

UNIVERSITY OF MADRAS
MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME
SYLLABUS WITH EFFECT FROM 2023-2024

934E918: Specialization Courses in Tourism and Hospitality Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918A	Destination Tourism	Elective	3	-	-	-	3	3	25	75	100
934E918B	Tourism Principles and Practices	Elective	3	-	-	-	3	3	25	75	100
934E918C	Tourism Products of India	Elective	3	-	-	-	3	3	25	75	100
934E918D	Strategic Tourism Management	Elective	3	-	-	-	3	3	25	75	100
934E918E	Hospitality Management	Elective	3	-	-	-	3	3	25	75	100
934E918F	E Tourism	Elective	3	-	-	-	3	3	25	75	100
934E918G	Travel Agency and Tour Operations Management	Elective	3	-	-	-	3	3	25	75	100
934E918H	Tourism Entrepreneurship	Elective	3	-	-	-	3	3	25	75	100
934E918I	Eco Tourism and Sustainable Development	Elective	3	-	-	-	3	3	25	75	100
934E918J	Automation in Hospitality Industry	Elective	3	-	-	-	3	3	25	75	100
934E918K	Special Interest Tourism	Elective	3	-	-	-	3	3	25	75	100
934E918L	Service Quality Management In Hospitality	Elective	3	-	-	-	3	3	25	75	100

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918A	Destination Tourism	Elective	2	-	-	1	3	3	25	75	100
Course Objectives											
C1	To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.										
C2	To familiarize with the destination branding practices.										
C3	To introduce advanced analysis and research in the field of destination development.										
C4	To understand the factors that influence the tourism planning process.										
C5	To develop awareness about the destination selection process.										
UNIT	Details							No. of Hours	Course Objectives		
I	Destination Tourism - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning and guidelines - Destination Selection Process-The Values of Destination Tourism.							9	C1		
II	Destination Planning, Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Destination Tourism Development - Contingency Planning-Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.							9	C2		
III	Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study of Tamil Nadu Tourism as a brand.							9	C3		
IV	Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels-Marketing Communication and Strategies.							9	C4		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

V	Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understand the management system of a tourism destination organization.	PO4, PO6, PO7	
CO2	Identify destination offerings determinants.	PO2, PO4	
CO3	Apply the marketing mix concept to a tourist destination.	PO5, PO6	
CO4	Analyse tourist destination attractiveness and competitiveness.	PO4, PO7	
CO5	Understand the importance of planning in the development of destination tourism.	PO6, PO7, PO8	
Reading List			
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.		
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight, Dec 2020		
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment		
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010		
References Books			
1.	Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, <i>butterworth andheinemann</i> .		
2.	Richard W. Butler (2006), The Tourism Area Life Cycle		
3.	Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, <i>CABI publishing</i> .		
4.	Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, <i>CABI publishing</i> .		
5.	Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), The Competitive Destination: A Sustainable Tourism Perspective, <i>CABI publishing</i> .		
6.			
Methods of Evaluation			

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S					S	S	
CO 2		M		M	S			
CO 3					S	M		
CO 4				M			M	
CO 5						S	S	M

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918B	Tourism Principles And Practices	Elective	3	-	-	-	3	3	25	75	100
Course Objectives											
C1	To understand the fundamentals concepts and history of tourism.										
C2	To know about the forms of tourism.										
C3	To throw light on Tourism Industry structure and infrastructure.										
C4	To have knowledge about tourism theory and system.										
C5	To provide insights about tourism organizations.										
UNIT	Details							No. of Hours	Course Objectives		
I	History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches - Motivations and Deterrents to Travel – Emerging Areas and Practices.							9	C1		
II	Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.							9	C2		
III	Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & superstructure							9	C3		
IV	Tourism Theory and System: Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model - Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model.							9	C4		
V	Tourism Organizations: UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO,							9	C5		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understanding the fundamentals concepts and history of tourism.	PO4, PO6	
CO2	Possess knowledge and develop an understanding about the forms of tourism.	PO4, PO6	
CO3	Get familiar about Tourism Industry structure and infrastructure.	PO4, PO6	
CO4	Possess knowledge about tourism theory and system.	PO4, PO6	
CO5	Having insights about tourism organizations.	PO6, PO7	
Reading List			
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.		
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, Journal of Tourism futures, Emerald Insight, Dec 2020		
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment		
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010		
References Books			
1.	Goeldner, C., & Ritchie, J.R. Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley, 2011.		
2.	Swain, S.K. & Mishra, J.M. Tourism Principles and Practices. New Delhi: OUP, 2011.		
3.	Tribe, J. (Ed.). (Philosophical Issues in Tourism. United Kingdom: Channel View Publications, 2009.		
4.	Cooper, C. Tourism Principles and Practice. New Delhi: Prentice Hall, 2008.		
5.	Jamal, T., & Robinson, M. (Eds.). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications, 2009		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		S		
CO 2				M		S		
CO 3				M		S		
CO 4				M		S		
CO 5						S	M	

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918C	Tourism Products of India	Elective	3	-	-	-	3	3	25	75	100
Course Objectives											
C1	To familiarize the students to the physiographic boundaries of India and destination tourism.										
C2	To provide insights on tourism products of northern ranges.										
C3	To throw light on tourism plains of Central India.										
C4	To explore tourism products of the peninsular regions, coastal plains and islands.										
C5	To create awareness and importance of medical tourism.										
UNIT	Details							No. of Hours	Course Objectives		
I	India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.							9	C1		
II	The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.							9	C2		
III	The Central Plains: General introduction of deserts & central plains. Their Importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.							9	C3		
IV	The Peninsula: General features of Indian peninsula with their tourism Significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty The coastal plains and islands: General features of coastal regions, their Importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.							9	C4		
V	Nature and scope of medical Tourism, Rise of Medical Tourism in Asia, Hospitality industry and Medical Tourism, International healthcare accreditation. Regulatory laws, Ethical issues for Medical Tourism, Travel formalities, Marketing Medical Tourism Indian health care therapy and medicine - drug treatments Ayurveda, Yoga, Naturopathy, Homoeopathy and span India, Potential impact of Medical Tourism on the							9	C5		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	health workforce and health systems in India		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understand the physiographic boundaries of India and destination tourism.	PO4	
CO2	Explore and design tourism products for northern ranges.	PO1, PO3	
CO3	Develop tourism products from plains of Central India.	PO4,PO5	
CO4	Plan tourism products of the peninsular regions, coastal plains and islands.	PO3,PO6	
CO5	Understand and improve the scope of medical tourism.	PO7,PO8	
Reading List			
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.		
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight, Dec 2020		
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment		
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010		
References Books			
1.	<u>Robinet Jacob</u> , Tourism Products of India: A National Perspective, Abhijeet Publications, 2012.		
2.	Goh Cheong Long: An Economics Atlas of India, Oxford University, 2018.		
3.	Chatak G.R.: Medical Tourism (Codes and Guidelines), Neha Publishers & Distributors, 2010.		
4.	Renée-Marie Stephano, Esquire: Medical Tourism “An International Healthcare Guide For Insurers, Employers and Governments”. Global Health Insurance Publications, 2010.		
5.	C. Michael Hall: Medical Tourism (The Ethics, Regulation, and Marketing of HealthMobility), Routledge, 21-Aug-2012.		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination	75 Marks	
	Total	100 Marks	
Methods of Assessment			

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M				
CO 2	S		S					
CO 3				M	S			
CO 4			M			M		
CO 5							M	M

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918D	Strategic Tourism Management	Elective	2	-	-	1	3	3	25	75	100
Course Objectives											
C1	To develop the understanding of strategic tourism management.										
C2	To impart knowledge on micro and macro strategic tourism management.										
C3	Discover the basic concepts, principles, and practices associated with strategy formulations and implementation.										
C4	Apply a variety of strategic planning tools (i.e. SWOT analysis) to develop business strategies.										
C5	Establish vision, mission, and core values to set company direction.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Strategic Tourism Management: Strategic Management– Concept, Origin and evolution, Scope and Process; levels at which strategy operates, Strategic Thinking; Global competitiveness; Strategists and their role in hospitality and tourism, Key Players in Indian Hospitality and Tourism Industry, strategic and conventional decision making in hospitality and tourism.							9	C1		
II	Micro and Macro Strategic Environment: The Environment and External Stakeholders - Assessment of the Broad Environment, Analysis of External Stakeholders and the Operating Environment, Managing the Operating Environment; Organizational Resources and Competitive Advantage - Internal Analysis and Competitive Advantage, Value-adding Activities, Tangible and Intangible Resources, Financial Resources, Physical Resources, Human-Based Resources, Organization Structure and Culture, Knowledge-Based Resources, General Organizational Resources.							9	C2		
III	Strategic Direction & Formulating Basic Strategies: Strategic Direction-Creating a Strategic Direction, Mission Statements, Organizational Vision, Organizational Values; Strategy Formulation at the Business-Unit Level-Generic Business Strategies, Competitive Dynamics, Strategic Group Mapping; Corporate-Level Strategy and Restructuring -							9	C3		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	Concentration Strategies, Vertical Integration Strategies, Diversification Strategies, Mergers and Acquisitions, Strategic Restructuring, Portfolio Management.		
IV	Implementing Strategies and Establishing Control Systems: Interrelationship between formulation and implementation of strategies, Inter-organizational Relationships and the Tourism Cluster; Functional-Level Resource Management; Organizational Design and Control- types of designs, Organizational Structures design, Organizational Control, power and politics, role of behavioral implementation in tourism.	9	C4
V	Strategies For Hospitality Entrepreneurship: Strategies for Entrepreneurship and Innovation - Entrepreneurial Start-ups, Innovation and Corporate Entrepreneurship; Global Strategic Management and the Future- Global Strategies, International Market Selection, Global Stakeholders, Emerging Trends; Strategic issues in not-for-profit organization and Small & Medium Size Enterprises.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Apply knowledge of tourism concepts along with the management theories and practices to solve business related problems in tourism domain	PO1,PO2, PO7, PO8	
CO2	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society	PO1,PO2, PO6, PO7, PO8	
CO3	Foster analytical and critical thinking abilities for data-based decision Making	PO1, PO2, PO4, PO7	
CO4	Identify and understand how new ideas, concepts or products emerge within relevant fields	PO4,PO6, PO7	
CO5	Critique tourism practices for their implications locally and globally.	PO3,PO8	
Reading List			
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.		
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight,		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	Dec 2020	
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment	
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010	
References Books		
1.	David,F.R.(2010). Strategic Management (13thed.). Prentice Hall.	
2.	Enz, C. A. (2009). Hospitality Strategic Management: Concepts and Cases (2nd ed.).Wiley.	
3.	Hill,C.W.L., & Jones,G.R. (2009). Strategic Management: An Integrated Approach(9thed.). South-Western College, Pub.	
4.	Okumus, F., Altinay, L., & Chathoth, P. (2010). Strategic Management for Hospitality and Tourism (1st ed.). Butterworth-Heinemann.	
5.	Olsen,M.,&Zhao,J.(Eds.).(2008).HandbookofHospitalityStrategicManagement.Butterworth-Heinemann.	
6.	Nigel Evans (2020) Strategic Management for Tourism, Hospitality and Events 3 rd Edition	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S					S	S
CO 2	M	M				M	M	S
CO 3	M	M		M			S	

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

CO 4				M		M	M	
CO 5			M					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918E	Hospitality Management	Elective	3	-	-	-	3	3	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Hospitality industry.										
C2	To provide insights on front office management.										
C3	To throw light on Housekeeping management.										
C4	To elucidate on food, beverages, organization and restaurant menu.										
C5	To impart knowledge on evaluating hotel management.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Hospitality Industry Distinctive Characteristics: Inflexibility-Intangibility-,Perishability-Fixed Location- Relatively Large Financial Investment etc.; Concepts of “Atithi Devo Bhavah”; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India.							9	C1		
II	Front Office Duties and Responsibilities: Reservation & Registration- Meal Plans- Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans- Wake-up call.										
III	Housekeeping Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments.							9	C3		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

IV	Food & Beverage: Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen-Buffets-Beverages Operation & Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate- MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.	9	C4
V	Evaluating Hotel Performance: Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Familiarize the students to the basic concepts of Hospitality industry.	PO3,PO6	
CO2	Provide insights on front office management.	PO1, PO2	
CO3	Have knowledge on Housekeeping management.	PO4,PO5	
CO4	Elucidate on food, beverages, organization and restaurant menu.	PO6,PO7	
CO5	Knowledge on evaluating hotel management.	PO3,PO8	
Reading List			
1.	Philip Nailon, Theory in hospitality management, <u>Volume 1, Issue 3</u> , 1982, Pages 135-143, Elsevier		
2.	Bob Brotherton, Towards a definitive view of the nature of hospitality and hospitality management, International journal of contemporary hospitality management, 1999		
3.	Clayton W. Barrows, Robert H. Bosselman, Hospitality management education, The Haworth hospitality press		
4.	Clarke Chen, International Hospitality Management, Concepts and Cases, Edition 1st, 2007, London Imprint Routledge		
References Books			
1.	Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.		
2.	Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

3.	Negi, J. (1984) .Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S. Chand.	
4.	Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.	
5.	Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.	
6.	Mark Ciampa, Introduction to Healthcare Information Technology. 2012	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M			M		
CO 2	S	M						
CO 3				M	S			
CO 4						M	M	
CO 5			M					S

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918F	E Tourism	Elective	3	-	-	-	3	3	25	75	100
Course Objectives											
C1	To familiarize the concept of Digital tourism enterprise.										
C2	To give inputs on digital tourist consumer behavior.										
C3	To enable students, understand the impact of Digital marketing on tourism.										
C4	To orient students, on Social Media Marketing.										
C5	To enable students, use Digital Marketing Analytics.										
UNIT	Details							No. of Hours	Course Objectives		
I	Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business.							9	C1		
II	Online Consumer Behavior: Consumer decision journey and Marketing funnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making										
III	Characteristics: Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising. Tourism Initiatives taken by Central and State Govts.							9	C3		
IV	Social Media Campaign Process - Social Media Marketing – Development of Social Media Content and Communities - Deliver Social Media Promotions - Measure Social Media Performance - Manage Social Media Activities.							9	C4		
V	Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration							9	C5		
	Total							45			

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Become familiar with the concept of Digital tourism enterprise.	PO4,PO6, PO7	
CO2	Be able to understand digital tourist consumer behavior.	PO3, PO4	
CO3	Understand the impact of Digital marketing on tourism.	PO4,PO6, PO7	
CO4	Appreciate Social Media Marketing in tourism.	PO2,PO3	
CO5	Will be able to use Digital Marketing Analytics.	PO1,PO6	
Reading List			
1.	Helmut Berger, Michael Dittenbach, Dieter Merkl, Anton Bogdanovych, Simeon Simoff & Carles Sierra, Opening new dimensions for e-Tourism, Virtual Reality, Volume 11, 2017.		
2.	Laura Sebastia, Inam Farcia, Eva Onaindia and Cesar Guzman, <i>e-TOURISM: A TOURIST RECOMMENDATION AND PLANNING APPLICATION</i> , International journal on artificial intelligence tools, vol 18.		
3.	Chulwon Kim, E- Tourism An Innovative Approach for the Small and Medium – Sized Tourism Enterprises (SMTES), in Korea, OECD		
	Julian Candratoy, E-Tourism: Concept and Evolution		
References Books			
1.	Bones, C., & Hammersley, J. (2015). Leading Digital Strategy: Driving Business Growth		
2.	Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications.		
3.	Rogers, D.L. (2016). The Digital Transformation Playbook – Rethink Your Business for the Digital Age. Columbia: Columbia Business School Publishing.		
4.	HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.		
5.	Chaffey, D. (2014). Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delhi.		
6.	Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall..		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		S	M	
CO 2			M	M				
CO 3			S			S	M	
CO 4		S	M					
CO 5	M					M		

S-Strong

M-Medium

L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918G	Travel Agency and Tour Operations Management	Elective	2	-	-	1	3	3	25	75	100
Course Objectives											
C1	To manage all the travel requirements of the companies while providing ease and sort of convenience to the customers.										
C2	To add value to the travel sector of different companies. To offer the traveling services at very reasonable prices.										
C3	To foster better knowledge of various cultures.										
C4	To instill pride in one's traditional culture and identity.										
C5	This can happen at any time during the tour booking process, from the beginning to the completion of the tour package.										
UNIT	Details							No. of Hours	Course Objectives		
I	History & Growth of Travel Agency Business, Emergence of leading private travel agencies (Thomas Cook & American Express), Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. Interplay of Push & Pull Factors.							9	C1		
II	Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.										
III	How to Set up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.							9	C3		
IV	Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour.							9	C4		
V	Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning,							9	C5		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Demonstrate and understand the importance of the travel and tourism industry.	PO4, PO5	
CO2	Articulate a clear and well-structured understanding of travel agency management.	PO3, PO4	
CO3	Demonstrate the skills necessary to identify sales and marketing strategies for travel agencies.	PO6,PO7	
CO4	Evaluate customer service trends and skills as they relate to the travel and tourism industry.	PO2,PO8	
CO5	Integrate management concepts to achieve positive results in the travel and tourism industry.	PO1,PO6	
Reading List			
1.	L K Singh, Management of travel agency, Isha Books		
2.	Yaron Perl, Aviad Israeli, Crisis management in the travel agency sector: A case study, Journal of vacation marketing		
3.	Marion Bennett, Information technology and travel agency: A customer service perspective, Elsevier		
4.	A K Bhatia, The business of travel agency, & Tour operations management		
References Books			
1.	D.L. Foster , The Business of Travel agency Operation &Administration (1991)		
2.	Malik, Haris & Chatterjee, Indian Travel Agents (2006)		
3.	J.M.S. Negi, Travel Agency & Tour Operations: Concepts &Principles (2006)		
4.	C.Y. Gee, Travel Industry 3 rd edition 2006		
5.	Yale P, The Business of Tour Operations (1995)		
6.	Travel agency and tour operators management by A K Bhatia Sterling Publishers pvt Ltd (2013)		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination	75 Marks	
	Total	100 Marks	
Methods of Assessment			

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S	M			
CO 2			S	M				
CO 3						M	M	
CO 4		M						M
CO 5	S					M		

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918H	Tourism Entrepreneurship	Elective	2	-	-	1	3	3	25	75	100
Course Objectives											
C1	To understand the basics of Entrepreneurship.										
C2	To comprehend the role of creativity and innovation.										
C3	To develop a feasibility report in Tourism.										
C4	To know the funding options for Entrepreneurship.										
C5	To understand the growth of empowerment in tourism.										
UNIT	Details							No. of Hours	Course Objectives		
I	Entrepreneurship Theories & Approaches; Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.							9	C1		
II	Creativity & Innovation Process of Creativity-Roadblocks for Creativity- Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses- Contemporary Trends							9	C2		
III	Entrepreneurship in Tourism: Opportunity Identification –Sources of Ideas- New Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability							9	C3		
IV	Funding Options: Sources of Finance for Tourism Enterprises, Subsidies & Incentives - Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms Of Organization- Management							9	C4		
V	Managing Growth: : Business Integration – Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism							9	C5		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To understand the basics of Entrepreneurship.	PO2, PO4	
CO2	Comprehend the role of creativity and innovation.	PO3, PO5	
CO3	Create a feasibility report in Tourism.	PO2,PO4	
CO4	Explore the funding options for Entrepreneurship.	PO7,PO8	
CO5	Handle growth in Tourism Entrepreneurship.	PO1,PO6	
Reading List			
1.	Sølvi Solvoll, Gry Agnete Alsos & Oxana Bulanova, Tourism Entrepreneurship – Review and Future Directions, Taylor and Francis 2015		
2.	Jovo Ateljevic, Stephen J. Page, Tourism and Entrepreneurship, Elsevier		
3.	Vanessa Rattan, Tourism entrepreneurship research: a perspective, Tourism review		
4.	Weibing Zhao, J.R. Brent Ritchie & Charlotte M. Echtner, Social capital and tourism entrepreneurship, Science Direct		
References Books			
1.	Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40.		
2.	Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House		
3.	“Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row.		
4.	Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship. New York: Harcourt College Publishers.		
5.	Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood.2014		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination	75 Marks	
	Total	100 Marks	
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application	Suggest idea/concept with examples, Suggest formulae, Solve problems,		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

(K3)	Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M						
CO 2			S		M			
CO 3		S		M				
CO 4							M	S
CO 5	M					M		

S-Strong

M-Medium

L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918I	Eco Tourism and Sustainable Development	Elective	2	-	-	1	3	3	25	75	100
Course Objectives											
C1	To understand the significance of ecotourism.										
C2	To comprehend the theories and practices of ecotourism.										
C3	To be familiar with the model ecotourism projects.										
C4	To Use the theoretical knowledge to manage ecotourism resources. demonstrate a high level of competence in knowledge on principles of sustainable tourism development.										
C5	To recognize the organizations efforts in regulating responsible ecotourism.										
UNIT	Details							No. of Hours	Course Objectives		
I	FUNDAMENTALS OF ECOLOGY Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology- Ecotourism-Evolution, Principles, Trends and Functions of Ecotourism- Environmentalism, sustainable development-Pollution-Ecological Foot Prints.							9	C1		
II	TOURISM & ECOLOGY Mass Tourism Vs Ecotourism-Typology of Eco-tourists-Ecotourism Activities & Impacts-Quebec Declaration 2002 - Kyoto Protocol 1997- Ecotourism and globalization.							9	C2		
III	ECOTOURISM POLICIES, PLANNING Carrying Capacity - Alternative Tourism-Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Projects – Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project - Nandadevi Biosphere Reserve - Gulf of Mannar - Kruger National Park, South Africa.							9	C3		
IV	SUSTAINABLE DEVELOPMENT Ecotourism Development - Sustainable Ecotourism - Resource Management - Socioeconomic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible ecotourism							9	C4		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	Programming.Evolution - Principles, Major Dimensions of Sustainability- 10 R's- Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992 – World Conference on Sustainable Tourism 1995 - WSSD 2002, The Cape Town Declarations		
V	QUALITY STANDARDS FOR SUSTAINABLE TOURISM ISO 14000 – Role of WTTC, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar-Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa. Ecotourism Development Agencies-Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE-EQUATIONS.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Students would procure cognizance of the theories and practices of ecotourism.	PO1, PO3, PO6	
CO2	Understand the need and importance of relationship between ecology and tourism.	PO3, PO4	
CO3	Be familiar with the model ecotourism projects.	PO2,PO5	
CO4	Learners will be familiarized with various approaches and practices for sustainable tourism development.	PO7,PO8	
CO5	Understand the commitment towards the preservation of environment through ecotourism.	PO3,PO6	
Reading List			
1.	Honey. M, Ecotourism and sustainable development. Who owns paradise?, Island press, USA		
2.	Buchsbaum, Bernardo Duha, Ecotourism and Sustainable Development in Costa Rica, Virginia Tech		
3.	Tuğba Kiper, Role of Ecotourism in Sustainable Development, https://tamug-ir.tdl.org/bitstream/handle/1969.3/28978/InTechRole_of_ecotourism_in_sustainable_development_[1].pdf?sequence=1		
4.	Susan Place, Ecotourism for Sustainable Development: Oxymoron or Plausible Strategy?, GeoJournal, <u>Vol. 35, No. 2</u>		
References Books			
1.	Ballantyne, R. and Packer, J. International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd, first Edition, 2013.		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

2.	Fennel, D. A. Ecotourism Policy and Planning. USA: CABI Publishing, first Edition, 2003.
3.	Fennell, D.A. Ecotourism New York: Routledge Publication, third Edition, 2008.
4.	Middleton, V.T.C and Hawkins, R., Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. First Edition, 1998.
5.	Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD. First Edition, 2009.
6.	Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi. First Edition, 2006.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S			S		
CO 2			M	S				
CO 3		M			M			
CO 4							S	M
CO 5			S			M		

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME
SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918J	Automation in Hospitality Industry	Elective	2	-	-	1	3	3	25	75	100
Course Objectives											
C1	To understand the basics of Hospitality Industry.										
C2	To comprehend the Hospitality Products & Services.										
C3	To understand the hospitality distribution channels.										
C4	To know the current scenario.										
C5	To understand the growth of empowerment in tourism.										
UNIT	Details							No. of Hours	Course Objectives		
I	Hospitality Industry – Profile: Meaning & definition, Historical evolution & development, Hospitality as an industry, Inter relation with tourism industry and its sectors, Contribution to Indian and global economy							9	C1		
II	Hospitality Products & Services: Hospitality accommodation- the various types Structured and non-structured accommodations- Hotels, Resorts, Condominiums, Guest Houses, Bread and Breakfast outlets etc., Food & Beverage facilities- Structured and Non structured, Ancillary services- Spa, Health Club, Recreational facilities, Shopping Arcades etc. Support services-Transport, Guides, Travel desk, Banking, Insurance etc. Hospitality and Tourism Organizations- WTO, FHRAI, IH&RA, IATA, PATA, DOT,							9	C2		
III	Hospitality Distribution Channels: Meaning & definition, Functions & levels of distribution channels, Major hospitality distribution channels – Travel agents, Tour operators, Consortia and reservation system, Global Distribution System (GDS), Internet.							9	C3		
IV	Current Scenario: Major players in the industry –5 in India and 5 worldwide, Present trends in industry, Emerging markets, Impact of international and national events, Latest technology in Industry.							9	C4		
V	Information Technology and Hospitality Industry: Information Technology and Hospitality Industry Automation of Operations - Distributed Database -The World of Enterprise Resource Planning - Internet							9	C5		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	Applications –Wire Free Environment (Wi-Fi) - Opportunities and Threats of Information Technology		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understand the basics of Hospitality Industry.	PO2	
CO2	Comprehend the Hospitality Products & Services.	PO1, PO3	
CO3	Understand the hospitality distribution channels.	PO4,PO6	
CO4	Have knowledge on the current scenario.	PO5,PO7	
CO5	Have knowledge on the growth of empowerment in tourism.	PO4, PO6	
Reading List			
1.	Students would procure cognizance of the theories and practices of ecotourism.		
2.	Understand the need and importance of relationship between ecology and tourism.		
3.	Be familiar with the model ecotourism projects.		
4.	Learners will be familiarized with various approaches and practices for sustainable tourism development.		
References Books			
1.	Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens, Pearson, 5 th edition 2010		
2.	Advertising Management – Aaker , Mayer and Batra, Pearson, 5 th Edition 2004		
3.	A Complete Travel marketing handbook NTC Andrew Vladmir, Business Books, Illinois, 2001		
4.	Entrepreneurship. New York: Harcourt, Kuratko, D.F. & Hodgets, R.M. (2008), College Publishers.		
5.	Computer Fundamentals: Architecture and Organization, by B Ram, New Age International Publisher,2018		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination	75 Marks	
	Total	100 Marks	

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M						
CO 2	M		M					
CO 3				S		M		
CO 4					S		S	
CO 5				S		S		

S-Strong

M-Medium

L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918K	Special Interest Tourism	Elective	2	-	-	1	3	3	25	75	100
Course Objectives											
C1	Understand the growth and development of special interest tourism over the past years										
C2	Analyse and compare the characteristics of a range of different tourism niche and micro-niche markets.										
C3	Critically assess different types of special interest tourism from perspectives including tourists, operators and destinations.										
C4	Identify and discuss possible future scenarios about developments in the tourism industry.										
C5	Develop a Special Interest Tour.										
UNIT	Details							No. of Hours	Course Objectives		
I	Special Interest Tourism: Meaning, Characteristics, kinds of special interest tourism, types of special interest tourism – Factors influencing special interest tourism – Importance of Special interest tourism - Specialized tourism.							9	C1		
II	Adventure Tourism: Definition, Concepts, Classification (Surface/Air/Water) and grading, GIS and weather and climate and their relationship with adventure tourism, Facilities required – equipment, clothing, instructors; Guiding Principles for adventure activities, legal liabilities, risk assessment and management, associations.							9	C2		
III	Wildlife and Ecotourism: Definition, concept, principles, environmental issues in tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North Eastern states/Kerala/Tamil Nadu							9	C3		
IV	Historical and Heritage Tourism: Concepts, difference between historical and heritage tourism, types of heritage tourism – Features of heritage tourism – Benefits of heritage tourism - developing historical and heritage tourism in India, Case Studies of Historical and Heritage sites in India.							9	C4		
V	Health and Wellness Tourism: Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha,							9	C5		

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

	Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water Therapy) Role of Ayurveda in Health Tourism - Basic Principle of Ayurveda – four Aspects of Life, Scope of Health Tourism In India.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Develop an understanding about tourism, its origin, and development over the ages.	PO3, PO6	
CO2	Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.	PO1, PO2	
CO3	Learning about the concept of Ayurveda and wellness tourism.	PO3,PO7	
CO4	In depth knowledge of the typology of various wellness products in India.	PO4,PO8	
CO5	Identify various issues related to development of wellness tourism in India.	PO5,PO6	
Reading List			
1.	Bob Mckercher, Andrew Chan , How Special Is Special Interest Tourism?, August 1, 2005 Research Article, Sage Journals		
2.	Birgit Trauer, Conceptualizing special interest tourism—frameworks for analysis, <u>Tourism Management</u> , <u>Volume 27, Issue 2</u> , April 2006, Pages 183-200. Science Direct		
3.	Bongkosh N. Rittichainuwat, Special Interest Tourism, 3rd Edition, Cambridge scholars publishing		
4.	BOB BROTHERTON & BÜLENT HİMMETOĞLU , Beyond Destinations—Special Interest Tourism, An International Journal of Tourism and Hospitality Research, Volume 8, 1997 – Issue 3		
References Books			
1.	Ashworth, G.J.: The Tourist-Historic City: Retrospect and Prospect of Managing the Heritage City A Pergamon Title; 1st edition (7 November 2000)		
2.	Dr.S.P.Bansal., Sushma, Sonia & Chander Mohan: Tourism in the New Millenium. (2002)		
3.	Erlet Cater & Gwen Lowman: Ecotourism (1994)		
4.	Foster,D.S.: The Business of Travel Agency Operation and Administration(1991)		
5.	Local Agenda21,U.N-WorldTourismOrganisation (2002)		
6.	Malik,S.S.: Adventure Tourism (2000)		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External	End Semester Examination		75 Marks

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Evaluation		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M			M		
CO 2	S	S						
CO 3			M				S	
CO 4				M				M
CO 5					S	S		

S-Strong M-Medium L-Low

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E918L	Service Quality Management In Hospitality	Elective	3	-	-	-	3	3	25	75	100
Course Objectives											
C1	To understand the basics of Service Quality and to learn ways to measure it.										
C2	To comprehend the Hospitality Industry.										
C3	To understand the various types of ownerships of hotels and classification of hotels.										
C4	To know the ethics of hospitality.										
C5	To know about Information Technology and Hospitality Industry.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Concept of Service Quality -Measuring Service Quality -Impact of Service Quality in Customer Satisfaction and Loyalty -ISO 9000: Universal Standard of Quality - Bench Marking							9	C1		
II	Hospitality Industry: Introduction-Hospitality and Product Service-Classification of Hotels-Basis of Room Tariff-Operation and Terminology-Fundamentals of Food and Beverage Service-Reservation skills-Employability skills							9	C2		
III	Types of Ownership and Hotel Classification: Various forms of ownership- Franchise, Chain Concept, Time Share, Management Contract Classification of Hotels: Norms and Standards, Procedure, Classification/ Types, Classifying bodies.							9	C3		
IV	Society and Ethics: The need for Ethics in Hospitality Industry – Importance of Ethics in Hospitality Industry Code of Ethics – Ethics in Hospitality Industry – Responsibility of Hospitality Business - Environmental Auditing in Hospitality Industry							9	C4		
V	Information Technology and Hospitality Industry: Automation of Operations - Distributed Database -The World of Enterprise Resource Planning -Internet Applications –Wire Free Environment (Wi-Fi) - Opportunities and Threats of Information Technology on Hospitality Industry							9	C5		
	Total							45			

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Service quality basics.	PO3	
CO2	Understand the basics of Service Quality and to learn ways to measure it.	PO1, PO2	
CO3	Have comprehensive knowledge to comprehend the Hospitality Industry.	PO3,PO7	
CO4	Understand the various types of ownerships of hotels and classification of hotels.	PO4,PO8	
CO5	Possess knowledge on the ethical practices in the hospitality industry.	PO5,PO6	
Reading List			
1.	Connie Mok, Beverley Sparks, Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure, 1st Edition, eBook Published5 January 2001 Pub. Location New York, Imprint Routledge		
2.	César Camisón, Total quality management in hospitality: an application of the EFQM model, <u>Tourism Management</u> , Volume 17, Issue 3, May 1996, Pages 191-201		
3.	Josep Llach, Maria Del Mar Alonso lmeida, Jordi Martí, Alfredo Rocafort , Effects of quality management on hospitality performance in different contexts, Industrial Management & Data Systems , ISSN: 0263-5577, June 2016		
4.	Connie Mok, Beverley Sparks, Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure		
References Books			
1.	Service Quality Management in Hospitality, Tourism and Leisure – Jay Kandampully, Haworth Hospitality Press 2001		
2.	Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens Pearson, 5th edition 2010		
3.	TQM and Organisational Creativity in the Hotel Industry: An Exploration of the Effect of Total Quality Management Implementation on Organisational Creativity in Jordanian Resort, Mukhles Al-Ababneh,2012		
4.	Quality Assurance in the Hospitality Industry, Stephen S Hall, 1990		
5.	Exceptional Service in Hospitality Six Sigma Way, Gajanan Shirke , Shroff Publishers January 2017		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminars		
	Attendance and Class Participation		
External	End Semester Examination	75 Marks	

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

Evaluation		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M					
CO 2	S						M	
CO 3				M				S
CO 4			S		M	M		S
CO 5					S	S		

S-Strong M-Medium L-Low