



# UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A ++' GRADE' UNIVERSITY)  
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

Email: [academicsectionju14@gmail.com](mailto:academicsectionju14@gmail.com)

## **NOTIFICATION** **(26/June /Adp. 25)**

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the syllabi and courses of studies for **Post Graduate Programme in MBA (TTM)** under **NEP-2020** as per details given below:-

### **Two Year Post Graduate Programme under NEP-2020**

<b>Subject</b>	<b>Semester</b>	<b>For the examinations to be held in the year</b>
<b>MBA (TTM)</b>	Semester-III	December 2026, 2027 and 2028
	Semester-IV	May 2027, 2028 and 2029

The Syllabi of the courses are also available on the University website: [www.jammuuniversity.ac.in](http://www.jammuuniversity.ac.in)

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DEAN ACADEMIC AFFAIRS

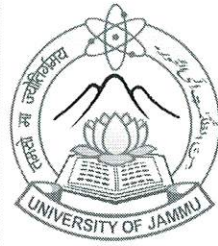
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Dated: 11/06/2026

#### **Copy for information and necessary action to:**

1. Dean, Faculty of Business Studies
2. Director/Convener, Board of Studies in Hospitality and Tourism Management
3. Director, Centre for IT Enabled services and Management, University of Jammu for information and for uploading on University Website.
4. All members of the Board of Studies
5. Joint Registrar (Evaluation/P.G. Exam.)
6. Programmer, Computer Section, Examination Wing

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JOINT REGISTRAR (ACADEMIC)

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**School of Hospitality and Tourism Management  
Faculty of Business Studies  
University of Jammu  
(NAAC A++ University)**

**Course Structure and Syllabus of**

**2 year Master's Degree Program in  
MBA (Tourism & Travel Management)  
as per NEP 2020  
Semester III & IV**

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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**  
**MBA(Tourism & Travel Management) Course Structure (Semester-III)**

S.No	Course No.	Course Title	No. of Credits	Credits Level	Credit Points	Course Type	Marks		Nature of Course						
							Theory	Practical	Global	National	Regional	Skill	SWAYAM/MOOC	Vocational Course	Research Project
1	P2TTPC301	Industry Training & Internship	4	6.5	26	Core	-	100	-	-	-	-	-	-	-
2	P2TTTC302	Tourist Behaviour and Marketing Research	4	6.5	26	Core	100	-	-	✓	-	-	-	-	-
3	P2TTTC303	Legal Aspects of Tourism	4	6.5	26	Core	100	-	✓	-	-	-	-	-	-
4	P2TTTC304	Human Resource Management	4	6.5	26	Core	100	-	✓	-	-	-	-	-	-
5*	P2TTTE305	Tour Guiding and Interpretation	4	6.5	26	Elective	100	-	✓	-	-	-	-	-	-
6*	P2TTTE306	Tourism Policy and Destination Planning	4	6.5	26	Elective	100	-	✓	-	-	-	-	-	-
7*	P2TTTE307	Event Management	4	6.5	26	Elective	100	-	✓	-	-	-	-	-	-
8*	P2TTTE308	Special Interest Tourism	4	6.5	26	Elective	100	-	✓	-	-	-	-	-	-
9	P2TTMO351	Massive Online Open Course (MOOCs) through Swayam platform	4	6.5	26	Core	100	-	-	-	-	-	✓	-	-
		Total Credits	32												

\*Students are required to choose any three of the four Discipline Specific Elective courses offered

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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**  
**MBA(Tourism & Travel Management) Course Structure (Semester-IV)**

S. No	Course No.	Course Title	No. of Credits	Credits Level	Credit Points	Course Type	Marks		Nature of Course						
							Theory	Practical	Global	National	Regional	Skill	SWAYAM/MOOC	Vocational Course	Research Project
1	P2TRC401	ResearchBased Project/Dissertation	16	6.5	104	Core	100	-	-	-	-	-	-	-	✓
2	P2TTC402	Strategic Management	4	6.5	26	Core	100	-	✓	-	-	-	-	-	-
3	P2TTC403	Digital Marketing	4	6.5	26	Core	100	-	✓	-	-	-	-	-	-
4	P2TTC404	Tourism Transportation	4	6.5	26	Core	100	-	✓	-	-	-	-	-	-
Total Credits			28												



**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
2 year Masters Degree Program in MBA (TTM) as per NEP 2020

**Scheme of Examination [4 Credit Course]**

There shall be a uniform pattern of 40:60 for Continuous Internal Assessment (CIA) and Semester End Examination (SEE) for all courses.

		Time Allotted	Total Marks (100)
<b>(A) Continuous Internal Assessment (CIA)</b>			
Mid-term assessment Test	Any Pattern to be followed for covering 50% of the syllabus	1 ½ hours	15
Individual/ Group Assessment (Minimum two or more formats)	Case Study/Project/ Field Work/ Presentation/ Assignment/ Class Participation/ Class Test/ LMS/ Games & Simulation etc.	Whole Semester	25
<b>(B) Semester End Examination (SEE)</b>			
The Question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidates will be required to attempt any four questions out of six.		3 hours	60

**Scheme of Examination [2 Credit Course]**

There shall be a uniform pattern of 40:60 for Continuous Internal Assessment (CIA) and Semester End Examination (SEE) for all courses.

		Time Allotted	Total Marks (50)
<b>(A) Continuous Internal Assessment (CIA)</b>			
Mid-term assessment Test	Any Pattern to be followed for covering 50% of the syllabus	1 ½ hours	10
Individual/ Group Assessment (Minimum two or more formats)	Case Study/Project/ Field Work/ Presentation/ Assignment/ Class Participation/ Class Test/ LMS/ Games & Simulation etc.	Whole Semester	10
<b>(B) Semester End Examination (SEE)</b>			
The Question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Five Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Three Long Answer questions (of Ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidates will be required to attempt any two questions out of three.		1 ½ hours	30

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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Industry Training & Internship	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 0-0-4)
<b>Course Code:</b> P2TTPC301	<b>Maximum Marks:</b> 100(Training Report: 50 Marks & Presentation & Viva Voce: 50 Marks)

**The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028**

### Course Objective

The objective of this paper is to enable the students to develop and relate theory to practice. The course also provides extensive exposure to the various practical domains/aspects of tourism and travel industry.

### Course Outcomes

**CO1:** To understand the working of travel and tourism industry at large.

**CO2:** To reflect on their professional development, identifying areas of strength and opportunities.

### Guidelines

The students of MBA (TTM) shall have to undergo industry training and internship at reputed tourism and travel organizations/hotels/any similar organization for a period of 6 to 8 weeks after the end of second semester(during the summer vacation) under the guidance of a faculty mentor. Following are the guidelines for the industry training:

1. The students shall strive to get acquainted with complete functional exposures during the internship period and learn the nitty-gritties of the Travel, Aviation or Hospitality sector/ any Event Management company/Non-Government Organizations/Destination Management Organizations/Department of Tourism, etc.
2. The students are required to get exposure at the assigned organization on the course components as prescribed in the MBA Tourism and Travel Management programme.
3. The students are required to document the information of their activities undertaken at the internship on day-to-day basis in their logbook.
4. At the end of the training period, the students shall make presentations based on the training reports which shall be submitted after the approval of the Faculty mentor.
5. The Industry Training Report and Viva-Voce Examination will be evaluated by external examiner and internal examiner (respective faculty mentor). The list of external examiners shall be approved by the Departmental Affairs Committee (DAC).



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**Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Tourist Behaviour and Marketing Research	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC302	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028**

**Course Objective**

This course has been designed to familiarize the students with the tourist behaviour and to make them understand the significance of market research in tourism and hospitality industry.

**Course Outcomes**

- CO1:** To understand and analyze the key concepts, theories and models of tourist behaviour.
- CO2:** To analyze the theories of tourist perception, learning, and attitude, and to develop effective strategies for influencing tourist behaviour and enhancing marketing efforts.
- CO3:** To explore the impact of cultural dimensions on tourist behaviour, including cross-cultural differences.
- CO4:** To develop the ability to design, implement, and analyze market research specifically tailored to understanding tourist behaviour and preferences.

**UNIT 1**

**Consumer and Tourist Behaviour** – Concept, nature and scope of tourist behaviour; importance of consumer behaviour in tourism industry; evolution of consumer behaviour from traditional to digital and experiential consumption; tourist roles including initiator, influencer, decider, buyer and user; types of consumer decision-making behaviour. Consumer Decision-Making Process; Models of Consumer Behaviour – Nicosia Model, Howard-Sheth Model and Engel–Blackwell Model.

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Master's Degree Program  
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<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Tourist Behaviour and Marketing Research	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC302	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028

UNIT 2

**Determinants of Consumer and Tourist Behaviour** – Psychological Factors – motivation , perception, learning, personality and self-concept, attitudes and attitude change; Social and Cultural Factors – culture, subculture and cultural values; social class and lifestyle; reference groups and opinion leaders; family influence; diffusion of innovation. Digital Consumer Behaviour – role of social media, electronic word-of-mouth (e-WOM), online reviews and ratings, influencer marketing, trust and risk in digital platforms.

UNIT 3

**Culture and Tourist Behaviour** – Concept and characteristics of culture; cultural values and their influence on consumer behaviour; cultural dimensions; subcultures based on religion, ethnicity and region; cross-cultural tourist behaviour, cultural differences and their impact on tourist expectations; cultural shock and adaptation process; Application of Consumer Behaviour Theories – Theory of Planned Behaviour, Expectation-Disconfirmation Theory and perceived value theory in tourism context. Emerging Trends – cultural intelligence (CQ), globalization and localization (glocalization), sustainable and ethical tourism behaviour and experiential tourism trends.

UNIT 4

**Marketing Research in Tourism** – Meaning, definition and importance of marketing research; marketing research process; Research Design – exploratory, descriptive and causal research. Data Collection Methods – qualitative methods and quantitative methods; primary and secondary data; Sampling – sampling design, sampling techniques and sample size determination. Measurement and Scaling Techniques; Data Analysis; Report Preparation – report writing, presentation and ethics in research.

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<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Tourist Behaviour and Marketing Research	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC302	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**Suggested Readings**

- Modern Research in Consumer Behaviour and Marketing Research (2023). Maity Bipasha. Scripown Publications.
- Consumer Behavior: Building Marketing Strategy (2022). Mothersbaugh David, Hawkins Del I. K. Bardi Susan and Mookerji Amit. McGraw Hill.
- Consumer Behaviour in Tourism (2020). Horner Susan and Swarbrooke John. Routledge.
- Schiffman, L.G and Wisenblit, J. (2018). Consumer Behaviour. Pearson Education.
- Horner, Susan and Swarbrooke, John (2016). Consumer Behaviour in Tourism, 3/e. Burlington: Butterworth-Heinemann.
- Malhotra, N.K. and Dash, S. (2016). Marketing Research - An Applied Orientation, Pearson

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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Legal Aspects of Tourism	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC303	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028**

### Course Objective

This course has been designed to familiarize the students with the legal aspects in tourism which will enable the students to understand the significance and importance of various laws and Acts applicable in tourism industry.

### Course Outcomes

- CO1:** To develop the understanding about the legal aspects of tourism.
- CO2:** To learn the various laws and Acts applicable in tourism industry.
- CO3:** To understand the legal procedures in tourism and travel sector.

### Unit 1

Introduction to Law and Business; Need and Scope of Laws in Tourism; Indian Contract Act, 1872 – Types of Contracts, Offer, Consideration; Indian Partnership Act, 1932 – salient features, definition, duties of partners, liability of partner, dissolution; The Companies Act 2013 – salient features, formation of company, Memorandum and Articles of Association, types of companies, steps in registration of a company.

### Unit 2

Salient features and importance of following Acts: Environment (Protection) Act 1986; Wildlife Protection (Amendment) Act 2022; National Green Tribunal Act, 2010; Consumer Protection Act, 2019 & Amendments; Food Safety and Standards Act, 2006 & Amendments; Ancient Monuments and Archaeological Sites and Remains Act, 1958, AMASR (Amendment and Validation) Act, 2010; Cyber laws and Tourism.

### Unit 3

Salient features and importance of following Acts: Immigration and Foreigners Act, 2025; The Passport Act, 1967 & Amendments; Special Permits - Foreigners (Protected Areas) Order 1958; Foreigners (Restricted Areas) Order, 1963, Goods and Services Tax Act 2017; Introduction of IPR: Copyrights Act 1957, Trade Marks Act 1999, Patent Act 1970, GI of Goods Act 1999.

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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Legal Aspects of Tourism	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC303	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**Unit 4**

Salient features and importance of following Acts: Insurance laws (Amendment) Act 2015 ; Foreign Exchange Management Act, 1999; International protocols and treaties: Warsaw Convention 1929, Chicago Convention 1944, Bermuda Convention 1946, Manila Declaration 1980, Montreal Convention 1999, Beijing Convention 2010.

**Suggested Readings**

- 3G E-Learning. (2019). *Legal Aspects in Tourism and Hospitality*. Delhi Book Store.
- Bansal, A., & Agarwal, K. (2019). *Tourism Laws*. Kaav Publications.
- Garg, S. (2017). *Tourism laws in India: A Comprehensive Manual of Concepts, Regulations, and Guidelines*. Universal Law Publishing.
- Barth, S. C., & Barber, D. S. (2017). *Hospitality Law: Managing Legal Issues in the Hospitality Industry* (5th ed.). Wiley Publications.
- Kaul, S. C. (2013). *Hospitality and Hotel Laws*. Axis Books Pvt Ltd.
- Bilal, S. (2013). *Tourism and Hospitality Law*.
- Bansal, A. (2012). *Legal Aspects for Hospitality and Travel-Tourism Industry*. SR Publications.



**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Human Resource Management	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC304	<b>Maximum Marks:</b> 100(Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028**

**Course Objective**

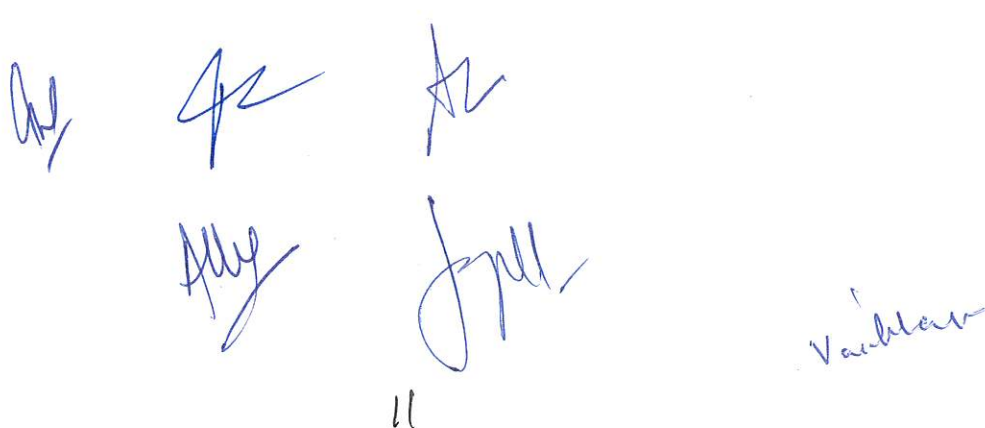
This course has been designed to familiarize the students with the concept of Human Resource Management and its importance in tourism which will help them to manage and direct the people in the organization effectively.

**Course Outcomes**

- CO1:**To understand the concept and different subsystems of Human Resource Management.
- CO2:**To develop the ability to design effective recruitment, selection, training and development programs for employees in tourism industry.
- CO3:**To analyze performance appraisal systems, feedback mechanisms, and performance improvement plans.
- CO4:**To describe the influence and significance of organizational culture on business operations and employee behaviour.

**Unit 1**

**Introduction to Human Resource Management** – Concept, nature, scope and objectives of Human Resource Management; evolution of HRM; importance of HRM in service and tourism industry; functions of HRM including managerial functions. Strategic Human Resource Management; HR Environment – internal and external environment; challenges in tourism and hospitality HRM; Human Resource Planning and HRIS – concept, process and techniques of manpower planning, Human Resource Information System (HRIS); Modern Trends – digital HR platforms, gig economy, flexible workforce and remote workforce management.

  
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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Human Resource Management	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC304	<b>Maximum Marks:</b> 100(Internal: 40, End Term: 60)

**Unit 2**

**Human Resource Acquisition and Development** – Job Analysis and Job Design – concept, process and methods of job analysis; job description and job specification; job design techniques including job rotation, job enlargement and job enrichment. Recruitment, Selection Process, steps in selection procedure, selection techniques; Training and Development – concept, importance and objectives; training need assessment (TNA); types of training; designing training programmes and evaluation of training effectiveness (Kirkpatrick Model). Career and Succession Planning – concept, career stages and succession planning process.

**Unit 3**

**Employee Performance and Compensation Management** – Performance Management – concept, objectives and process; performance appraisal methods including traditional methods and modern methods; feedback and performance improvement plans. Compensation Management – concept and components of compensation; factors influencing compensation; wage and salary administration; incentives and bonus plans. Employee Benefits, Job Evaluation – concept, objectives and method; HR Audit – concept, importance and process. Modern Trends – pay equity and fairness, performance analytics and key performance indicators (KPIs), and total rewards strategy.

**Unit 4**

**Employee Relations, Engagement and Contemporary HR Issues** – Industrial Relations - concept, importance; salient features of various HR related laws; Trade Unions (Amendment) Act 2001, Payment of Wages (Amendment) Act 2017, Industrial Disputes (Amendment) Act 2010, Employee Provident Fund Act 1952& Amendments; The Code on Social Security, 2020. Organizational Culture – concept, types of culture, cultural diversity and inclusion, and impact of culture on employee behaviour. Employee Engagement – concept, drivers of engagement, engagement strategies and work-life balance. Contemporary HR Issues – diversity and inclusion, ethics in HRM, workplace stress and employee well-being, remote and hybrid work models.

  
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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Human Resource Management	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC304	<b>Maximum Marks:</b> 100(Internal: 40, End Term: 60)

**Suggested Readings**

- Aswathappa, K. and Dash Sadhna (2023). Human Resource Management: Text and Cases (10<sup>th</sup> Ed.). McGraw Hill.
- Dessler Gary & Varrkey Biju (2020). Human Resource Management, 16e, Pearson Education.
- Sanghi, S. (2017). Human resource management. Vikas Publishing.
- Holsberry Christopher (2016). MBA Human Resources: Policy, Law and inequality. Lulu.com
- Chhabra, T. N. (2014). Human resource management: Concept and issues. New Delhi: Dhanpat Rai & Co.
- Rao, V. S. P. (2010). Human resource management (3rd ed.). Excel Books.

  
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**UNIVERSITY OF JAMMU**

**Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Tour Guiding and Interpretation	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 3-0-1)
<b>Course Code:</b> P2TTTE305	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028**

**Course Objective**

This course has been designed to familiarize the students with the Tour Guide and Interpretation; its significance, current trends and skills applicable in tourism industry.

**Course Outcomes**

**CO1:** To understand the roles and responsibilities of tour guides and interpreters in the tourism industry.

**CO2:** To plan and execute different types of tours (including adventure, forest, walking, and cycling tours) efficiently, considering logistics, safety, and time management.

**CO3:** To develop expertise in various tourist destinations, their attractions, historical significance, and their unique cultural aspects.

**Unit 1**

Tour Guiding- Introduction to tour guiding and tour escorting; Roles and importance of a tour guide; Types of tour guides; Difference between tour guide and tour escort; Competencies of a tour guide; Code of conduct for tour guides in India – Ministry of Tourism; Ethics in tour guiding; Contemporary trends in tour guiding.

**Unit 2**

The Planning and Transformational Stage- Pre-tour preparations for a tour guide; Dynamics of tour guiding: top visual priority, position triangle; Do's and Don'ts of a tour guide; Mechanics of tour guiding; tools of tour guiding trade; The role of technology for unforgettable journeys; Women as tour guides.

**Unit 3**

The Execution Stage- Guiding during coach tour; Guiding at sacred spaces; Designing and conducting heritage sites; Guiding at a museum; Guiding on walking tours; Guiding on hiking tours; Guiding on biking tours; Guiding on nature tours.

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**UNIVERSITY OF JAMMU**

**Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Tour Guiding and Interpretation	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 3-0-1)
<b>Course Code:</b> P2TTTE305	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028**

**Unit 4**

The Management Stage- Responsible guiding; Handling group dynamics; Handling challenging tourists; Handling questions; Handling grievances; Handling emergency situations.

**Suggested Readings**

- Sharma, S. (2025). *The Routledge Companion to Tour Guiding*. Taylor & Francis.
- Chowdhary, N. (2013). *Handbook of Tour Guides*, Matrix Publications
- Mitchell, G.E. (2005). *How to start a Tour guiding business*, Createspace Independent Pub.
- Lansangan, Z. (2008). *Principles and Ethics of Tour Guiding*, Rex Bookstore, Inc.
- Perks. J. and Barrie (2016). *J. How to be award winning Tour guide*, Xlibris Au.

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UNIVERSITY OF JAMMU

Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester: III(Third)</b>	<b>Course Credits:4 (L-T-P: 4-0-0)</b>
<b>Course Code:P2TTTE306</b>	<b>Maximum Marks: 100</b> <b>Internal :40 Marks End Term: 60 Marks</b>
<b>Course Title: Tourism Policy and Destination Planning</b>	

The syllabus is for the examination to be held in Dec 2026, Dec 2027 and Dec 2028.

**Course Objective**

This course has been designed to provide an understanding of the basic concepts of tourism economics, national tourism policy frameworks, and to familiarize the students with destination, management, planning and destination partnerships.

**Course Outcomes**

- CO1:** To understand the concepts of economics and economic systems.
- CO2:** To describe the tourism policies and schemes of India.
- CO3:** To describe the significance of destination management and elements of tourist destination.
- CO4:** To understand the destination partnerships about destination stakeholders.

**Unit 1**

**Economics for Tourism-**Definition and scope of economics;Economic System and Its Impact on Tourism Development, Macro & Micro Economic System, Demand & Supply, Determinants, Measurement of tourism demand, Forecasting, Methods of Demand Forecasting, Inflation, Recession, Savings & Investment, Export & Import, Multiplier Effects &Its Types, Displacement Effect, Costs and Benefits of Tourism, Monetary Policy- Repo Rate, Reverse Repo Rate, Cash Reserve Ratio(CRR).

**Unit 2**

**Tourism Policy-** Meaning and importance, Factors influencing tourism policy; National Tourism Policy 1982, National Action Plan for Tourism 1992, National Tourism Policy 2002: Strategic objectives and strategies; Tourism Schemes: PRASHAD, Swadesh Darshan Scheme, SAATHI, Dekho Apna Desh; National strategy for Adventure tourism, National strategy and Roadmap for development for Rural tourism J&K Tourism Policy 2020

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UNIVERSITY OF JAMMU

Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Semester:</b> III(Third)	<b>Course Credits:</b> 4 (L-T-P: 4-0-0)
<b>Course Code:</b> P2TTTE306	<b>Maximum Marks: 100</b> <b>Internal :40 Marks End Term: 60 Marks</b>
<b>Course Title: Tourism Policy and Destination Planning</b>	

The syllabus is for the examination to be held in Dec 2026, Dec 2027 and Dec 2028.

Unit 3

**Destination Management** – Introduction, concept and importance; elements of tourist destination; destination management organizations; stakeholders in destination management; ten A's of successful destinations

**Destination Planning** – Introduction, characteristics, history; destination management planning process; destination visioning; destination management research; destination image; destination product development – components of destination product, destination life cycle, destination quality, product development strategies and models, development of packages; Destination Master Plan; Destination branding.

Unit 4

**Destination Partnerships**-concept, need, types, benefits; Public Private Partnerships- role in destination development, challenges and barriers; destination team building; destination community relations; destination stakeholders-types, need for building relations; tourism and destination management boards; destination governance-dimensions, accountability, transparency; destination leadership

Suggested Readings

- Varshney, R. L. and Maheshwari, K. L. (2024). Managerial Economics. Sultan Chand.
- Mote, Victor L, Paul Samuel and Gupta, G. (2017). Managerial Economics. McGraw Hill Education.
- Pillmayer, M., Karl, M., & Hansen, M. (Eds.). (2024). Tourism destination development: A geographic perspective on destination management and tourist demand (Vol. 11). Walter de Gruyter GmbH & Co KG.
- Morrison, A. M. (2023). Marketing and managing tourism destinations. New York: Routledge.
- Morgan, N., Pritchard, A., & Pride, R. (2011). Destination branding: Creating the unique proposition. Butterworth-Heinemann.

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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Event Management	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTE307	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028**

**Course Objective**

To familiarize the students with the conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations, thereby providing them with a comprehensive understanding of the implementation of fundamental concepts in event planning, including budgeting, timelines and logistics.

**Course Outcomes**

**CO1:** To describe the concepts, principles, and key components of event management and MICE.

**CO2:** To create comprehensive event plans, including designing event concepts, setting objectives and outlining logistical details.

**CO3:** To develop the ability to design effective event marketing and promotional strategies to attract target audiences.

**CO4:** To understand the factors for the success of events and post-event analysis techniques to drive continuous improvement.

**Unit 1**

Event Management – meaning, definition, importance, types; need and functions of events, key elements of events; key players in event industry; structure of event industry; principles of event management; major elements of events; role of events in tourism and hospitality.

**Unit 2**

Event planning – concept, features, planning process steps, defining scope, developing programmes, analyzing staging requirements, APEX event specification guide; event coordination – establishing business relationships, request for proposals, event budgeting; Managing and developing Sponsorship, On site operations – risk management, plan and organize work flow, event team management.



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<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Event Management	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTE307	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028**

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**Unit 3**

Event marketing– research, marketing plan, Preparation of event advertising, Brochure developing, marketing strategy; Visitor management; Post event management – feedback; evaluation of event performance– concept research, formative evaluation, objective evaluation, summative evaluation; correcting deviations.

**Unit 4**

MICE– definition, concept, need, trends; Meetings– types, planning, layout; Incentives– motivations, types, role of destinations; Conventions– process, components of convention / conference markets, key players, impacts of conferences and conventions; Exhibitions– purpose, types, attracting visitors, leading hospitality and tourism trade fairs (WTM, ITB, SATTE, GITB, TTF), role of exhibitions in industry development.

**Suggested Readings**

- Van der Wagen, L., & White, L. (2018). *Event management: For tourism, cultural, business, and sporting events* (5th ed.). Cengage Learning.
- Sharma, A., & Arora, S. (2018). *Event Management and Marketing: Theory, Practical Approaches and Planning*. Bharti Publications.
- Jones, M. (2017). *Sustainable event management: A practical guide*. Routledge.
- Fenich, G. G. (2015). *Meetings, expositions, events, and conventions: An introduction to the industry* (4th ed.). Pearson Education.

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UNIVERSITY OF JAMMU

Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Special Interest Tourism	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L-T-P: 4-0-0)
<b>Course Code:</b> P2TTTE308	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028

**Course Objective**

To familiarize the students with special interest tourism concept and to acquaint them with its new paradigm of tourism.

**Course Outcomes**

**CO1:** To describe the concept, scope, classification and significance of special interest tourism within the industry.

**CO2:** To identify and categorize various special interest niches, such as Medical, Gastronomy, Adventure, Sports and other forms of tourism.

**CO3:** To analyse the global trends of special interest tourism and identify the various opportunities and challenges that need to be considered for its development.

**Unit 1**

Special Interest Tourism-concept, definition, importance; Classification of Special Interest Tourism; Determinants of Special Interest Tourism; Trends in Special Interest Tourism development; New paradigms in Special Interest Tourism: Light house tourism, Textile tourism, Aqua Based tourism, Industry and Mining tourism; Places associated with the work and life of legendary figures: Mahatma Gandhi, Pt. Jawaharlal Nehru, Dr. B. R. Ambedkar, Swami Vivekananda, Rabindranath Tagore, Subash Chandra Bose & Sardar Vallabhai Patel. Important places related to India's freedom struggle.

**Unit 2**

Medical tourism- concept, definition, benefits, trends, Global scenario of medical tourism, major destinations; health and wellness tourism in India; Adventure Tourism- concept, definition, types, guidelines for adventure tourism related activities, major destinations for adventure tourism; Sports Tourism- concept, benefits, trends, classification; major sporting events and destinations.

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UNIVERSITY OF JAMMU

Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Special Interest Tourism	
<b>Semester:</b> III(Third)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTE308	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

The Syllabus is for the Examination to be held in Dec. 2026, Dec. 2027, and Dec. 2028

Unit 3

Gastronomy and Culinary Tourism-definition, importance and trends; Food and drink festivals, major food and wine destinations; Shopping tourism- concept and importance, major shopping destinations, shopping festivals, emerging trends in shopping tourism; Film tourism- definition, forms and importance, Government initiative and plans to promote film tourism, important film tourism destinations.

Unit 4

Dark and Doom tourism- definition and types, motivation for dark and doom tourism, famous dark and doom tourism destinations; Rural tourism- definition, types, opportunities and challenges, major destinations; Avitourism- Definition, types and benefits of birding travel, top birding travel destinations.

Suggested Readings

- Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). Special Interest Tourism: Concepts, Contexts and Cases. CABI.
- Douglas, N., & Derrett, R. (2001). Special interest tourism. John Wiley and Sons Australia, Ltd.
- Hall, C. (2013). Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility. Routledge.
- Hjalager, A. M., & Richards, G. (Eds.). (2003). Tourism and gastronomy. Routledge.
- Beeton, S. (2016). Film-induced tourism. Channel view publications.
- Timothy, D. J. (2005). Shopping tourism, retailing and leisure. Channel View Publications.
- Lennon, J. J., & Foley, M. (2000). Dark tourism. Cengage Learning EMEA.

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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
**2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program: MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Course Title: Research Based Project/ Dissertation</b>	
<b>Semester: IV (Fourth)</b>	<b>Course credits: 16</b>
<b>Course Code: P2TTRC401</b>	<b>Maximum Marks: 300</b>

The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029

**Course Objective:**

The aim of this research project is to help the students to apply their knowledge and to develop practical managerial skills by working on a real-world business problem. This project is designed to bridge the gap between theoretical learning and real business challenges, thereby enhancing their readiness for future career opportunities.

**Course Outcomes**

After successful completion of the course, students will be able to:

- CO1:** Identify and define a research problem.
- CO2:** Apply appropriate methods and tools for data collection and analysis.
- CO3:** Draw logical conclusions and suggest relevant recommendations.
- CO4:** Prepare and present a structured project report following academic standards

**Course Structure / Research Based Project/ Dissertation Format**

A. The preliminary section includes the Title Page (showing the dissertation title, student's name, degree, institution, and submission date), followed by the Certificate, Declaration, and Acknowledgement. It also contains the Table of Contents with chapters and page numbers, a List of Tables, Figures, and Appendices with their references, and an Executive Summary of about 500 words covering the objectives, methodology, key findings, and conclusions of the study.





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<b>Program: MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Course Title: Research Based Project/ Dissertation</b>	
<b>Semester: IV (Fourth)</b>	<b>Course credits: 16</b>
<b>Course Code: P2TTRC401</b>	<b>Maximum Marks: 300</b>

The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029

**B.** The main body of the project is organized into the chapters to ensure a systematic and logical presentation of the research work. The chapters shall include Introduction, Review of Literature, Research Methodology, Data Analysis and Interpretation, Findings and Discussion, and Conclusion and Recommendations.

**C.** The end section of the project includes the References or Bibliography, where all sources used in the study are listed in a standard format such as APA or MLA, along with proper in-text citations throughout the report. It also includes the Appendices, which provide supporting materials such as the questionnaire, raw data, and additional tables or documents that are relevant to the study but not included in the main body.

**Evaluation Scheme for Research Project**

Components	Marks
Report/ Dissertation	150
Presentation (PPT) & Viva Voce	150
Total	300

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**UNIVERSITY OF JAMMU**  
**Master's Degree Program**  
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<b>Program: MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Course Title: Strategic Management</b>	
<b>Semester: IV (Fourth)</b>	<b>Course credits: 4 (L–T–P: 4-0-0)</b>
<b>Course Code: P2TTTC402</b>	<b>Maximum Marks: 100 (Internal: 40, End Term: 60)</b>

**The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029**

**Course Objective**

To introduce the concept of strategic management and familiarize the students with the importance and relevance of strategy in improving business performance, particularly in tourism and hospitality sectors.

**Course Outcomes**


- CO1:** To understand strategic management and strategic intent.
- CO2:** To analyze formulation, implementation, and control of strategies.
- CO3:** To apply organizational appraisal techniques.
- CO4:** To evaluate corporate level strategies.
- CO5:** To develop strategic solutions in tourism context.

**Unit 1**

Strategy-Meaning, nature, and characteristic; Difference between strategy, tactics, and policy; Importance and benefits of strategy in business; Strategic Management Process; Levels of Strategy: Corporate-level strategy; Business-level strategy; Functional-level strategy; Strategic Intent-Vision; Mission; Goals and Objectives; SMART framework; Corporate Governance; Strategic decision making; Tourism strategy applications.

**Unit 2**

Environmental Analysis & Strategy Formulation- Environmental scanning; PESTLE Analysis; Industry Analysis: Structure-Conduct-Performance paradigm; Porter's Five Forces Model; Organizational appraisal- competence vs. capability; Organizational Appraisal Techniques: SWOT Analysis, TOWS Matrix, Benchmarking, Balanced Score Card; Competition Analysis in tourism.

  
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<b>Program: MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Course Title: Strategic Management</b>	
<b>Semester: IV (Fourth)</b>	<b>Course credits: 4 (L–T–P: 4-0-0)</b>
<b>Course Code: P2TTTC402</b>	<b>Maximum Marks: 100 (Internal: 40, End Term: 60)</b>

**The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029**

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**Unit 3**

Corporate Level Strategies- Stability strategy, Expansion strategy, Diversification strategy, Integration strategies- Forward integration; Backward integration; Horizontal integration; Business Level Strategies- Cost leadership strategy; Differentiation strategy; Focus strategy; Hybrid strategies; Diversification strategies-Related diversification; Unrelated diversification; Conglomerate diversification; Cooperative strategies; Retrenchment strategies; Strategic Analysis & Choice-BCG Matrix; GE Matrix; Criteria for strategy selection

**Unit 4**

Strategy Implementation: Strategy–structure relationship; Types of organizational structures: Functional, Divisional, Matrix; Resource allocation; Role of leadership in implementation; Organizational culture and change; Strategy evaluation; Performance measurement tools: Balanced Scorecard; Key Performance Indicators (KPIs) in tourism; Control Systems; Contemporary Strategic Issues-Digital transformation in tourism; Role of Artificial Intelligence in strategy; Sustainable tourism strategy; Corporate Social Responsibility (CSR); Crisis and risk management.

  
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<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Strategic Management	
<b>Semester:</b> IV (Fourth)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC402	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029**

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**Suggested Readings**

- D. Fred R., D. Forest R., D. Meredith E., J. Isaac, K. Hanif and C. Ranjan (2024). Strategic Management Concepts: A Competitive Advantage Approach. Pearson. 18<sup>th</sup> Edition.
- Chandrasekaran, N., and Anantha Narayanan, P. (2024). Taxmann's Strategic Management - Thorough exploration of strategic management concepts. Taxmann Publications Private.
- K. Azhar and K. Adela. (2020). Strategic Management, McGraw Hills. 5h Edition.
- Bhatia, P. S. (2018). *Fundamentals of digital marketing*. Pearson India.
- Charlesworth, A. (2018). Digital marketing: A practical approach. Routledge. 3<sup>rd</sup> Edition

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**UNIVERSITY OF JAMMU**

**Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program: MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Course Title: Digital Marketing</b>	
<b>Semester: IV (Fourth)</b>	<b>Course credits: 4 (L–T–P: 4-0-0)</b>
<b>Course Code: P2TTTC403</b>	<b>Maximum Marks: 100 (Internal: 40, End Term: 60)</b>

**The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029**

**Course Objective**

This course has been designed to familiarize students with the importance of digital marketing and to make them aware of current trends, issues, and changing patterns in the tourism and hospitality industry.

**Course Outcomes**

- CO1:** To know about the digital marketing and its tools and ASCOR framework to optimize marketing strategies.
- CO2:** To learn how to manage digital marketing revenue, service delivery and electronic payment systems.
- CO3:** To acquire the knowledge and skills necessary to navigate legal complexities and ethical challenges in digital marketing effectively.
- CO4:** To understand digital marketing communication and the role of AI and automation in marketing, along with their challenges and limitations.

**UNIT I**

**Introduction to Digital Marketing-** Evolution of Digital Marketing, Principles, Components, Process, 7 Ds of Digital Marketing, Digital Marketing Plan, Tools of Digital Marketing (Search Engine Optimization, Search Engine Marketing, Blogging, Social Media Marketing, Content Marketing). Online Advertisement, Rules/Guidelines of Online Advertising, Key digital advertising tools in India; Display Advertising; Public Relations

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**Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program: MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Course Title: Digital Marketing</b>	
<b>Semester: IV (Fourth)</b>	<b>Course credits: 4 (L–T–P: 4-0-0)</b>
<b>Course Code: P2TTTC403</b>	<b>Maximum Marks: 100 (Internal: 40, End Term: 60)</b>

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(PR); Online Direct Marketing; Digital Campaigns- Basic Elements of Digital Campaigns, Campaign Management, Digital Marketing Framework (ASCOR).

**UNIT-II**

**Digital Marketing Execution Elements-**Managing Digital Marketing Revenue, Digital Revenue generating Models, Customer loyalty Management in the Digital Era; Rise of Relationship Marketing: Turning Loyalists to Advocates, Driving Advocates through Customer Experience; Managing Service Delivery and Payments- Understanding Electronics Payment Systems, Emerging Digital Marketing Payments Solutions

**UNIT III**

**Digital Marketing and Laws-** Ethical Practices in Digital Marketing, Strategic Legal Issues for Marketers, Real-time Legal Issues for Marketers, Ethical Concerns with Social Media; Privacy Issues; Fears and Phobias of Online Customers; Cyber Laws; Emerging Issues in Digital Marketing.

**UNIT IV**

**Digital Marketing Communication and Innovation:** Digital Innovation; advantages and disadvantages, Innovative tech: Marketing Automation, Voice search, Innovative apps; Artificial Intelligence (AI)- AI for Marketers, AI in Customer Journey, Automation in Marketing Campaigns, Limitations and Challenges of AI.

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Master's Degree Program  
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Program: MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title: Digital Marketing	
Semester: IV (Fourth)	Course credits: 4 (L–T–P: 4-0-0)
Course Code: P2TTTC403	Maximum Marks: 100 (Internal: 40, End Term: 60)

The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029

**Digital Business–Landscapes & Emerging Areas:** Digital Marketing Landscape- Conceptualizing the Digital Marketing Landscape, Digital Marketing Technology / Tools Landscape; Digital Marketing: Emerging trends and Concepts; Big Data & IOT- Data Technologies impacting marketing; Emerging Web3.0 trends; Blockchain technology; Metaverse; Audio- Social Marketing.

**Suggested Readings**

- Hanlon Annmarie. (2022). Digital Marketing Strategic Planning & Integration.(2<sup>nd</sup> Edition). Sage.
- Chaffey, D., & Smith, P. R. (2023). Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. (6<sup>th</sup> Edition). Routledge.
- Gupta Seema. (2023). Digital Marketing. (3<sup>rd</sup> Edition). Mc Graw Hill.
- Figueroa, C. (2019). Introduction to Digital Marketing 101: Easy to Learn and Implement Hands-on Guide for Digital Marketing. BPB Publications.
- Bhatia, P. S. (2018). Fundamentals of Digital Marketing. Pearson India.
- Charlesworth, A. (2018). Digital Marketing: A Practical Approach (3<sup>rd</sup> Edition). Routledge.

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**University of Jammu**

**Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program:</b> MBA (Tourism & Travel Management) – MBA (TTM)	
<b>Course Title:</b> Tourism Transportation	
<b>Semester:</b> IV(Fourth)	<b>Course credits:</b> 4 (L–T–P: 4-0-0)
<b>Course Code:</b> P2TTTC404	<b>Maximum Marks:</b> 100 (Internal: 40, End Term: 60)

**The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029**

**Unit 2**

Air Transportation –evolution and growth of civil aviation in world and India; Institutional framework – ICAO, IATA, AAI, DGCA; Open sky policy; India national civil aviation policy (2016) – salient features; Licensing of air carriers; Limitations of weights and capacities; Scheduled and non-scheduled airlines services; Major airline alliances – Star Alliance, Sky team, One world; International airports in India.

**Unit 3**

Road Transport –overview and history; Car hire companies including car rental scheme and tourist coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate; Classification of roads – expressways, national highways, state highways; types of permits in India; major players in road transportation; Bus Rapid transit system in India; International road networks – Asian Highway Network, European Road Network;

**Unit 4**

Water Transport –types (inland, coastal, oceanic); major national waterways of India; major and minor ports of India; Cruise tourism – concept, trends, types of cruises, major cruise lines of the world; Indian cruise tourism scenario, River cruises in India.

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**University of Jammu**

**Master's Degree Program  
2 years Master's Degree in MBA (TTM) as per NEP 2020**

<b>Program: MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Course Title: Tourism Transportation</b>	
<b>Semester: IV (Fourth)</b>	<b>Course credits: 4 (L–T–P: 4-0-0)</b>
<b>Course Code: P2TTTC404</b>	<b>Maximum Marks: 100 (Internal: 40, End Term: 60)</b>

**The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029**

**Course Objective**

To provide an insight into various modes of transportation and make the students aware about the recent trends in government policies and management of transportation in the context of tourism industry.

**Course Outcomes**

- CO1:** To know about the significance of tourism transportation as an essential component of tourism infrastructure.
- CO2:** To understand the air transport industry of India.
- CO3:** To learn the different aspects of road and rail transport.
- CO4:** To know about water transportation in general and cruise tourism in particular.

**Unit 1**

Nature, scope and importance of transport in tourism; modes of transportation; landmarks in the development of transport sector and the consequent socio-economic, cultural and environmental implications; Rail Transport –major railways of world-British Rail, Euro Rail, Amtrak, Orient Express, Trans-Siberian railway and luxury train of the world, Indian railways – past, present and future, major tourist trains in India, IRCTC and railway tour packages, hill trains, urban rail network in India- special trains in India.



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<b>Program: MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Course Title: Tourism Transportation</b>	
<b>Semester: IV(Fourth)</b>	<b>Course credits: 4 (L–T–P: 4-0-0)</b>
<b>Course Code: P2TTTC404</b>	<b>Maximum Marks: 100 (Internal: 40, End Term: 60)</b>

**The Syllabus is for the Examination to be held in May 2027, May 2028 and May 2029**

**Suggested Readings**

- Jeans J. Stephen (2025). Waterways and Water Transport in Different Countries. Zinc Read
- Graham Anne (2019). Air Transport – A Tourism Perspective. Elsevier.
- Gross Sven and Klemmer Louisa (2014), Introduction to Tourism Transportation (Cabi Tourism Texts), Cab Intl, Atlantic Publishers and Distributors (P) Ltd .
- Badan, B.S. and Bhatt Harish (2019). Transport for Travel and Tourism. Commonwealth Publishers.
- J. Page, Stephem (2009), Transport and Tourism: Global Perspectives, Prentice Hall, New Delhi.
- IATA Training Manual.
- Air Cargo Tariff Manual.

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