, Corporate Social Responsibility, Ethics and Values in Management. Evolution of Management Thought. Functions of management: Planning, Organizing, Staffing, Directing and Controlling

**Unit-II**

**ORGANIZATION DESIGN AND ORGANIZATION CLIMATE**

The nature of objectives and MBO; Strategies, Policies and Planning. Nature ; Determinants of Organization Structure; Basic Departmentation ; Line and staff concept, New Approaches in

Organization Design; Downsizing and its implications; Span of Management; Authority Relationships; Delegation and Decentralization; Organization Climate; Organizational change Creativity and innovation. Delegation and Decentralization; Organization Climate; Organizational Change Creativity and innovation.

### **Teaching and Learning Process:**

**Experience based and participative learning andragogy** :-Ice-breaking sessions, Role plays Lectures, videos, case studies and activities that will enable students to enhance their understanding of how organizations function and the complex relationship existing within the organization and processes of management. Classroom activities involving lectures, discussions and case studies will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, analysis of video cases and debates.

### **Assessment Methods:**

Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like confidence level, effective listening skills, and presentation skills, mid semester examination, continuous assessment (based on presentations, activities), end semester examination.

### **Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

### **Text Books/References /Suggested Readings**

- Principles and practices of Management : L.M.Prasad
- Practice of Management, Pan Books, London: Peter F. Drucker
- Essentials of Management: Koontz and O'Donnel
- Management: A Global Perspective: Koontz and Weihrich
- Management: Robbins
- Principles of Business Management: Ramaswamy





**Department of Tourism and Travel Management  
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**Syllabus MBA (TTM) Second Semester**

**Course Code: MMBT1C005T**

**Course Title: Destination Management**

**Credit: 04**

**Contact Hrs/Week: 4 Hrs**

**Maximum Marks: 100**

**Duration of Examination: 3 Hrs**

**Course Objective(s):**

- To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.
- To familiarize with the destination branding practices.
- To introduce advanced analysis and research in the field of destination development.

**Course Learning Outcomes:**

- Understand the basics of destination management.
- Understand destination management and marketing plans and strategies.
- Understand the implementation and evaluation processes in destination management and marketing planning.
- Evaluate the major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs).

**Course Contents  
Destination Management**

**Unit I:**

Defining a tourism destination, Destination management and Destination marketing, Destination management roles, The 10 As of successful destinations, Stakeholders in destination management, Destination governance, Destination management organizations. Tourism planning process for destination management.

**Unit II:**

Destination Marketing : Marketing concept and customer orientation, Destination life cycle, Market segmentation, Marketing mix Destination Marketing Principle, Destination marketing planning-destination vision, DMO vision, DMOs Mission Destination Marketing System(DMS) and PRICE Model, Positioning- Image-Branding (PIB) approach development  
CASE STUDY : 1. Ministry of Tourism Government of India, 2. Australia Department of Resources, Energy and Tourism(RET)

**Unit III:**

Destination management research : Fundamentals of destination management research, Destination management research process, Secondary and primary research, Analysis of existing markets, Establish study objectives, Define visitor, Determine data collection method, Develop the survey questionnaire, Determine the sample design and size, Determine

study schedule, Analyse, interpret, report and communicate the data and results, Analysis of potential markets, Analysis of destination image.

#### **Unit IV:**

Destination branding and Image Development: Positioning–image–branding (PIB) approach, Importance and benefits of destination branding, Challenges of destination branding, Characteristics of a good destination brand, Classic concepts in branding, Steps in destination branding. The ‘I AM OUTSTANDING’ Model, Social Networks and Destination Management.

CASE STUDY: (1) 100 % Pure New Zealand, (2) Incredible India,( 3) Tourism Australia.

#### **Unit V:**

Destination Partnerships and Team Building: Destination partnership, Destination team - building, Partnership and destination governance, Identifying, destination partners, Public-Private Partnership in destination Management.

Destination product development: Definition and components of the destination product, Destination product life cycle, DMO involvement in product development, Destination quality, General product development strategy models, Development of packages.

#### **Teaching - learning process**

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

#### **Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

#### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

#### **Reference Books and Suggested Readings:**

- Alastair M. Morrison (2013). Marketing and Managing Tourism Destinations, Routledge.
- David Pike (2008). Destination Marketing, U.K : Butterworth-Heinemann.
- Frank Howie (2003). Managing the Tourist Destination, Londonum.
- UNWTO (2007). A Practical Guide to Tourism Destination Management.

**Department of Tourism and Travel Management  
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**Syllabus MBA (TTM) Second Semester**

**Course Code:** MMBT1C006T  
**Course Title:** Tourism Resources and Products of India  
**Credit:** 04  
**Contact Hrs/Week:** 4 Hrs  
**Maximum Marks:** 100  
**Duration of Examination:** 3 Hrs

**Course Objective(s):**

- To develop understanding about the relevance of culture and its forms as one of the important resources of tourism.
- To make students appreciate the cultural diversity of India
- To develop awareness about the tourism resources and products of India
- To make students aware about Indian history so as to contextualize the various resources and products of tourism.
- To bring awareness about the various organisation or agencies working for the preservation and conservation of cultural assets.

**Course Learning Outcomes:**

After doing this course the students will have the following learning outcomes:

- Students will understand the importance of culture in terms of creating unique identity that helps create cultural differentiation needed as an important resource in tourism.
- Students will develop cognitive understanding about the significance of cultural diversity in tourism industry.
- Students will learn to relate historical narratives with the various tourism resources and products as an important tool for engaging the tourists' interest.
- The resource and product knowledge will enhance the competence to apply creativity in designing new products. This will enhance their professional competence needed in tourism industry.

**Course Content**

**Tourism Resources and Products of India**

**Unit I:**

Meaning of culture, definitions of culture, tangible and intangible culture, UNESCO's World Heritage sites of India, Types of culture, attributes of culture, components of culture, usages of the term culture, dimensions of culture, Theories related to culture, cultural intelligence, culture, identity and tourism, Culture as an important resource for tourism. Ministry of Culture (GoI)

**Unit II:**

Ancient, Medieval and Modern History of India. Architectural Heritage of India: Ancient architecture, Indo-Islamic architecture, Colonial architecture and Modern architecture of India.

**Unit III:**

Popular religious centres of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions in India. Pilgrimage circuits of the different religions, Organisations: UNESCO, ASI, ICOMOS and INTACH

#### **Unit IV:**

Famous museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicraft and textiles of India; Paintings of India, fairs and festivals of India and Cuisines of India.

#### **Unit V:**

Major wildlife sanctuaries, national parks and biological reserves of India; Eastern Ghats and Western Ghats of India, Hill stations, Beaches, Desserts, Rivers and Islands of India.

Teaching - learning Process:

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

#### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

#### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

#### **Reference Books and Suggested Readings :**

- Agarwal V.S: The Heritage of Indian Art, Govt. of India Publication
- Basham A L: The wonder that was India, Tapling Publishing Co., New York
- Basham A L : The cultural History of India, Tapling Publishing Co., New York
- Christopher Tadgell: The History of Architecture in India, Penguin, New Delhi
- Daljeet and PC Jain: Indian Miniature Paintings, Brijwasi Art Press
- Dalmia Yashodhra: Contemporary Indian Art: Other Remedies, Mark Publisher, Mumbai
- Manoj Dixit and Charu Sheel, Tourism Product of India, Lucknow: New Royal Publisher
- Jagannathan Shankutala: Hinduism – an introduction, Vakils, Feffer and Simon, Mumbai
- Luniya B.N. Ancient Indian Culture, Laxmi Narain Educational Publisher, Agra
- Pattanaik Devdutt: A Handbook of Hindu Mythology, Penguin Global

- Brown Percy; India Architecture
- Venkataraman Leela: Indian Classical Dance, Roli Books
- Thapar Romila and Percival Spear: History of India, Orient Longman, New Delhi
- India , Lonely Planet publications, Australia.

**Department of Tourism and Travel Management  
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**Syllabus MBA (TTM) Second Semester**

**Course Code: MMBT1C007T**

**Course Title: Tourism Policy, Planning and Development**

**Credit: 04**

**Contact Hrs/Week: 4 Hrs**

**Maximum Marks: 100**

**Duration of Examination: 3 Hrs**

**Course Objectives:**

- To sensitize students toward policy-thinking and praxis in Indian tourism context.
- To develop managerial and leadership skills among students while exposing them to issues related to tourism policy, planning and development.
- To provide equitable, inclusive and sustainable solutions to emerging challenges in tourism.
- To understand the nuances of multi-level interaction between government, business and society for tourism policy, planning and development.

**Course Learning Outcomes:**

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

- Build capabilities for evidence-based research in tourism policy domain.
- Undertake policy analysis and programme evaluation initiatives.
- Understand ethical responsibility involved in the tourism policy, planning and development domain.

**Course Content  
Tourism Policy, Planning and Development**

**UNIT-I:**

Meaning of public policy, Public Policy Design and Implementation, Conceptual Meaning of Tourism Policy: Concept, Need and Objective, Importance and scope of tourism policy and planning, Socio-cultural, economic, environmental challenges in planning, Demonstration effect, Factors influencing the tourism policy, The role of government, public and private sector in formulation of tourism policy

**UNIT-II:**

General Concepts of Planning, Reflection on Planning in India: Planning Commission, NDC, Types of Planning, Multi-Level Planning and NITI Aayog, Meaning of Tourism Planning, Significance of Tourism Planning, Evolution of Tourism Planning, Levels and Types of Tourism Planning, Theories of Tourism Planning-Boosterism, an economic, industry-oriented approach, physical/spatial approach, community-oriented approach, Sustainable tourism approach (system approach), Tourism Planning Process

**UNIT-III:**

An outline of L.K. Jha Committee-1963, National Tourism Policy - 1982, National Committee Report, National Action Plan on Tourism, Tourism policy 2002, the latest Policy

initiatives on Tourism. Tourism and Five-year Plans in India with special reference to 12th Five-year Plan, Incredible India Campaign: Its importance and relevance

#### **UNIT-IV:**

Concept of Community based approach for tourism planning, public private partnership (PPP), Assessment of Tourism Planning Process in Indian context, problems, Grey areas and possible strategies, Bottom-up tourism policy, Tourism Planning and local community

#### **UNIT-V:**

Thematic analyses of sectoral tourism policies: Ecotourism Tourism, Adventure Tourism and Rural Tourism. Case study of state tourism policies: Kerala, Madhya Pradesh, Himachal Pradesh, Gujarat, Bihar, Jammu & Kashmir, Karnataka, etc.

#### **Teaching -Learning Process:**

- Lectures supported by group tutorial work;
- Case study based learning
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

#### **Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.
- The programme also requires the students to submit an analysis policy paper, highlighting their learning during the course.

#### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

#### **Reference Books and Suggested Readings:**

- Branding India : Amitabh Kant
- Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
- Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
- Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van
- Tourism Planning: Gunn. Clare A. (New York, Taylor & Francis)
- Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
- Tourism Planning: An integrated and Sustainable Approach - Inskeep E.
- Grant, M. (2004). Innovation in Tourism Planning Processes: Action Learning to Support a Coalition of Stakeholders for Sustainability. *Tourism and Hospitality Planning & Development*, 1(3), 219–237.  
<http://www.informaworld.com/smpp/content~content=a714025037~db=all> 9.

- Hall, C. M. (2000). *Tourism Planning: Policies, Processes and Relationships*. Harlow: Pearson Education.
- World Tourism Organization (2011). *Policy and Practice for Global Tourism*.



**Department of Tourism and Travel Management  
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**Syllabus MBA (TTM) Second Semester**

**Course Code: MMBT1C008T**

**Course Title: Foreign Language-French**

**Credit: 02**

**Marks: 50**

**Contact Hrs/Week: 2 Hrs**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs**

**Course Objective(s):**

- To give students exposure of a foreign language that is widely used in tourism industry.
- To know about the basics of the French language.

**Course Learning Outcomes:**

- Learners will have basic conceptual understanding of French language
- Learners will develop know-how to further enhance their competence in the language.
- The course will develop confidence in the usage of the language.

**Course Content  
Foreign Language-French**

**Unit I:**

Alphabets, Numbers (1 to 100), Use of Article – definite , indefinite and contractive articles, prepositions, punctuation, greetings and salutations in French, Nouns, Pronoun and adjectives, Conjugation of Etre, Avoir, Aller and Venir

**Unit II:**

Name of the days and months, name of colours- both masculine and feminine, meals, parts of body, name of seasons in French, names of fruits and vegetables and Time

**Unit III:**

Conjugations of regular verbs - present indicative, futur proche and passé recent. Introduce yourself in French, showing directions, interrogative sentences, negative sentences, and translation of simple sentences

**Teaching - learning Process:**

- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

**Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations;

- Problem based assignments;
- Observation of practical skills;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. *A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.*

**Reference Books and Suggested Readings:**

- Mon Livre by Arun Sharma
- Apprenons Le Francais by Mahitha Ranjit.

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus MBA (TTM) Second Semester**

**Course Code: MMBT1O005T**  
**Course Title: Digital Marketing**  
**Contact Hrs. /Week: 2 Hrs.**  
**Course Title: Credit: 02**  
**Marks: 50**  
**Duration of Examination: 2 Hrs.**

**Course Objective(s):**

- To provide an in-depth understanding and advanced knowledge of digital marketing
- To transform into a digital market specialist in domains like SEO, social media & PPC
- To gain a comprehensive understanding of the important functions of online marketing.

**Course Learning Outcomes**

- Student will be able to understand the core concepts of digital marketing and its role in businesses or organizations, digital marketing channels
- Student will be able to understand the difference between traditional marketing vs. digital marketing and its applications
- Student will be able to understand the relevance and importance of online advertising such as ad networks and behavioural targeting, social Media marketing platforms
- They will develop an understanding of the content marketing concepts & strategies

**Course content  
Digital Marketing**

**Unit- I**

**Introduction to Digital Marketing-** Digital Marketing and its Significance, Principles of Digital Marketing; Digital marketing channels, Traditional Marketing vs. Digital Marketing, Search Engine Optimization, PPC- advantages and disadvantages.

**Unit-II**

**Social Media marketing platforms-** LinkedIn Marketing, Facebook Advertising, Email Marketing, YouTube marketing. Social Media for Business- Creation & Optimization of Social Media Campaigns, Understanding Domain, and Webhosting, Content Marketing- Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting

**Teaching and Learning Process:**

**Experience based and participative learning andragogy :-** Case discussion, Hands-on experience on various digital platforms, Learning by doing-Developing a website and Hosting a website, Website making, YouTube channel development, Facebook page advertisement campaign creation.

**Assessment Methods:**

Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like presentation, activity based learning, mid semester examination, continuous assessment (based on presentations, activities), end semester examination.

**Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

**References /Suggested Readings /web links:**

- Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience | Travis Wright & Chris J. Snook
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017
- The Road to Recognition | Seth Price & Barry Feldman

**Web-links**

- 1) [https://onlinecourses.swayam2.ac.in/ugc19\\_hs26/preview](https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview)

**Department of Tourism and Travel Management  
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Central University of Jammu**

**Syllabus MBA (TTM) Second Semester**

**Course Code: MMBT1O006T**

**Course Title: Events Management**

**Credit: 02**

**Contact Hrs/Week: 2 Hrs**

**Duration of Examination: 2 Hrs**

**Course Objective(s):**

- The overall objective of this subject to equip students with the necessary academic, operational and professional knowledge and skills in Event Planning and Hospitality Management.

**Course Learning Outcomes:**

- Develop an understanding of Event Management, the roles & responsibilities of Event Management.
- Understand the importance of communication for leadership & decision making in Event Management.
- To acquire competencies to plan a proposal on management of an event.

**Course Contents**

**Unit I:**

Introduction to Event Management: Understanding events; Major characteristics; Five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Broad classification of Events.

**Unit II:**

Developing and Implementing the Event Plan, Management of Human Resources and Time, Financial Administration, Event Leadership, Managing Vendor Contracts, On-Site Management, Accommodating Special Needs.

**Unit III:**

Event Marketing: Advertising, Public Relations, Promotions, and Sponsorship Online Marketing. Legal, Ethical, and Risk Management, Risk Management: Legal and Financial Safeguards, Morality, Law, and Ethics in Event Management. Case Studies in Twenty-First-Century Event Management.

**Teaching - learning Process:**

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

**Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

**Reference Books and Suggested Readings :**

- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
- Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
- Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA
- International Society of Meeting Planner (1997), The Complete Book of International Meeting" Todd Publishing, Arizona.
- Weirich, M.L. (1992) "meeting and Convention Management", Hodder and Staughten
- Hoyle, L.H. (1995) "Managing Conventions, Hodder and Straighten
- Events Management, Principles and practice, Razaq Raj, Paul Walters & Tahir Rashid, Sage, 2<sup>nd</sup> edition.

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus MBA (TTM) Second Semester**

**Course Code: MMBT1O007T**

**Course Title: Tour Guiding and Interpretation**

**Contact Hrs/Week: 2 Hrs**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs**

**Course Objective(s):**

- Introduce to students the concept and practice of Tour Guiding and Interpretation.
- Develop students' competence in Tour Guiding and Interpretation and delivery of guiding and interpretation skills training and job-oriented knowledge.

**Course Learning Outcomes:**

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

- Enhance competencies of innovative problem solving, communication skills, variety of interpretive talks using narratives, visual and symbolic representations.
- Apply the knowledge/concepts of Tour Guiding and Interpretation to real world situations in individual and team-based work and display creative and analytical skills in managing tour guiding assignments.

**Course Content  
Tour Guiding and Interpretation**

**UNIT-I:**

The tourism system and the tour guides; understanding tour guiding; role and responsibility of tour guides; qualities required by a tour guide; personal hygiene and grooming checklist for tour guides; tour guiding in India Steps to becoming a tour guide: The guidelines for the selection and grant of guide license to Regional Level Tourist Guides (RLG); code of conduct for tour guides in India; training opportunities for a tour guides-The World Federation of Tourist Guide Associations(WFTA); IITTM; Challenges encountered by tour guides in India.

**UNIT-II:**

Developing effective communication skills for tour guides; Dynamics of commentary: steps in delivering a tour commentary; keeping tour commentary fresh; paraphrasing; top visual Priority(TVP); too much information(TMI); position triangle Guiding context: general dos and don'ts for tour guides; guiding on walking tours; guiding on coach; guiding on museum; guiding at a religious place; guiding at archaeological site; guiding on a nature walk Tricks of the trade : handling difficult tourists; handling questions; handling emergencies; search for information; responsible guiding

Interpretation :Meaning of interpretation; the history of interpretation; types of interpretation; skills required for interpreters; the interpretive equation; principles of interpretation- Tilden's principles of interpretation; interpretation techniques

Heritage Interpretation: the role of site interpretation in the heritage setting; the key principles of heritage interpretation; presentation and interpretation at a World Heritage site-A case of destination enlightenment

Nature Interpretation: concept; perspective; approach and principles of nature interpretation.

### **Teaching -Learning Process**

- Lectures supported by group tutorial work;
- Case study based learning
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

### **Assessment Methods**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

### **Reference Books and Suggested Readings:**

- Branislav Rabotić(2010). TOURIST GUIDES IN CONTEMPORARY TOURISM, (International conference on tourism and environment Sarajevo, March, 4 - 5, 2010).
- Cohen, E(1985).The Tourist Guide: the Origins, Structure and Dynamics of a Role; Annals of Tourism Research; Vol. 12; pp. 5-29
- Tour Guiding, Commonwealth of Learning (COL), Virtual University for the Small States of the Commonwealth
- Handbook for Tour Guides by Nimit Chaowdhary



**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus MBA (TTM) Second Semester**

**Course Code: MMBT1O008T**

**Course Title: Adventure Tourism Management**

**Credit: 02**

**Contact Hrs/Week: 2 Hrs**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs**

**Course Objective(s):**

- Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of adventure tourism's technicalities and an understanding of various organizations working in the related field.

**Course Learning Outcomes:**

- To offer wide exposure to the students to handle issues in Adventure tourism related businesses professionally.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy in Adventure Tourism Management.
- To sharpen soft and hard skills among the students for being better professionals in Adventure Tourism Management.
- To promote entrepreneurial skills among students, for promoting a better ecosystem of business in Adventure Tourism Management.

**Course Content**

**Adventure Tourism Management**

**Unit I:**

Introduction of Adventure Tourism, Definition and history of adventure tourism, various components of adventure tourism. Types of adventure tourism, popular adventure tourism activities (Mountaineering, Trekking, Rafting, Paragliding, Skiing, Safaris etc.) and artificial environment adventure.

**Unit II:**

The demand and supply side: The adventure tourist, The adventure tourism market, Destinations and venues, Management of adventure tourism: Marketing, Risk management, Ethical issues in adventure tourism. Case study of Himachal Pradesh & Uttarakhand.

**Unit III:**

Training in adventure tourism, popular adventure programs in India, role of adventure tourism guides, tools and techniques of communication in adventure operations, different grades of adventure ( with special reference to trekking, rafting and climbing). Role and history of IMF in developing the adventure tourism in India, history and development of

mountaineering institutes of India, Role of ATOAI in promoting adventure tourism in India, Future of adventure tourism in India.

### **Teaching - learning process**

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

### **Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

### **Reference Books and Suggested Readings:**

- Swarbrooke J., C. Beard, S. Leckie and G. Pomfret. Adventure Tourism- New Frontier, Butterworth Heinemann: London
- Buckley, Ralf, Adventure Tourism, CABI: Oxfordshire, UK
- Negi Jagmohan, Adventure Tourism and Sports: Risks and Challenges (a set of 2 volumes), Delhi: Kanishka
- Malik, S.S., Adventure Tourism, Delhi: Rahul
- Adventure Travel Report, 1997.
- <http://www.tia.org/pubs/domestic.asp?PublicationID=40>
- Adventure Travel Society, 2001.
- [http://www.adventuretravel.com/research\\_definitions.htm](http://www.adventuretravel.com/research_definitions.htm)
- Darst, P. and G. Armstrong. Outdoor Adventure Activities for School and Recreation Programs. Minneapolis: MN: Burgess.
- Ewert, A.W. Outdoor Adventure Pursuits. Worthington, Ohio: Publishing Horizons Inc.

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) 3<sup>rd</sup> Semester**

**Course Code: MMBT2C001I**

**Course Title: Summer Internship and Viva Voce**

**Credit: 04**

**Maximum Marks: 100**

**Course Objectives:**

- Summer Internship/Training programme provides opportunities for the students to apply academic knowledge to real time managerial problems. This is the time when students get exposed to a professional workplace.

**Course Learning Outcomes:**

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

- Relate class room learning to practice
- Make an informed career choice after exposure to the actual work environment
- Observe the systems, processes, interactions and human relations in the organization
- Get an opportunity to understand the expectations of industry
- Prepare themselves for final placements

**Summer Internship/ Training (Six to Seven weeks)\***

MBA(TTM) students shall take **six to seven** weeks compulsory summer internship/training with various organizations ranging from Tourism and Travel Companies, Hospitality Companies, Events Management Companies, Heritage and Cultural Organizations, Environmental & Development Organizations, Intergovernmental Organizations, international and national NGOs, Tourism related Government/semi-Government Organizations, Tourism projects, MNCs etc

**Assessment Method:**

There is a rigorous evaluation process which includes:

- Feedback from the company in the form of the corporate mentor's assessment
- Assessment by the student's Departmental mentor during the summer internship
- Summer Internship completion certificate by students
- Viva voce will be conducted by the external expert out of 100 Marks

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**Syllabus of MBA (TTM) 3<sup>rd</sup> Semester**

**Course Code: MMBT2C001D**

**Course Title: Project Report Presentation**

**Credit: 04**

**Maximum Marks: 100**

**Course Objective:**

- To prepare a project report based on Summer Internship learning from the contemporary practices in the trade.
- To develop critical perspective on tourism industry.

**Course Learning Outcomes:**

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

- Relate class room learning to practice
- Observe the systems, processes, interactions and human relations in the organization

**Assessment Method:**

There is a rigorous evaluation process which includes:

- Feedback from the company in the form of the corporate mentor's assessment
- Assessment by the student's Departmental mentor during the internship
- Students' presentations would be organized based on their Summer Internship/Training. It Summer Internship Project Report will be evaluated by an external/ internal examiner nominated by the University, out of **100 points**.

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**Syllabus of MBA (TTM) 3<sup>rd</sup> Semester**

**Course Code: MMBT2C001T**

**Course Title: Data Analysis Using SPSS**

**Contact Hrs. /Week: 2 Hrs.**

**Credit: 02**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs.**

**Course Objective(s):**

- Introduce students to scientific approach to social studies.
- To gain basic understanding of systematic social inquiry.
- To learn Fundamentals of Quantitative research

**Course Learning Outcomes**

- Students will be able to understand the difference between qualitative and quantitative Data Analysis
- Students will be able to understand the various types of scales of measurements, Charts and Descriptive Statistics
- Students will be able to develop an understanding of basic knowledge of SPSS
- Students will be able to understand the various statistical techniques used for exploring relationship between variables
- Students will be able to understand the various statistical techniques to compare means

**COURSE CONTENT**

**Data Analysis Using SPSS**

**UNIT – I**

**Introduction to SPSS** – Type of Scale of Measurement, Preparing codebook, Starting SPSS, Working with data file SPSS windows, Menus, Dialogue boxes. Preparing the Data file: Creating data file and entering data, defining the variables, Entering data, modifying data file, importing file. Managing Data - Listing cases, replacing missing values, recording variables, exploring data, sorting cases, merging files. Charts- Bar Charts, Histograms, Pie Charts, Boxplots, Cluster Bar Charts, Scatter Diagrams. Descriptive statistics: Measures of central tendency, checking normality, outliers checking.

**UNIT – II**

**Statistical techniques:** Choosing the right statistics, Overview of different statistical techniques, Decision making process. Statistical Techniques to explore relationship between variables – Correlation, Simple linear regression, Multiple Linear Regression: Assumptions, overall significance, multicollinearity, Variable selection methods. Statistical techniques (Compare means) - One sample and two Independent sample t test, Paired sample t test, One way Analysis of variance, Two way ANOVA, Multivariate ANOVA, Analysis of Covariance, Repeated measures. Non – Parametric Statistics - Independent Chi square Test, Mann- Whitney test, Wilcoxon signed rank test, Kruskal- Wallis test.

**Teaching and Learning Process:**

**Practical and application based learning** : - Hands on and practical sessions on the SPSS Software.

**Assessment Methods:**

Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like learning of software and its application (A set of data will be given to the students and they have to insert the data into SPSS data sheets. The students have to perform different functions on the data sets such as deriving and interpreting descriptive statistics, correlation, regression, Parametric and Non-parametric tests ), mid semester examination, continuous assessment (based on presentations, activities), end semester examination.

**Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

**References /Suggested Readings /web links:**

- Discovering Statistics Using IBM SPSS Statistics - Book by - Andy Field
- Data Analysis Using SPSS – Book by - Lokesh Jasrai
- IBM SPSS for Introductory Statistics: Use and Interpretation – Book by - Karen C. Barrett, Gene W. Gloeckner, George A. Morgan, Nancy L. Leech.

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) Third Semester**

**Course Code: MMBT2C002T**

**Course Title: Tourism Immersion and Leadership Development Camp**

**Credit: 02**

**Maximum Marks: 50**

**Course Objective(s):**

- Tourism Immersion & Leadership Development Camp (TILDC) is a unique initiative of Department of Tourism & Travel Management (DTTM), Central University of Jammu instituted with an objective to sensitize the budding tourism professionals towards the ground level reality of tourism and practicum that attempt to connect classroom learning with real time environment.

**Course Learning Outcomes:**

- TILDC not only provides grass root level knowledge to the students but also help them develop their wisdom to take balanced decisions in their professional career.
- Tourism Immersion & Leadership Development Camp (TILDC) is meticulously crafted, starting with ground level practicum that attempt to connect classroom learning with practical situations, followed by field immersion where students spend one week in the field, often living with the destination communities and gaining ground experiences. These learning's are then brought back to the classroom in the form of Small Practicum Project (SPP) and presentations to have collaborative learning within the classrooms.

**Assessment Method:**

MBA (TTM) 3<sup>rd</sup> semester students are required to spend one week in any one of the tourism settings e.g. natural/cultural-heritage/rural setting or tourism projects/organizational setting. Typically the TILDC is organized around a theme which may include any tourism settings such as, adventure tourism destinations, rural tourism sites, ecotourism sites, tribal areas, national parks, cultural and heritage attractions, recreational attractions, NGOs, tourism companies, tourism projects etc. across various states of India. After completion of TILDC, students submit a Small Practicum Project (SPP) where they reflect their analysis and identify operational gaps and make suitable recommendations for tourism related opportunities.

**Students' presentations would be organized based on their TILDC learning which would be evaluated by an external/ internal examiner nominated by the Head of the Department out of 50 marks.**

***\*Note: Selection of particular TILDC related location/activities will be based on discretion of HOD and DTTM faculty members and time and resources available in specific academic year.***

**Attendance Requirements:**

Students are expected to participate in one week TILDC and submit completion certificate of TILDC.

**References:**

- Leadership theory, Application, & Skill Development (4e), Robert N. Lussier, South - Western CENGAGE Learning
- Develop Your Leadership Skills, John Adair, The Sunday Times
- <http://nptel.ac.in/>



**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Course Code: MMBT2O001T**

**Course Title: Entrepreneurship and Venture Creation**

**Credit: 02**

**Contact Hrs/Week: 2 Hrs**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs**

**Course Objective(s)**

- To instill a spirit of entrepreneurship among the students participants.
- To provide a holistic overview on the competence needed to become an entrepreneur.
- To develop necessary knowledge and entrepreneurial skills among the students.
- To give insight into starting new venture in tourism and allied sectors

**Course Learning Outcomes:**

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

- Develop business plan for new venture
- Take challenges of starting new ventures and introducing new product and services.
- Create start-ups for “Atmanirbhar Bharat”

**Course Content  
Entrepreneurship and Venture Creation**

**UNIT-1: Entrepreneurship-Theory & Practice:**

- The concept of entrepreneurship
- Theories of Entrepreneurship
- The entrepreneur: Definition and concept
- Classification of entrepreneurs
- Entrepreneurial competencies
- Characteristics of entrepreneurs
- Role of entrepreneurship in nation building
- Social Entrepreneurship

**UNIT-2: Creativity, Innovation and Entrepreneurship:**

- Innovation-driven Entrepreneurship: Putting India in the Global Map
- Understanding Business Incubation
- Role of R & D and University/institutions in creating new venture
- Tourism Industry SMTEs perspectives
- Tourism-related business opportunities

- Tourism Industry Verticals
- Developing Entrepreneurial Marketing: Networks and collaboration
- Financial support for new venture creation
- Feasibility study: Testing your business Ideas
- Business Plan-The Roadmap to Success (Components of business plan, Format of a Business Plan, Project Proposal for Tourism Business)
- Government Policies and Initiatives
- Business Support Organizations/Institutions (NSTEDB, NIF, NIESBUD, EDII, IIE, JKEDI etc.)

### **Teaching - Learning Process:**

- Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.
- Individual project using primarily secondary data related to tourism destination management.
- Discussion of case studies and homework
- The use of prescribed textbooks and e-learning resources and other self-study materials;
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### **Assessment Method**

- Written Assignment
- Business Plan presentation
- Workshop
- Case study based learning
- Quiz

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

### **Reference Books and Suggested Readings:**

- Alison Morrison, Mike Rimmington and Claire Williams (1999). Entrepreneurship in the Hospitality Tourism and Leisure Industries. Elsevier Ltd.
- Chowdhary, N & Prakash, M (2010). Managing A Small Tourism Business, Matrix Publication, New Delhi
- Danilo L, Fonollera (2009). Feasibility Study, Project Proposal and Business Plan, Western Mindanao state University, Philippines
- Developing Ecosystem for Knowledge to Wealth Creation, National Science & Technology Entrepreneurship Development Board (NSTEDB) Department of Science & Technology.
- Entrepreneurship: New Venture Creation by David H. Holt
- Michael Morris (2011). Starting a Successful Business. Koganpage
- The effect of entrepreneurship on national economic growth: an analysis using the GEM database.

- Vasant Desai (2014).The Dynamics of Entrepreneurial Development & Management. Himalaya Publication House.
- W. Zhao et al.(2011). Social capital and tourism entrepreneurship, Annals of Tourism Research 38 (2011), 1570–1593

**Department of Tourism and Travel Management  
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**Syllabus of MBA (TTM) 3<sup>rd</sup> Semester**

**Course Code: MMBT2O002T**

**Course Title: Quantitative Techniques**

**Credit: 04**

**Contact Hrs. /Week: 4 Hrs.**

**Maximum Marks: 100**

**Duration of Examination: 3 Hrs.**

**Course Objective(s)**

- Understand relevance and need of quantitative methods for making business decisions
- Demonstrate a sound knowledge of fundamentals of Quantitative and statistical techniques
- Be able to read and interpret statistical information
- Be able to perform statistical analysis
- Be able to apply quantitative methods to solve a variety of business problems

**Course Learning Outcomes:**

- On completion of this course, the students will be able to
- Understand the meaning of data and how to measure central tendency
- Understand Measures of Dispersion
- Calculate and interpret statistical values by using correlation
- Calculate and interpret statistical values by using regression

**Course Content**

**Quantitative Techniques**

**Unit- I**

Statistics: meaning and its significance Data and its utility. Measures of central Tendency: Meaning – Mean, Median, Mode. Advantages and disadvantages of mean, median and mode. Measures of Dispersion – Meaning, Significance, Range, Quartile Deviation, Standard Deviation, Absolute and Relative Measures of Dispersion. Simple correlation – Meaning, Importance, Types, Karl Pearson's Method, Probable error, its utility.

**Unit –II**

Simple correlation – Meaning, Importance, Types, Karl Pearson's Method, Probable error, its utility, significance of correlation. Coefficient of determination, Spearman's Rank Correlation..

### **Unit-III**

Regression – Meaning , Significance, Regression equation, Developing Regression equation, Regression Coefficient, Properties of Regression Coefficient, Standard Error of Estimate. Forecasting and approximate prediction interval, Difference between Correlation and Regression.

#### **Teaching - Learning Process:**

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

#### **Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

#### **Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

#### **Text Books/References /Suggested Readings**

- Statistical methods for practice and research: Gaur, A.S. and Gaur, S.S.
- Methodology of research in social sciences: Krishnaswami, O.R. and Ranganatham, .
- Statistics for business and economics : Chandan, J.S. (1998).
- Research Methodology Methods & Techniques: Kothari C.R.
- Business Statistics, Pearson Education: Leveine , Khrehbiel & Berenson
- Statistical Methods : Gupta S.P
- Statistics for Management: Levin R.I & Cubia D.S

**Department of Tourism and Travel Management  
School of Business Studies  
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**Syllabus of MBA (TTM) 3<sup>rd</sup> Semester**

**Course Code: MMBT2O003T**

**Course Title: Research Methodology**

**Credit: 02**

**Contact Hrs. /Week: 4 Hrs.**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs.**

**Course Objective(s):**

- To make the student acquaint with the Research Methodology this will help in developing business strategies.
- To familiarize participants with basic of Research and the Research Process.
- To enable the participants in conducting Research work and formulating Research Synopsis and Report.
- To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

**Course Learning Outcomes:**

The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course students are expected to

- Develop understanding on various kinds of Research and Objectives of doing research
- Have basic knowledge about Research Process and Research Design
- Have adequate knowledge on Measurement & Scaling Techniques
- Have basic awareness of Sampling and Data Analysis

**COURSE CONTENT**

**Research Methodology**

**Unit- I**

Foundations of Research Methodology, Introduction to Research, What is Research, Objectives & motivations for research, Types of Research, Introduction to Qualitative Research, Introduction to Quantitative Research Conceptualization, Business Problem, Problem Formulation, Research Process & Research Design, Introduction to Research Process, Steps in Research Process Introduction to Research Design, Types of Research Design, Nature of good design.

## **Unit –II**

Data Collection Method, Introduction to Primary & Secondary data, Methods of primary data collection, Methods of secondary data collection, Advantages & disadvantages of data collection. Measurement & Scaling Technique and Scales of Measurement

## **Unit-III**

Questionnaire design considerations; Sampling-definition, types and their importance, type of sampling designs; sampling size and its determination, sampling in qualitative research. Interpretation techniques; Report writing; Presentation.

### **Teaching - Learning Process:**

- Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.
- Individual project using primarily secondary data related to tourism destination management.
- Discussion of case studies and homework
- The use of prescribed textbooks and e-learning resources and other self-study materials;

### **Assessment Method**

- Written Assignment
- Workshop
- Case study based learning
- Quiz

### **Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

### **Text Books/References /Suggested Readings**

- Statistical methods for practice and research: Gaur, A.S. and Gaur, S.S.
- Methodology of research in social sciences: Krishnaswami, O.R. and Ranganatham, .
- Statistics for business and economics :Chandan, J.S. (1998).
- Research Methodology Methods & Techniques: Kothari C.R.
- Business Statistics, Pearson Education: Leveine , Khrehbiel & Berenson

**Department of Tourism and Travel Management  
School of Business Studies  
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**Syllabus of MBA (TTM) 3<sup>rd</sup> Semester**

**Course Code: MMBT2O004T**

**Course Title: Outbound Tour Operations Management**

**Credit: 02**

**Marks: 50**

**Contact Hrs. /Week: 2 Hrs.**

**Duration of Examination: 2 Hrs.**

**Course Objective(s):**

- To provide an in-depth understanding and advanced knowledge of the outbound operation.
- To give an injunction to the student about the current scenario of the outbound market.
- To cover the major outbound destinations and some of the popular outbound itineraries.

**Course Learning Outcomes**

- Identify the core concepts of outbound tourism and its role in businesses or organizations
- Understanding the factors influencing the Outbound Tourism of India
- Understanding the leading tourism markets of the world- Europe, North America, Asia
- Understanding the factors affecting Outbound and regional tourist movements
- Understanding the contemporary trends in outbound tourist mobility
- Understanding the concepts of Airbnb, Couch surfing, OYO Rooms, UBER, etc.

**COURSE CONTENT**

**Outbound Tour Operations Management**

**Unit- I**

**Overview of Outbound Tourism:** Outbound tourism and its challenges, Top outbound tourism markets of India, Factors influencing the Outbound Tourism of India, Changing profile of Indian Tourist: Demographic dividend for the Indian tourism industry, Internet technology, and outbound tourism, Greater proliferation of the Internet, growth in low-cost air carriers, secure payment mechanisms, Indian railways portal, rise in online sales in the travel industry, Niche Travel Drives India Outbound etc. Understanding the leading tourism markets of the world, Europe, North America, Asia, South East Asia tour packages.

**Unit-II**

**Contemporary trends and practices in Outbound Tourism:** Factors affecting Outbound and regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in outbound tourist mobility, SoLoMo trend: Reshaping consumers in the



travel industry, tourism Barriers to travel, need for government support to promote outbound tourism, Importance of travel advisories, Concepts of Shared Economy in outbound tourism , Airbnb, Rome2rio web portals, Couch surfing, OYO Rooms, Home Exchange, UBER, OLA Cab, etc. in Outbound Tourism

### **Teaching and Learning Process:**

- **Participative learning andragogy** :-Case discussion , How to make Travel Packages ,Evaluation of Videos and documentaries of various outbound destination and experiencing the nuances and USP's of various shared economy models related to tourism.

### **Assessment Methods:**

- Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like presentation skills, mid semester examination, continuous assessment (based on presentations, activities), end semester examination.

### **Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

### **References /Suggested Readings /web links**

- Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge
- Outbound tourism by Ding, Peiyi& Jiang, Shan. (2016).
- The Indian Outbound Travel Market with Special Insight into the Image of Europe as a Destination- UNWTO
- India: Domestic, inbound, and outbound tourism BY OECD

### **Web links:**

- 1) <https://www.airbnb.co.in/>
- 2) <https://www.rome2rio.com/>
- 3) <https://www.couchsurfing.com/>

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) 3<sup>rd</sup> Semester**

**Course Code: MMBT2O005T**

**Course Title: Inbound Operations Management**

**Credit: 02**

**Contact Hrs. /Week: 4 Hrs.**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs.**

**Course Objective(s):**

- To make student understand the concepts pertaining to the inbound tourism process.
- To make students aware of the present inbound tourism scenario.
- To make student aware about the various policy initiatives by GoI, factors and motivations behind inbound tourism.
- To create awareness about the characteristics of a good itinerary.
- To make students aware about the formalities associated with inbound tourism.
- To make students aware about Indian railways system.
- To make students aware of the competencies which are expected of them as inbound tourism professionals by the tourism industry.

**Course Learning Outcomes**

After doing this course the students have the following learning outcomes:

- Students will be in know of the various important processes involved in the making of inbound tourism system.
- Students will learn about the current status of India's Inbound tourism in terms of statistics, opportunities and challenges..
- Students will become aware of the various initiatives at governmental level.
- Students shall learn to make itinerary for inbound tourism
- Students will be in know of the various formalities like visa and understanding about the meaning of the terms used for Indian diaspora
- Students will know about the importance of Indian railways in inbound tourism
- Stendents will be able to appreciate the importance of various competencies needed to be a successful inbound tourism professional.

**Unit I:**

Inbound Tourism Process: Definition / Meaning of inbound tourism, Importance of Networks: Tradition Distribution channels and New distribution channels, Working with Inbound Tourism Operator, Rate Parity and Integrity, B2B and B2C, Source Markets of inbound tourism, Booking and Execution, Challenges and opportunities in Inbound Tourism, Importance of Inbound

Tourism to India. Trade Fairs & Exhibitions (SATTE, GITB and others). Source markets for inbound tourism. Inbound tourism scenario and statistics of India.

### **Unit II:**

Inbound Tourism: Performance Indicators. Policy Initiatives by GoI. Beyond Incredible India: Marketing and Tourism Initiatives in Selected States. GOI Initiatives and Marketing Campaigns. Factors shaping growth curve of inbound tourism of India. Traditional and New Motivations of Inbound tourists

### **Unit IV:**

VOA (Visa on arrival) to different countries and its formalities, Regulations for NRI/Indian Diaspora, characteristics of best itinerary, Itinerary Analysis of the Top Four Operators (Cox & Kings, Le Passage to India, OTAs, etc) General information about Indian Railways, Types of rail tours in India, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc., Ind-rail Pass, Competencies expected from an inbound tourism professional: Networking ability, amicability, techno savvy, initiative, confident, time management, analytic skills, written and verbal communication skills, etc.

### **Teaching - learning process**

- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

### **Assessment methods**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

### **Reference Books and Suggested Readings**

- Tourism Products of India by Manoj Dixit and Charu Sheela
- Lonely Planet: India

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) 3<sup>rd</sup> Semester**

**Course Code: MMBT2O006T**

**Course Title: Product Designing and Development**

**Course - 02**

**Contact Hrs/Week: 2 Hrs**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs**

**Course Objective(s)**

The overall objective of this course is to provide students with an understanding of the tourism product designing and development in general; and the specific skills and steps required in Tourism product development. The subject will develop students' awareness of the importance of the Tourism product development at both regional and national level, and at the same time, students will also familiarize themselves with the key elements and processes of tourism product development, and the theoretical concepts and principles underlying them.

**Course Learning Outcomes:**

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

- Understand key concepts related to new product development
- Develop and launch new product and services in tourism industry.

**Course Content**

Product Designing and Development

**UNIT-1:** Managing Product Development, Business Models for New Products, Understanding Customer needs, New Product Strategy, Design Thinking for New Product Development

Defining Tourism Product Development (TPD); Variables Influencing Tourism Product Development; Determinants and Indicators of Tourism Product Development, Destination Strategy for Tourism Product Development, Role of Destination Authorities in Tourism Product Development

**UNIT -2:** Principles and Procedures of Tourism Product Designing & Development; Steps in the Tourism Product Development Process: The Present Situation Analysis- PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Boston Consulting Group Matrix  
New Tourism Product and Package Designing: Meaning of tourism packaging; Packaging for group verses Individual traveler; Packaging verses product development, Niche Tourism Products of India–Film tourism, Golf tourism, Adventure, rural tourism, MICE, Wellness, Medical, events etc.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

**Reference Books and Suggested Readings:**

- Tourism Development Guide, Alberta Tourism, Parks and Recreation, Tourism Business Development, Research and Investment Branch.
- Handbook on Tourism Product Development, World Tourism Organization (UNWTO) and European Travel Commission (ETC).
- Rich Harrill (2003). Guide to Best Practices in Tourism and Destination Management, Georgia Institute of Technology Economic Development Institute Tourism and Regional Assistance Centers (TRACS).
- A Handbook for Tourism Development, East mid Lands Tourism.
- Tourism Development Handbook, Ontario Tourism Marketing Partnership.
- Product Development Opportunities For Resource-based Operators, Ministry of Northern Development and Mines
- Stephen L. J. Smith (1994). The Tourism Product, Annals of Tourism Research.
- Tourism Destination Management Achieving Sustainable and Competitive Results, Sustainable Tourism: International Cooperation for Development, US Agency for International Development.
- Manjula Chaudhary (2011). Tourism Marketing, Oxford University Press (OUP), India.
- Packaging Handbook for Tourism Suppliers, Ontario Tourism Marketing Partnership (2010)

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) 4<sup>th</sup> Semester**

**Course Code: MMBT2C001Tr**

**Course Title: On the Job Training and Report Presentation**

**Credit: 04**

**Maximum Marks: 100**

**Course Objective(s):**

- To gain in-depth knowledge about the tourism industry from a practical point of view
- In order to gain in-depth knowledge of the various Tourism related sectors, and to get first-hand work experience
- To evaluate the role of the Tourism Industry in the socio-economic development of the country.

**Course Learning Outcomes**

**CLO 01:** Students will have pragmatic exposure of tourism industry in order to acquire new competencies and skills needed for a job in a real, or close to real, working environment.

**CLO 02:** Students will learn how to handling queries and ensure guest satisfaction and work like a professional.

**CLO 03:** Students will learn how to prepare project report and corporate presentations

**Guidelines of the course**

- In order to gain in-depth knowledge of the various tourism related sectors, and to get first-hand work experience, the students are placed /opted for in any one of the tourism sectors for duration of 5 to 6 months at the start of the 4th semester in any tourism related organisation/consultancy/agency etc. On completion of the ‘On-the-Job Training’, *a Project Report is to be prepared which will be evaluated both internally and externally (faculty/industry expert outside the department/university) through viva voce at the end of the 4th semester.*
- Students needs to submit *monthly progress report to their respective mentors duly signed by their Industry Mentors and maintain the dossier on weekly basis of the complete work done in detail* during the training which needs to be submitted to the respective mentors after completion of the OJT

**FORMAT FOR THE MONTHLY TRAINING REPORT**

Name of the Student: .....

Roll No: ..... Contact Number ....., Email ID:.....

Programme Name:.....Semester: .....

Name of the Organisation /Company working with: .....

Report for the month of: .....

S.No	Dates	Training Topic	Type of Training	Achievement if any during the month
1 <sup>st</sup> Month				
2 <sup>nd</sup> Month				
3 <sup>rd</sup> Month				
4 <sup>th</sup> Month				
5 <sup>th</sup> Month				
6 <sup>th</sup> Month				

Name of the Industry Guide:.....

Signature of Industry Guide: .....

Remarks by Industry Guide regarding conduct and performance :

1)

2)

Contact Number of Industry Guide: .....

Email ID of Industry Guide: .....

Signature of the student:.....

### Teaching and Learning Process:

**Learning by doing:** - Students have understand the working of the industry for in any one of the tourism sectors for duration of 5- 6 months at the start of the 4th semester in any tourism related organization/consultancy/agency etc. under the industry guide. Students are expected to hone their practical and professional skills

### Assessment Methods:

- On completion of the 'On-the-Job Training', *a Project Report is to be prepared which will be evaluated by both internal and external (faculty/industry expert outside the university) through viva voce and presentation at the end of the 4th semester.*
- Evaluation will be based on the learning and understanding related to the industry (200 Marks).

**Department of Tourism and Travel Management  
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**Syllabus of MBA (TTM) 4<sup>th</sup> Semester**

**Course Code: MMBT2C002D**

**Course Title: Dissertation**

**Course Credit: 04**

**Marks: 100**

**Course Objectives:**

- To enable students to develop a research aptitude.
- To give an opportunity for students to work independently with individual supervision./mentor.
- To undertake an original piece of research.
- To demonstrate an ability to select, define and focus upon an issue at an appropriate level.
- To develop students' ability to present a piece of coherent work based on self-directed research.

**Course Learning Outcomes:**

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

- Develop an in depth understanding and insight of a relevant topic of specific interest.
- Demonstrated critical engagement with existing literature relevant to their topic.
- Use appropriate methodologies and to justify their use in the study context.
- Analyse and present their data and to critically evaluate results to make logical conclusions.
- Report the research in a scholarly fashion appropriate to the disciplinary area
- Take up live research project.
- Make orientations towards research career.

**Course Description**

Students will identify a topic area of interest that they wish to develop further through their dissertation. This must be relevant to their programme of study. Students will be assigned a mentor/supervisor who will guide their work. The course is largely based on self-directed study and research, which takes place during the fourth semester.

**Teaching -Learning Process**

- Project based learning under the assigned mentor(s)
- Online mentoring support system
- Desk research

**Assessment Method:**

- The student is assessed on the basis of a dissertation. All Dissertations are also checked for plagiarism using electronic plagiarism software as per University.
- Evaluation will be done by the external expert
- Evaluation will be based on 100 marks



## **Indicative Format Guidelines for Dissertation**

MBA (Tourism & Travel Management) dissertation should contain the following elements:

**Cover Page**

**Title Page**

**Supervisor's Approval**

**Declaration**

### **TABLE OF CONTENTS**

List of Tables

List of Figures

List of Abbreviations (if needed)

Acknowledgements Abstract

### **Chapter 1: INTRODUCTION**

1.1 Background of the study

1.2 Statement of the problem

1.3 Objectives of the study

1.4 Significance of the study

1.5 Scope of the study

1.6 Limitations of the study

1.7 Chapter organization

### **Chapter 2: LITERATURE REVIEW**

2.1 Introduction

2.2 As per requirement of the study

2.3 As per requirement of the study

2.4 Summary

### **Chapter 3: RESEARCH DESIGN**

3.1 Introduction

3.2 Conceptual framework

3.3 Hypotheses

3.4 Operationalization

3.5 Survey Methodology

3.6 Composition of the sample

3.7 Method of data analysis

3.8 Summary

### **Chapter 4: DATA ANALYSIS AND FINDINGS**

4.1 Introduction

4.2 Data analysis

4.3 Discussion of findings

4.4 Summary

## **Chapter 5: CONCLUSIONS AND RECOMMENDATIONS**

5.1 Introduction

5.2 Conclusion

5.3 Recommendations

5.4 Implications of findings

5.5 Areas for further research

5.6 Summary

List of references

Appendices

Appendix I: Questionnaire

Appendix II

Appendix III

**Note 1:** This structure best fits the deductive approach. However, if your research is inductive, you may structure your report in a different way.

**Note 2:** This structure is a general outline and not an exact and fix guideline.

**Note 3:** The guidelines and detailed instructions to complete dissertations will be given by the supervisor/ mentor assigned by the Department.

### **e--Resources:**

- GUIDELINES FOR POSTGRADUATE DISSERTATION IN MANAGEMENT by F. Hansiya A Rauf Postgraduate Unit Faculty of Management and Commerce South Eastern University of Sri Lanka
- HOW TO WRITE A MASTER THESIS (2021) Hani EL CHAARANI Zouhour EL ABIAD, Journal of Contemporary Research in Business Administration and Economic Sciences.

[https://gradschool.vanderbilt.edu/documents/Format\\_Guidelines.pdf](https://gradschool.vanderbilt.edu/documents/Format_Guidelines.pdf)

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) 4<sup>th</sup> Semester**

**Course Code: MMBT2O001P**

**Course Title: Launching Tourism Startups**

**Credit: 4**

**Maximum Marks: 100**

**Duration of Examination: Project based Evaluation**

**Course Objectives:**

- To nurture ambitious and innovative student entrepreneurs by enabling them to transform their idea into business ventures.
- To enhance the entrepreneurial and managerial skills of students leading ideation stage ventures.
- To foster entrepreneurial culture among students through mentoring and guidance.

**Course Learning Outcomes:**

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

- Develop business model and write business plan for startups.
- To give students insight into starting New Venture in Tourism and allied sectors.
- Mentorship-driven support that helps students to launch startups.
- Showcase new venture ideas at Startup events/ business plan completion/ idea competition/Exhibitions.
- Launch startups for “Atmanirbhar Bharat”.

**Launching Tourism Startups**

**Course Content**

**Indicative Guidelines for Developing Business Plan on “Launching Tourism Startups”**

<b>Executive Summary</b>	
	Overview
	Executive Summary Template
<b>Company Description</b>	
	Company Overview
	Vision and Mission Statement
<b>Products and Services</b>	
<b>Marketing Plan</b>	
	Market Research
	Target Customer
	Barriers to Entry
	SWOT Analysis
	Competitive Analysis
	Positioning/Niche

	Method of Marketing Your Product and/or Service
	Marketing Budget
	Distribution Channels
<b>Operational Plan</b>	
	Staffing
	Production
	Quality Control
	Location
	Legal Environment
	Inventory
	Suppliers and Vendors
	Payment Terms and Credit Lines
<b>Management and Organization</b>	
	Resume Summaries
	Management Gaps
	Advisors
	Organizational Chart
<b>Financial Plan</b>	
<b>Appendices</b>	

**Note:** This template is meant to serve as a guide for the creation of your Startup business plan, but should be customized to fit your business idea. The detailed descriptions of this template will be provided by assigned mentor(s).

**Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Viability of business proposal.
- Participation in business plan competition by the students.
- Networking with incubation centres.

The business proposal on “Launching Tourism Startups” will be evaluated by three member panel of experts which include student’s mentor assigned by the department, one educator from other departments of Central University of Jammu and one business professional from the tourism and travel industry.

**Evaluation Criteria:**

Merit of Business Plan Proposal	: 50 Marks
Presentation of Business Plan	: 25 Marks
Question & Answer	: 25 Marks

**Total : 100 Marks**

**Reference Books and Suggested Readings:**

- Alison Morrison, Mike Rimmington and Claire Williams (1999). Entrepreneurship in the Hospitality Tourism and Leisure Industries. Elsevier Ltd.
- Chowdhary, N & Prakash, M (2010). Managing A Small Tourism Business, Matrix Publication, New Delhi
- Danilo L, Fonollera (2009). Feasibility Study, Project Proposal and Business Plan, Western Midanao state University, Philippines

- Developing Ecosystem for Knowledge to Wealth Creation, National Science & Technology Entrepreneurship Development Board (NSTEDB) Department of Science & Technology.
- Entrepreneurship: New Venture Creation by David H. Holt
- Michael Morris (2011). Starting a Successful Business. Koganpage
- Vasant Desai (2014).The Dynamics of Entrepreneurial Development & Management. Himalaya Publication House.

**E-Resources:**

- <https://www.businessnewsdaily.com/images/business-plan-template.pdf>
- How to Start a Business: A Startup Guide for Entrepreneurs [Template]
- [https://rbpc.rice.edu/sites/rbpc/files/2022-02/2022RBPCCompetitionRulesandFormat\\_v.2Feb22.pdf](https://rbpc.rice.edu/sites/rbpc/files/2022-02/2022RBPCCompetitionRulesandFormat_v.2Feb22.pdf)
- <https://www.startupindia.gov.in/>
- <https://www.investopedia.com/terms/s/startup.asp>
- <http://www.indiainnovates.in/abouttheprogram.aspx>
- <http://www.indiainnovates.in/>

**Department of Tourism and Travel Management  
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**Syllabus of MBA (TTM) 4<sup>th</sup> Semester**

**Course Code: MMBTO002P**

**Course Title: Digital Tourism Project- Dekho Apna Desh**

**Course Credit: 04**

**Marks: 100**

**Course Objective(s):**

- Students will gain an understanding of the skills necessary to produce interesting and creative documentary
- Students will become skilled in executing all aspects of documentary production
- Enable students to learn the effort to showcase India's diversity

**Course Learning Outcomes:**

**CLO1:** Students will understand the nuances of preparing a documentary

**CLO2:** Students will understand various methods, tools to prepare the documentary and also understand various aspects related to on field shoot of tourism documentary

**CLO3:** Students will understand the various untapped potential of the tourism resources in their respective areas to contribute towards the promotion of local destinations and promote the theme of “**Dekho Apna Desh**”

- **Note:** - Students will be work under the guidance of their respective mentors and the mentees needs to work as per the directions given by the respective mentor's.

**Guidelines for the documentary:**

The assignment will be on the following requirement.

- A theme of the documentary is “**Dekho Apna Desh**”. A 2000-3000 word report is expected to be submitted prior to the preparation of the documentary to the respective mentors and only after the due approval from the mentor the documentary preparation needs to be started which will define the method and technique of how you will make a documentary.
- The documentary must be submitted as one's own i.e. it should not be copied from a published or unpublished sources
- Plan, research & execute pre-production, production, and post-production phases on a timeline
- Translate an idea into visual storytelling with voiceover in the documentary.
- Creatively include mood/tone, setting, titles, interviews, and scoring in documentary.
- Utilize sound, music, and lighting to support themes as per the intellectual ethical standards and norms.
- The final documentary video must be 5-10 minutes long.
- The following are the major areas by which each assignment may be reviewed and graded i.e.
  - ✓ *video stability,*
  - ✓ *jump cuts,*
  - ✓ *content,*
  - ✓ *audio quality,*
  - ✓ *framing,*

- ✓ *screen direction,*
- ✓ *pacing,*
- ✓ *use of audio,*
- ✓ *effectiveness of storytelling*
- ✓ *use of voice over*
- ✓ *overall presentation*

### **Teaching and Learning Process:**

**Learning by doing:** -Students will visit various websites in order to understand the best way to prepare a documentary and then prepare the documentary as per the guidelines given by their respective mentors.

### **Assessment Methods:**

- Assessment is based on the overall quality of the documentary. The following are the major areas by which each documentary may be reviewed and graded i.e.
  - ✓ *video stability,*
  - ✓ *jump cuts,*
  - ✓ *content,*
  - ✓ *audio quality,*
  - ✓ *framing,*
  - ✓ *screen direction,*
  - ✓ *pacing,*
  - ✓ *use of audio,*
  - ✓ *effectiveness of storytelling*
  - ✓ *use of voice over*
  - ✓ *overall presentation*
- Evaluation will be based on the quality of quality of documentary (100 Marks) for the preparation of the documentary and presentation at the end of semester. *Collective evaluation will be done by the respective mentor's and one faculty from the other department of the Central University of Jammu as per the discretion of the respective mentor's )*

### **References /Suggested Readings /web links**

- 1) [https://onlinecourses.nptel.ac.in/noc19\\_hs60/preview](https://onlinecourses.nptel.ac.in/noc19_hs60/preview)
- 2) [https://onlinecourses.swayam2.ac.in/cec22\\_ge13/preview](https://onlinecourses.swayam2.ac.in/cec22_ge13/preview)

**Department of Tourism and Travel Management  
School of Business Studies  
Central University of Jammu**

**Syllabus of MBA (TTM) 4<sup>th</sup> Semester**

**Course Code: MMBT2O003P**

**Course Title: Tourism Enterprise Analysis**

**Credit -04**

**Maximum Marks: 100**

**Course Objectives:**

- To provide students understanding of tourism enterprises.
- To guide the students in analyzing an enterprises, with respect to, a set of basic parameters

**Course Learning Outcomes:**

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

- Organization Structure of Tourism Enterprise
- Governance aspects of Tourism Enterprise
- Key success factors Tourism Enterprise

**Course Content**

**Enterprise History & Background:** Establishment, Original and current promoters, Business group or business family to which it belong, Vision, Mission-Philosophy, Name of the Chairman, CEO, MD, CSR Initiatives, technical collaboration and any relevant information etc.

**Organization Structure:** Organization Structure, Geographic (Domestic/ Global) foot print at the time of inception and spread over the years, companies current head quarters, service locations in India and abroad, certification if any.

**Markets:** Major customers, customer segments, key products/service, major brands, market share with product/service wise, advertising agencies, advertising punch line, slogan, logo etc.

**Financial:** Data to be studied, tabulated, graphically depicted, analyzed and presented for last three five years for revenues, profitability and market capitalization etc.

**Governance:** Overall philosophy, involvement in scam, insider trading issues, S & P rating, CRISIL rating etc.

**Teaching -Learning Process**

- Project based learning under the assigned mentor(s)
- Online mentoring support system
- Case study related to tourism enterprises
- Desk research



## **Assessment Methods**

Students shall do desk research and use secondary data sources such as Annual Reports, Corporate websites, Stock Market Websites to collect main information-facts and figure about the enterprise and its functions. Students shall work individually under the guidance of a faculty/assigned mentor from the Department. Students shall study various aspects of any four corporate entities (companies)/tourism enterprises of their choice. Focus should be on analyzing the information collected and gaining insights. Students shall submit a structured detailed report to their assigned mentor. **The evaluation shall be made by the assigned mentor out of 100 marks.**