

GU/Acad –PG/BoS -NEP/2025-26/241

Date: 10.07.2025

CIRCULAR

The Academic Council & Executive Council of the University has approved Ordinance OA-35A relating to PG Programmes offered at the University campus and its affiliated Colleges based on UGC 'Curriculum and Credit Framework for Postgraduate Programmes'. Accordingly, the University has proposed introduction of Ordinance OA-35A from the Academic year 2025-2026 onwards.

The Programme structure and syllabus of Semester I and II of the **Master of Science-International Hospitality and Tourism Management** Programme approved by the Standing Committee of the Academic Council in its meeting held on 24th & 25th June 2025 is attached.

The Dean & Vice-Dean (Academic) of the Goa Business School and Principal of the affiliated College offering the **Master of Science-International Hospitality and Tourism Management** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)
Deputy Registrar – Academic

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Dean (Academic), Goa Business School, Goa University.
3. The Principal of the affiliated College offering the Master of Science-International Hospitality and Tourism Management Programme.

Copy to:

1. Chairperson, BoS in Hospitality, Travel & Tourism Studies, Goa University.
2. Controller of Examinations, Goa University.
3. Assistant Registrar Examinations (PG), Goa University.
4. Director, Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

GOA UNIVERSITY

MASTER OF SCIENCE-INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

(Effective from the Academic Year 2025-2026)

ABOUT THE PROGRAMME

The M.Sc. International Hospitality and Tourism Management programme is structured to meet the educational needs of young hospitality graduates as well as adult learners, working as managers, entrepreneurs, educators and other professionals in business and in the industry. It is designed to provide hospitality and tourism management-based education with an academically rigorous programme of study that meets the requirements for a professional Master's degree.

OBJECTIVES OF THE PROGRAMME

1. To understand the management functions of hospitality and tourism industry including human resource management, financial management, marketing and technology applications.
2. To enrich strategic and operational insights of the hospitality and tourism industry.
3. To train students to pursue an international and fast-moving career in the hospitality and tourism industry in a global and multi-cultural environment.

| PROGRAMME SPECIFIC OUTCOMES (PSO) | |
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| PSO 1. | Apply knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making, for effective functioning in hospitality and tourism industry. |
| PSO 2. | Apply administrative, research and leadership skills in management careers in hospitality and tourism operations globally. |
| PSO 3. | Demonstrate professional ethics, provide leadership, demonstrate personal and global accountability, and collaborate effectively as a team member. |
| PSO 4. | Design and deliver guest-centric experiences and tourism products by integrating service excellence, customer psychology, and market dynamics. |
| PSO 5. | Utilize contemporary digital technologies and management information systems to optimize hospitality and tourism operations. |
| PSO 6. | Integrate research methodology, data analysis, and case-based approaches to solve complex hospitality and tourism problems. |
| PSO 7. | Demonstrate innovation and entrepreneurship by developing business models and ventures in travel, tourism, and allied sectors. |
| PSO 8. | Exhibit professional ethics, global outlook, and collaborative skills for career success in international hospitality and tourism domains. |



PROGRAMME STRUCTURE
M.Sc. International Hospitality and Tourism Management
Effective from Academic Year 2025-26

| SEMESTER I | | | | |
|--|--------------------|--|----------------|--------------|
| Discipline Specific Core (DSC) Courses (16 credits) | | | | |
| Sr. No. | Course Code | Title of the Course | Credits | Level |
| 1 | IHT-5000 | Advanced Hospitality Management | 4 | 400 |
| 2 | IHT-5001 | International Tourism Management | 4 | 400 |
| 3 | IHT-5002 | Advanced International Human Resource Management | 4 | 400 |
| 4 | IHT-5003 | Advanced Revenue Management for Hospitality | 4 | 400 |
| Total Credits for DSC Courses in Semester I | | | 16 | |
| Discipline Specific Elective (DSE) Course (4 credits) | | | | |
| Sr. No. | Course Code | Title of the Course | Credits | Level |
| 1 | IHT-5201 | Event Management | 4 | 400 |
| 2 | IHT-5202 | Cruise Line Management | 4 | 400 |
| Total Credits for DSE Courses in Semester I | | | 4 | |
| Total Credits in Semester I | | | 20 | |

| SEMESTER II | | | | |
|--|-------------|---|---------|-------|
| Discipline Specific Core (DSC) Courses | | | | |
| Sr. No. | Course Code | Title of the Course | Credits | Level |
| 1 | IHT-5004 | Management Information Systems in Hospitality (Practical) | 4 | 500 |
| 2 | IHT-5005 | Sustainable Tourism Management | 4 | 500 |
| 3 | IHT-5006 | Entrepreneurship in Hospitality and Tourism | 4 | 500 |
| 4 | IHT-5007 | Advanced Marketing Management | 4 | 500 |
| Total Credits for DSC Courses in Semester II | | | 16 | |
| Discipline Specific Elective (DSE) Courses (4 credits) | | | | |
| Sr. No. | Course Code | Title of the Course | Credits | Level |
| 1 | IHT-5203 | Advertising Management in Tourism | 4 | 400 |
| 2 | IHT-5204 | Travel Agency and Tour Operations Management | 4 | 400 |
| Total Credits for DSE Courses in Semester II | | | 4 | |
| Total Credits in Semester II | | | 20 | |

| Blooms Taxonomy Cognitive Levels | |
|----------------------------------|---------------|
| Cognitive Level | Notations |
| K1 | Remembering |
| K2 | Understanding |
| K3 | Applying |
| K4 | Analyzing |
| K5 | Evaluating |
| K6 | Create |

SEMESTER I

Discipline Specific Core Courses

| | | |
|--|---|----------------------|
| Title of the Course | Advanced Hospitality Management | |
| Course Code | IHT-5000 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 400 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The course is designed to understand the structure, nature and operating characteristics of the different sectors of the hospitality industry, food service, and lodging. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Understand the operations in Front Office Management | PSO1, PSO5 |
| | CO 2. Apply menu planning and control processes in Food and Beverage management | PSO1, PSO2, PSO4 |
| | CO 3. Analyze accommodation operations practices in hotels | PSO1, PSO2, PSO3, |

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|------------------|--|--------------------|---------------------|------------------------|
| | | | PSO4 | |
| | CO 4. Evaluate concepts of resort management. | | PSO1, PSO4, PSO7 | |
| Content: | | No of hours | Mapped to CO | Cognitive Level |
| Module 1: | Front Office Management Introduction to Hotel Management, Property Management Systems, Guest Cycle, Yield Management, Night Audit, Managing Hospitality, Training for Hospitality, Promoting in-house sales, Revenue Management. Demonstration work in reservation, registration, and check out process using software. | 15 | CO1, CO2 | K1, K2 |
| Module 2: | Food and Beverage Management Introduction, Menu management, food and beverage (F & B) controls, cycle of control, bar management, frauds in F&B management, hazard analyses and critical control points (HACCP), emerging trends in F&B operations, managing quality in F&B operations, customer relationship management, managerial functions, demonstration work in menu designing and menu engineering. | 15 | CO3 | K1, K2, K3 |
| Module 3: | Accommodation Management Introduction, managing housekeeping personnel, contracts and outsourcing, planning housekeeping operations, housekeeping inventories, supervision in housekeeping, linen and laundry operations, interior designing, interior decoration, hotel renovation, budgeting for housekeeping expenses, ergonomics in housekeeping, customer expectations, service delivery, wow factor, changing trends. | 15 | CO3 | K1, K2, K3 |
| Module 4: | Timeshare and Resort Management Concept of time share, recreation and entertainment, wellness and spa management, vacation ownership, definition of time share and condominiums, marketing of timeshares, exchange companies, resort condominiums of international (RCI) and intervals international, developing vacation ownership concept. Concept of resort management, types of resorts, characteristics, special considerations in resort planning and development, importance of guest activities in resort | 15 | CO4 | K1, K2, K6 |

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| | management. | | | |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | <ol style="list-style-type: none"> 1. B. Davis, A. Lockwood, P. Alcott, and I. S. Pantelidis, Food and beverage management. Routledge, 2018. 2. S. Andrews, Hotel housekeeping. Tata McGraw-Hill Education, 2017. 3. R. Mill, Resorts Management and Operation. Wiley Publications, 2011. 4. S. Andrews, Hotel Front office Operations. Tata McGraw-Hill, 2017. | | | |
| References/ Readings: | <ol style="list-style-type: none"> 1. Raghubalan, Housekeeping Operations and Management. Tata McGraw-Hill, 2015. 2. S. Andrews, Introduction to Tourism and Hospitality Industry. Tata McGraw-Hill, 2015. 3. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, latest available edition. | | | |
| Web Resources: | https://dl.ojocv.gov.et/admin /book/Food%20and%20Beverage%20Service.pdf | | | |

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|--|---|---------------------------|
| Title of the Course | International Tourism Management | |
| Course Code | IHT-5001 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 400 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The course aims to develop an insight into fields and patterns of international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Comprehend the major concepts in tourism | PSO 1 |
| | CO 2. Identify the different tourism organizations | PSO 1, PSO 5 |
| | CO 3. Analyze and interpret tourist behavior | PSO 1, PSO 2, PSO 4 |
| | CO 4. Evaluate tourism Supply, Demand and Development | PSO 1, PSO 2, PSO4, PSO 7 |

| Content: | | No of hours | Mapped to CO | Cognitive Level |
|------------------|--|--------------------|---------------------|------------------------|
| Module 1: | International Tourism Perspective Components of tourism & tourism management, economic importance, benefits and costs of tourism, tourism through the ages, chronologies of travel, career opportunities in tourism. | 15 | CO1, CO2 | K2 |
| Module 2: | Organization of Tourism World, national, regional and other organizations, passenger transportation: airline, rail, motor coach, automobile, cruise industry, other modes of transportation, hospitality and related services: lodging industry, food service industry, MICE, organizations in the distribution process, attractions, entertainment, recreation and other tourist draws. | 15 | CO2 | K1, K2 |
| Module 3: | Understanding Travel Behaviour Motivation of pleasure travel, the development of motivation models, cultural & international tourism for life's enrichment, development and promotional measures, types of destinations as travel experiences, other tourist appeals, tourism and peace, sociology of tourism: effects on the individual, family and society, emergence of group travel patterns, social tourism, the international tourist, barriers to travel. Preparing international tour itinerary and documentation. | 15 | CO3 | K3, K4 |
| Module 4: | Tourism Supply, Demand and Development Tourism components and supply: supply components, natural resources, built environment, operating sectors, spirit of hospitality and cultural resources, matching demand with supply, measuring and forecasting demand, Tourism planning, development and social considerations, development of tourist potential, future of tourism. | 15 | CO1, CO2 | K4, K5 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | 1. C. R. Goeldner, and J. B. Ritchie, Tourism principles, practices, philosophies. John Wiley and Sons, 2017. | | | |

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| | <ol style="list-style-type: none"> 2. S. Andrews, Introduction to Tourism and Hospitality Industry. Tata McGraw-Hill, 2017. 3. D. A. Fennell and C. Cooper, Sustainable tourism: Principles, contexts and practices. Channel View Publications, 2020. 4. Y Reisinger, and F. Dimanche, International tourism : Culture and Behavior, Routledge; 1st edition 2009. |
| References/ Readings: | <ol style="list-style-type: none"> 1. S. Andrews, Hotel Front office Operations, Tata McGraw- Hill, 2001. 2. W. T. Fang, Tourism in emerging economies. Springer Singapore, 2020 3. Bhatia AK, International Tourism Management, Visionias, 2024. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |

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| Title of the Course | Advanced International Human Resource Management | |
| Course Code | IHT-5002 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 400 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The course aims to enhance the insight of students regarding the various Human Resource Practices and concepts in Organizations. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Understand patterns and philosophy of International HRM management. | PSO 1, PSO 2 |
| | CO 2. Apply principles of man power planning in organizations. | PSO 1, PSO 2, PSO 5 |
| | CO 3. Analyze the training and development practices in international hospitality and tourism organizations. | PSO 1, PSO 2, PSO 4 |
| | CO 4. Evaluate global Human Resource management trends and issues. | PSO 3, PSO 6, PSO 8 |

| Content: | | No of hours | Mapped to CO | Cognitive Level |
|------------------|---|--------------------|---------------------|------------------------|
| Module 1: | Pattern and philosophy of International Human Resource management Implications in personnel function, concept and scope of personnel management vis-à-vis behavioral science and interdisciplinary approach, human resources in a Comparative perspective, international recruitment and selection policy, cultural factors/Issues in performance management, developing international staff and multinational teams. | 15 | CO1 | K2 |
| Module 2: | Man power planning Recruitment procedures, Organization, direction, control, coordination leadership, communication, delegation, approaches to international compensation, repatriation, managing global diverse workforce. Industrial relations in a comparative perspective, global unions. | 15 | CO2 | K2, K3, K4, K5 |
| Module 3: | Manpower development and compensation Role and responsibilities of Human Resource, training process, methods of training, tools and aids, evaluation of training programs, job description, job analysis, job evaluation, job satisfaction, internal motivation, wages, Fringe benefits, promotion, reward management. | 15 | CO2, CO3 | K3, K4 |
| Module 4: | Global Human Resource Management Trends and issues Industrial relations: Nature, importance and approaches of industrial relations, Labour relation, role of trade Unions and labor, collective bargaining, , human resource managers, major challenges faced by them in 21st century Disciplinary procedure, grievance handling procedure, resolving disputes, managing ethical issues, HR Audit and evaluation, promotion and transfer, reason of transfer, lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme. | 15 | CO4 | K1, K2, K3, K4 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | 1. M. Ozbilgin, International human resource management: Theory and practice. Bloomsbury Publishing, 2020. | | | |

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| | <ol style="list-style-type: none"> 2. R. J. Stone, A. Cox, and M. Gavin, Human resource management. John Wiley and Sons, 2020. 3. K. Aswathappa, Human Resource Management. New Delhi: McGraw Hill Education, 2019. 4. Ivansevich, Human Resource Management. Tata McGraw Hill, 2017. |
| References/ Readings: | <ol style="list-style-type: none"> 1. C. R. Greer, Strategic human resource management. Pearson Custom Publishing 2021. 2. Brewster Chris, Oxford handbook of contextual approaches to human resource management. Oxford University Press 2021. 3. Boselie Paul, Strategic Human Resource Management: A Balanced Approach. McGraw-Hill Education, 2024. 4. Lucio Miguel, International Human Resource Management: The Transformation of Work in a Global Context, Sage publications, 2022. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |

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|--|--|----------------------------|
| Title of the Course | Advanced Revenue Management for Hospitality | |
| Course Code | IHT-5003 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 400 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | This course aims to provide an understanding of the aspects of revenue management. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Identify the components of revenue management and pricing. | PSO 1 |
| | CO 2. Apply various pricing strategies in hospitality industry. | PSO 1, PSO 2, PSO 5 |
| | CO 3. Analyze historical price/demand data to identify distinct customer segments. | PSO 1, PSO 2, PSO 6 |
| | CO 4. Evaluate revenue management system employed by the hospitality and tourism organizations globally. | PSO 1, PSO 2, PSO 5, PSO 7 |

| Content: | | No of hours | Mapped to CO | Cognitive Level |
|------------------|--|--------------------|---------------------|------------------------|
| Module 1: | Hotel Revenue Management Systems Economic fundamentals of hotel revenue management systems, revenue management process, metrics, Market segmentation, profiling and targeting. | 15 | CO1 | K1, K2 |
| Module 2: | Differential Pricing Principles of revenue management, differential pricing and application, limits to differential pricing. Competitive Factors Imperfect segmentation model: discrete choice models, customer management and strategic purchasing behaviour, revenue management process management (organizational issues) industry implementations and practices related to capacity management in airlines, hotels, car rentals. | 15 | CO2 | K4, K5 |
| Module 3: | Revenue Management for Food service operators Traditional food service pricing methods, cost against cost based food service pricing, applying differential pricing in food services, factors affecting value perceptions in food services, Food and Beverage analysis, examination of revenue sources. | 15 | CO2, CO3 | K4 |
| Module 4: | Implementing of Revenue Management System Elements of revenue management: group room sales, transient room sales, food and beverage activity, local and area-wide activities, special events, potential high and low demand tactics, implementing revenue strategies/availability strategies, computational methods in revenue management, performance measurement. | 15 | CO4 | K3, K4 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | <ol style="list-style-type: none"> 1. R. L. Phillips, Pricing and Revenue Optimization, Stanford Business Book, 2021. 2. G. Gallego and H. Topaloglu, "Revenue Management and Pricing Analytics," <u>International Series in Operations Research and Management Science</u>, Springer, vol. 209, December, 2019. | | | |

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| | <ol style="list-style-type: none"> 3. D. K. Hayes, J. D. Hayes, and P. A. Hayes, Revenue management for the hospitality industry. John Wiley and Sons, 2021. 4. P. Szende, ed., Hospitality Revenue Management Concepts and Practices. 2022. |
| References/ Readings: | <ol style="list-style-type: none"> 1. G. Forgacs, Revenue Management: Maximizing Revenue in Hospitality Operations AHLEI American Hotel and Lodging Educational Institute, 2017. 2. Browning Robert H. Hotel Revenue Management: From Theory to Practice Paperback, The Hospitality Press 2023. 3. Verma Ravindra Hospitality Revenue and Finance Management Hardcover, ABD Publishers 2024. 4. Vinod Ben Revenue Management in the Lodging Industry: Origins to the Last Frontier (Management for Professionals) Springer International Publishing AG, 2023. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |

Discipline Specific Elective Courses

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|--|--|------------------------------|
| Title of the Course | Event Management | |
| Course Code | IHT-5201 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 400 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The course will enable the students to organize events meetings, conventions and events/exhibitions in a professional way, and familiarize with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Understand the importance of organizing events and its components | PSO1, PSO2, PSO4, PSO5 |
| | CO 2. Apply marketing activities to promote events. | PSO1, PSO2, PSO3, PSO4, PSO6 |
| | CO 3. Analyze an event from conception, designing, planning, and budgeting to | PSO1, PSO2, PSO3, |

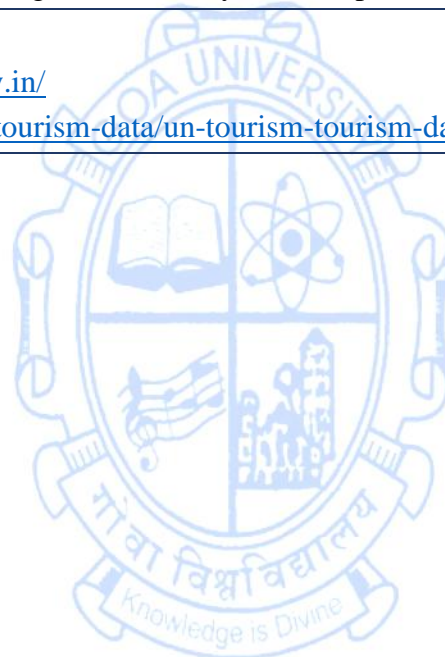
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| | execution. | | PSO4, PSO6, PSO7 | |
| | CO 4. Evaluate the conduct of Meetings Incentives, Conferences and Exhibitions. | | PSO1, PSO2, PSO3, PSO4, PSO5, PSO8 | |
| Content: | | No of hours | Mapped to CO | Cognitive Level |
| Module 1: | Event Planning Importance of organizing events and its components, techniques, selections, coordination logistics and role of event planner, logistics and process, event planning tools, creativity, designing, and set-up of special, corporate and sports events, statutory permissions from government agencies, Financial management: budget preparation, estimating fixed and variable costs, cash flow, sponsorships and subsidies. | 15 | CO1 | K1, K2, K4 |
| Module 2: | Design and logistics Venue design, site design, technical design, health and safety, adaptation and coordination, follow-up with event coordinators, run charts, audio-visual production, negotiation, flight booking of artists and guest, visa assistance, hotel booking, airport and hotel transfers, booking of conference facilities and technical equipment i.e. sound, lights, audio visual facilities, hiring of interpreters, catering services, secretarial support, preparation of badges, name plates, conference kits, brochures, posters, backdrop, panels, standees, banners and crowd handling, legal compliance. | 15 | CO1, CO2 | K3, K5 |
| Module 3: | Marketing, Promotion and Staging Marketing: nature of event marketing, process of event marketing, the events marketing mix, sponsorship, promotion: image/ branding, advertising, publicity, public relations. Staging: arranging catering, accommodation, managing the environment, staffing, operations and logistics, safety and security, crowd management, monitoring, control and evaluation. | 15 | CO2, CO3 | K4, K5 |
| Module 4: | Meetings Incentives, Conferencing Exhibitions and Weddings | 15 | CO4 | K4, K5 |

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| | Organizational structure of Meetings Incentives, Conferencing Exhibitions (MICE) , meeting and convention venue, hotels, convention center, conference center, retreat facilities, cruise ships, specific use facilities, college and universities, organization of the exhibition, exhibition service contractor, exhibition planning, from the exhibitors' perspective, exhibition design principles sponsorship for MICE, promotions of conference and exhibition, marketing of exhibition/ conference, delegate registration and kit, Wedding planning, for different types of wedding, analysing different locations for weddings and special events. | | | |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | <ol style="list-style-type: none"> 1. G. G. Fenich, Meetings, Expositions, Events and Conventions, An Introduction to the industry. Pearson Education, 2018. 2. J. Allen, Event management. Wiley, 2021. 3. R. Dowson and D. Bassett, Event planning and management: Principles, planning and practice. Kogan Page Publishers, 2018. | | | |
| References/ Readings: | <ol style="list-style-type: none"> 1. J. Allen, R. Harris, L. Jago, A. Tantrai, P. Jonson, and E. D'Arcy, Festival and special event management. John Wiley and Sons, 2022. 2. C. Preston, Event marketing: how to successfully promote events, festivals, conventions, and expositions. Wiley, 2012. 3. L. Van der Wagen, Event management. Pearson Higher Education AU, 2010. | | | |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard | | | |

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| Title of the Course | Cruise Line Management | |
| Course Code | IHT-5202 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 400 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | This course is designed to understand the operational aspects of the cruise line industry. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Comprehend contemporary Cruise Line operations. | PSO1, PSO2, PSO4 |
| | CO 2. Apply the operational and recruitment practices in Cruise line industry. | PSO2, PSO3, PSO8 |
| | CO 3. Analyze supplies and services, food production and service delivery systems in cruise line operations. | PSO1, PSO4 |
| | CO 4. Evaluate and solve emergency situations, and customer's special needs. | PSO1, PSO2, PSO3, PSO8 |

| Content: | | No of hours | Mapped to CO | Cognitive Level |
|------------------|--|--------------------|---------------------|------------------------|
| Module 1: | Contemporary Cruise Operations: Evolution of cruise line industry, elements of cruising, and cruise line brands, cruise geography and terminology, and hierarchy of the cruise ship, historical command structure, and organizational structure of modern cruise industry, selling cruises and cruise products, brand values and vessel classifications, cruise destination, planning the itinerary, shore excursions. | 15 | CO1 | K1, K2, K3 |
| Module 2: | Living and working on board Recruitment practices, role and responsibilities on a cruise ship, the management of hotel services, ship board culture, managing a multi- cultural crew and passengers, working on board and its practical considerations. | 15 | CO2 | K2 |
| Module 3: | Managing food and drinks operations Supplies and services, food production and service delivery systems, role of provision store department on a cruise ship, identifying food receiving and storing procedures and their importance to the overall operation of the department, food safety. | 15 | CO3 | K1, K2, K4 |
| Module 4: | Facility management, Health Security and Safety Accommodation, aesthetics, recreational facilities, hygiene and sanitation, waste and garbage management, environmental issues, marine- pollution. Dealing with customers with special needs, dealing with emergency situations, safety at sea, assessing risks, centers for disease control and vessel sanitation program and inspection, medical insurance. | 15 | CO4 | K2, K4, K5 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | 1. P. Gibson, Cruise Operations Management (The Management of Hospitality and Tourism Enterprises). Abingdon: Routledge, 2011. | | | |

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| | <ol style="list-style-type: none"> 2. M. Mancini, the CLIA guide to the cruise industry. Cengage Learning, 2010. 3. A. Papathanassis, M. Vogel, and B. Wolber, Eds, The business and management of ocean cruises. CABI. Org, 2016. |
| References/ Readings: | <ol style="list-style-type: none"> 1. R. K. Dowling, Cruise ship tourism. CABI. Org, 2017. 2. Insight Guides Cruising & Cruise Ships 2024 (Cruise Guide with Free eBook): Douglas Ward's Complete Guide to Cruising (Cruise Guide with Free eBook) (Insight Guides Cruise Guide), Paperback, 2023. 3. C. B. Chin, Cruising in the global economy: Profits, pleasure and work at sea. Routledge, 2016. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |



SEMESTER II

Discipline Specific Core Courses

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| Title of the Course | Management Information Systems In Hospitality (Practical) | |
| Course Code | IHT-5004 | |
| Number of Credits | 4 | |
| Theory/Practical | Practical | |
| Level | 500 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | This Course aims to familiarize students with the concept of Management Information Systems and their use in modern day hospitality. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Understand the Managerial Applications on Computers. | PSO1, PSO5 |
| | CO 2. Apply techniques of Information systems for Rooms division management, property management system and various modules related to Front operations. | PSO1, PSO4, PSO5 |
| | CO 3. Analyze reservations using GDS. | PSO1, PSO2, PSO5 |

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| | CO 4. Evaluate night audits and generate reports related to MIS. | | PSO1. PSO5, PSO6 | |
| Content: | | No of hours | Mapped to CO | Cognitive Level |
| Module 1: | Managerial Applications of Computers Spreadsheet software and managerial applications, computer and management functions, computer based financial systems, computer-based inventory systems. components of marketing information system, sales support systems, market segment report, business source report, company profile and company masters (corporate tie- up details) -channel systems. | 30 | CO1 | K1, K2, K3 |
| Module 2: | Information Systems Information systems for rooms division management, property management system, various modules related to reservations, registration, cashiering, telephones, guest history, housekeeping - various reports generated in the front office and their purpose, room occupancy report, front office cashier report, guest in-house report, expected arrival report, expected departure report , occupancy forecasting reports. | 30 | CO2 | K3, K4 |
| Module 3: | Computerized reservation system Introduction to global distribution systems (GDS) and hotel distribution on GDS, management information systems (MIS) for key decisions, guests data base, keeping track of guests profile, needs, expectations, projection and monitoring of occupancy levels. | 30 | CO3 | K2, K3 |
| Module 4: | Information System for Accounting Night audit, reports generation and analysis, night auditors report, credit limit report, high balance report, tariff posted for the day report, rate variance/rate check report, today's arrivals report, settlement summary. | 30 | CO4 | K2, K3, K4 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, practical, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | 1. M. Jaiswal, and M. Mital, Management Information systems. New Delhi: Oxford University Press, 2016. | | | |

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| | <ol style="list-style-type: none"> 2. W.S. Jawadekar, Management Information Systems. Tata McGraw-Hill Publishing Company Limited, 2020. 3. D. P. Goyal, Management Information Systems: Managerial Perspectives. Vikas Publishing House, 2014. |
| References/ Readings: | <ol style="list-style-type: none"> 1. J. Beckford, Quality Management: Reconsidered for the Digital Economy. Taylor and Francis, 2022. 2. K. C. Laudon, and J. P. Laudon, Management information systems: Managing the digital firm. Pearson Educación, 2019. 3. Busulwa Richard Hospitality Management and Digital Transformation: Balancing Efficiency, Agility and Guest Experience in the Era of Disruption (Business and Digital Transformation), Routledge 2020. 4. Thaichon Park, Technology and Luxury Hospitality: AI, Blockchain and the Metaverse (Routledge Studies in Luxury Management), Routledge 2024. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |

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|--|---|------------------------------|
| Title of the Course | Sustainable Tourism Management | |
| Course Code | IHT-5005 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 500 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The course emphasizes on the role of sustainable tourism in the changing global scenario. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Understand the global significance of sustainable tourism. | PSO1, PSO3, PSO8 |
| | CO 2. Apply different roles of agencies in sustainable tourism. | PSO2, PSO3, PSO6, PSO8 |
| | CO 3. Analyze the characteristics of responsible tourism | PSO1, PSO3, PSO4, PSO6 |
| | CO 4. Evaluate the green tourism practices adopted by the tourism sector. | PSO1, PSO3, PSO4, PSO6, PSO7 |

| Content: | | No of hours | Mapped to CO | Cognitive Level |
|------------------|---|--------------------|---------------------|------------------------|
| Module 1: | Sustainable tourism development Conventions and ethics relating to sustainable tourism, sustainable tourism and its dimensions, historical background, nature and scope of sustainable tourism, critiques of current thinking in sustainable management, new approaches to sustainable tourism management, sustainable tourism three dimensions: environmental dimension, economic dimension, social dimension. | 15 | CO1 | K1, K2 |
| Module 2: | Role of different agencies in sustainable tourism Public sector, tourism industry, voluntary sector, host community, media, tourist in coastal areas and sea, rural area, urban areas, mountainous regions, islands, developing countries, role of marketing in promotion of sustainable tourism. | 15 | CO2 | K1, K2, K4 |
| Module 3: | Sustainable tourism and responsible tourism Sustainable tourism development -guiding principles for planning and management, responsible tourism, key characteristics of responsible tourism, empowering community through tourism, community-based tourism and global climate change-issues and challenges. | 15 | CO3 | K3, K4, K6 |
| Module 4: | Green Tourism Eco purchasing, environmentally preferred suppliers, environmentally preferred products, energy and water conservation, high efficiency lighting in guest rooms and public areas, solar panels, water conservation fixtures, chemical free landscaping, green house- keeping, green banqueting, (carbon credits, organic and locally procured food-green menu). | 15 | CO4 | K4, K5 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | 1. T. Griffin, Sustainable Tourism, a Global perspective by Rob Harris, Peter Williams, Butterworth-Heinemann, 2016. | | | |

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| | <ol style="list-style-type: none"> 2. J. J. Liburd, and D. Edwards, Eds., Understanding the sustainable development of tourism. Good fellow Publishers Ltd, 2010. 3. A. Sharma, Ed., Sustainable Tourism Development: Futuristic Approaches. CRC Press, 2019 |
| References/ Readings: | <ol style="list-style-type: none"> 1. S. L. Slocum, A. Aidoo, and K. McMahon, The business of sustainable tourism development and management. Routledge, 2020. 2. D. Kirk, Environmental Management for hotels. Taylor and Francis, 2016. 3. Koščak Marco, Post-Pandemic Sustainable Tourism Management: The New Reality of Managing Ethical and Responsible Tourism (Routledge Focus on Environment and Sustainability), Routledge 2023. 4. Giudici Ernestina, Humanistic Management and Sustainable Tourism: Human, Social and Environmental Challenges, Routledge 2022. 5. Kuokkanen Henri, Critical Questions in Sustainability and Hospitality, Taylor & Francis Ltd, 2023. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |

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|--|--|------------------------------------|
| Title of the Course | Entrepreneurship in Tourism | |
| Course Code | IHT-5006 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 500 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The course aims to enrich the students understanding about the concepts and scope of entrepreneurship in tourism and to inculcate entrepreneurial competencies to encourage students to take up tourism entrepreneurship ventures. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Understand the entrepreneurial characteristics for travel, tourism and hospitality trade. | PSO1, PSO4, PSO7, PSO8 |
| | CO 2. Identify concepts of Small Scale Industries. | PSO1, PSO3, PSO7 |
| | CO 3. Analyze entrepreneurial competencies for successful start- ups and ventures. | PSO1, PSO2, PSO4, PSO7 |
| | CO 4. Evaluate a business plan and take up special challenges of starting new ventures. | PSO1, PSO2, PSO3, PSO6, PSO7, PSO8 |

| Content: | | No of hours | Mapped to CO | Cognitive Level |
|------------------|---|--------------------|---------------------|------------------------|
| Module 1: | Entrepreneurship in Tourism Concept and definition, functions of entrepreneurship, theories of entrepreneurship, entrepreneurial motivations, theories of entrepreneurial motivation with reference to tourism industry, entrepreneurship opportunities in tourism: conventional, non-conventional and secondary opportunities, entrepreneurial characteristics for travel, tourism and hospitality trade, advantages of entrepreneurship to society, factors affecting entrepreneurship growth, challenges of entrepreneurship in tourism. | 15 | CO1 | K1, K2, K3 |
| Module 2: | Small Scale Enterprises Concept and definitions, classification and definition of industries, essentials, features and characteristics of small scale enterprises, need and rationale of Small Scale Industries (SSI) development, role of entrepreneurship/SSI in economic development, entrepreneurship vis-a-vis liberalization, privatization and globalization, challenges of small scale industries in tourism. | 15 | CO2 | K1, K2 |
| Module 3: | Start-ups in Tourism and Hospitality Policy measures for tourism entrepreneurship in India, objectives of tourism policy of India, tourism entrepreneurial competencies, developing entrepreneurial competencies, successful Hospitality start-ups and ventures, entrepreneurial process: idea generation, identification of an opportunity, market assessment, analyzing competitive situation, understanding trade practices, resource mobilization. | 15 | CO3 | K2, K3, K4, K6 |
| Module 4: | Financial Planning Forms of Business ownership, Concept and meaning, need of financial planning, role of government. Institutions in entrepreneurship/SSI development, business plan, elements of business plan, preparation of business plan, site selection, feasibility report, role of technology in tourism business. | 15 | CO4 | K2, K3, K4, K5, K6 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |

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| Texts: | <ol style="list-style-type: none"> 1. M. Brookes, and L. Altinay, Eds., Entrepreneurship in hospitality and tourism: A global perspective. Good fellow Publishers Ltd, 2015. 2. J. Ateljevic, and S. J. Page, Eds., Tourism and entrepreneurship. Routledge, 2017. 3. A. Walmsley, Entrepreneurship in Tourism. Routledge, 2018 |
| References/ Readings: | <ol style="list-style-type: none"> 1. R. Hurriyati, B. Tjahjono, I. Yamamoto, A. Rahayu, A. G. Abdullah, and A. A. Danuwijaya, Advances in Business, Management and Entrepreneurship. London: CRC Press, 2020. 2. K. Rao, N.V.R. Naidu, Management and Entrepreneurship. K International Publishing House Pvt., 2019. 3. Leita Joao Tourism Entrepreneurship in Portugal and Spain: Competitive Landscapes and Innovative Business Models (Tourism, Hospitality & Event Management), Springer Nature Switzerland AG, 2022. 4. Dias Ivaro, Lifestyle Entrepreneurship in Tourism: Innovations, Sustainability, and Marketing Practices, Springer Nature, 2025. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |

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|--|--|------------------------------|
| Title of the Course | Advanced Marketing Management | |
| Course Code | IHT-5007 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 500 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | This course is designed to enable the students to understand the elements of marketing management and related processes. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Understand the concept of product and brand business environment in India and overseas. | PSO1, PSO8 |
| | CO 2. Apply the marketing concepts to hospitality and tourism industry. | PSO1, PSO2, PSO4, PSO6 |
| | CO 3. Examine the new product development process. | PSO1, PSO2, PSO4, PSO6, PSO7 |
| | CO 4. Evaluate the marketing strategies for effective management of service marketing. | PSO1, PSO2, PSO3, |

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| | | | PSO4, PSO6, PSO7 | |
| Content: | | No of hours | Mapped to CO | Cognitive Level |
| Module 1: | Marketing Sustainability Marketing concept, marketing from production to sustainability and customer orientation, understanding the concept of need, want and demand, concept of product and brand business environment in India and overseas, demand states and marketing tasks, company orientation towards the market place. Tourism product development and Brand Management. | 15 | CO1 | K1, K2, K3 |
| Module 2: | Market Potential Analysis Forecasting and market potential analysis, consumer buying process and organizational buying behaviour, pillars of marketing, market segmentation, target marketing, positioning and differentiation, marketing mix and product decisions, product life cycle, and brands market research. | 15 | CO2 | K2, K3, K4 |
| Module 3: | Product Development Process New product development process pricing decisions, distribution decisions, logistics and channel decisions (retail, ecommerce,) promotion decisions, integrated marketing communications concept, advertising, sales promotions, public relations, direct marketing, communication tools. new tourism product development. | 15 | CO3 | K2, K3, K4, K6 |
| Module 4: | Marketing Strategies Personal selling and sales management, overview of marketing strategies, Boston Consulting Group (BCG), Ansoff Matrix, GE Matrix, Shell Model, Porter Generic Model, 5 Forces Model, Product Life Cycle (PLC) 7s Model of Marketing, Arthur D Little Model, Value Chain Model. Effective Management of Service Marketing. | 15 | CO4 | K2, K4, K5, K6 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | 1. A. Chernev, Strategic marketing management. Cerebellum Press, 2018. | | | |

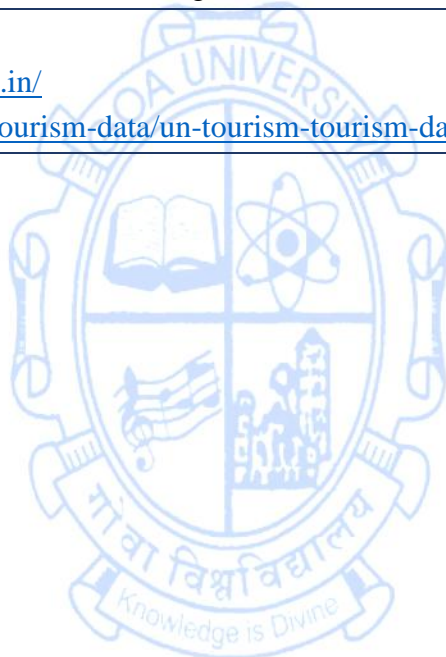
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| | <ol style="list-style-type: none"> 2. M. Hutt, Business Marketing Management. Cengage Learning, 2017. 3. R. K. A. Deepak, and S. Jeyakumar, Marketing management. Educreation Publishing, 2019. 4. P. Kotler, S. Burton, K. Deans, L. Brown, and G. Armstrong, Marketing. Pearson Higher Education AU, 2015. |
| References/ Readings: | <ol style="list-style-type: none"> 1. W. Perreault Jr., J. Cannon and E. J. McCarthy, Basic Marketing. McGraw-Hill Education, 2013. 2. Magnani Giovanna Marketing in Culturally Distant Countries: Managing the 4Ps in Cross-Cultural Contexts (International Series in Advanced Management Studies), Springer International Publishing AG, 2023. 3. Gupta Prachi, Marketing Management: Indian Cases, 2nd Edition by Pearson With case studies of popular Indian brands MBA & business enthusiast, Pearson Education, 2024. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |

Discipline Specific Elective Courses

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| Title of the Course | Advertising Management in Tourism | |
| Course Code | IHT-5203 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 400 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The course enables the student to understand advertising management in tourism, with its creative and ethical aspects. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Understand effective advertising techniques. | PSO 1, PSO 4, PSO 8 |
| | CO 2. Apply the importance of Integrated Marketing Communications (IMC) in the marketing process. | PSO 1, PSO 2, PSO 6 |
| | CO 3. Analyze the role of media in marketing. | PSO 1, PSO 4, PSO 6 |
| | CO 4. Evaluate surveys to measure effectiveness of marketing strategies. | PSO 1, PSO 6, PSO 8 |

| Content: | | No of hours | Mapped to CO | Cognitive Level |
|------------------|--|--------------------|---------------------|------------------------|
| Module 1: | Advertising in Tourism Role of advertising in marketing, effective advertising techniques, marketing and promotion in tourism and leisure, promotion management and advertising strategy, promotional tools. Creative strategy, planning, development, implementation and evaluation of advertising, client evaluation and approval of creative work. | 15 | CO1 | K2, K4 |
| Module 2: | Integrated Marketing Communication (IMC) Promotion mix, role of IMC in marketing process, organizing for advertising and promotion, Advertising agencies, agency compensation, evaluating agency, specialized, collateral and IMC services, Perspective on consumer behavior, consumer decision making process, alternative approaches to consumer behavior. Objectives and Budgeting for IMC: value of objectives, determining IMC objectives, Defining Advertising Goals for Measured Advertising Results (DAGMAR) approach, establishing and allocating promotional budget. | 15 | CO2 | K2, K3, K4, K5 |
| Module 3: | Media Planning and Strategy and Evaluation of Media Overview of media planning, developing media plan, market analysis and target market identification. Evaluation of media: characteristics of media, television, radio, print, support, internet and interactive media. | 15 | CO3 | K2, K4 |
| Module 4: | Advertising Research Role of research in advertising, advertising execution, research techniques, research applications, evaluating advertising performance, monitoring, evaluation and control, measuring effectiveness of promotional programmes, conducting surveys to measure effectiveness, evaluating the social, ethical and economic aspects of advertising and promotion. | 15 | CO4 | K2, K3, K4, K5 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | 1. G. E. Belch, and M. A. Belch. 'Advertising and Promotion'. India: McGraw Hill Education, 2021. | | | |

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| | <ol style="list-style-type: none"> 2. M. Chaudhary, Tourism marketing. Oxford University Press, 2010. 3. R. Minazzi, Social media marketing in tourism and hospitality. Switzerland: Springer International Publishing, 2015. |
| References/ Readings: | <ol style="list-style-type: none"> 1. S.A. Chunawalla, Advertising Sales and Promotion Management. Mumbai:Himalaya 2022. 2. N. Morgan and A. Pritchard, Advertising in tourism and leisure. Routledge, 2012 3. N. Morgan and A. Pritchard, Advertising in tourism and leisure. Routledge, 2012 |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |



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|--|---|----------------------------|
| Title of the Course | Travel Agency and Tour Operations Management | |
| Course Code | IHT-5204 | |
| Number of Credits | 4 | |
| Theory/Practical | Theory | |
| Level | 400 | |
| Effective from AY | 2025-2026 | |
| New Course | Yes | |
| Bridge Course/ Value added Course | No | |
| Course for advanced learners | No | |
| Pre-requisites for the Course: | Nil | |
| Course Objectives: | The course equips the students with knowledge and skills to manage Travel Agency and Tour Operations in the tourism industry. | |
| Course Outcomes: | | Mapped to PSO |
| | CO 1. Identify the various services provided by travel agencies and tour operators. | PSO 1, PSO 4 |
| | CO 2. Distinguish between travel agency and tour operation management. | PSO 1, PSO 2, PSO 4 |
| | CO 3. Analyze the ancillary services and businesses and envisage the future of ancillary services. | PSO 1, PSO 2, PSO 6, PSO 7 |
| | CO 4. Evaluate the contemporary trends and practices in travel and tourism. | PSO 1, PSO 3, PSO 6, PSO 8 |

| Content: | | No of hours | Mapped to CO | Cognitive Level |
|------------------|--|--------------------|---------------------|------------------------|
| Module 1: | Travel Agency Management Travel agency business perspective, significance of travel agency business, various services provided by travel agencies travel trade network skills and competencies for running a travel agency, travel agency business model, setting up a travel agency, travel agency organization, sources of revenue, threats in travel agency business. | 15 | CO1 | K1, K2, K6 |
| Module 2: | Tour Operation Management Characteristics of tour operation, special services for charter operators, local operator and tour operator business relationship/partnership, concept of tour bundling, travel formalities, package tour and its increasing demand and value, pricing strategies of package tours, revenue from tour operation business, tour operator's reservation procedure, integration in the travel industry, business conflicts, package tour business issues. | 15 | CO1, CO2 | K2, K3, K4 |
| Module 3: | Ancillary Tourist Sector Ancillary services and businesses, role of ancillary services, types of ancillary services financial services, marketing services, technical services, services from tourist guides, animateurs, destination and attraction competitiveness, travel publications, future of ancillary services. | 15 | CO3 | K4, K5 |
| Module 4: | Contemporary Trends and Practices Tourism in the twenty-first century, factors contributing to the growth of global tourism, future of global and regional tourism, changing patterns in travel and tourism, emerging tourism destination countries, new competitive global emerging destinations, globalization and liberalization in travel and tourism. | 15 | CO4 | K4, K5 |
| Pedagogy: | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode. | | | |
| Texts: | 1. A. K. Bhatia, The Business of Travel Agency and Tour Operations Management. Sterling Publishers Pvt. Ltd, 2012. | | | |

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| | <ol style="list-style-type: none"> 2. J. Negi, Travel Agency and Tour Operation, 2020. 3. M. Chand Dhiman, and V. Chauhan, Eds., Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global, 2019 |
| References/ Readings: | <ol style="list-style-type: none"> 1. C. R. Goeldner, and J. B. Ritchie, Tourism principles, practices, philosophies. John Wiley and Sons, 2017. 2. Swain and Mishra, Tourism principles and Practices. Oxford University Press, 2011. 3. Bryant Tim, The Business of Travel Agency and Tour Operations, Murphy & Moore Publishing, 2022. 4. Bhardwaj Sunil, Travel Agency and Tour Operations Management, Laxmi Publications, 2022. |
| Web Resources: | <ol style="list-style-type: none"> 1. https://doaj.org/ 2. https://nidhi.tourism.gov.in/ 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard |