



# UNIVERSITY OF JAMMU

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

Academic Section

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## NOTIFICATION (24/Oct./Adp./ 78)

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 Study of subject of **MBA (TTM)** for Master Degree Programme of Semesters **III and IV** under the **Choice Based Credit System** (as given in the annexure) for the examinations to be held in the years as per the details given below:

Subject	Semester	for the examination to be held in the years
MBA (TTM)	Semester-III	December 2024, 2025 and 2026
	Semester-IV	May 2025, 2026 and 2027

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

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DEAN ACADEMIC AFFAIRS

No. F. Acd/II/24/11375-385

Dated: 24/10/24

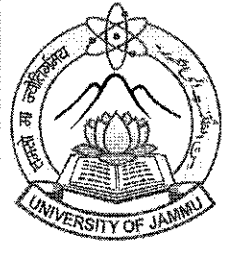
Copy for information and necessary action to:

1. Dean, Faculty of Business Management
2. Director/Convener, Board of Studies in Hospitality and Tourism Management
3. All members of the Board of Studies
4. Programmer, Computer Centre, Examination Wing University of Jammu
5. Incharge, University Website for Uploading of the notification.

*Sumitasharma*  
24/10/24  
Deputy Registrar (Academic)

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**School of Hospitality and Tourism Management  
Faculty of Business Studies  
University of Jammu**

**Course Structure and Syllabus of**

**MBA (Tourism & Travel Management)  
Under Choice Based Credit System (CBCS)**

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University of Jammu started a two year full time Master's Degree Programme in Tourism Management (MTM) in the year 2001-2002 in Department of Management Studies. On July 27, 2005, University of Jammu established Centre for Hospitality & Tourism Management (CHTM) with an objective to develop tourism professionals and promote research. In the year 2009, Centre was upgraded to the School of Hospitality & Tourism Management (SHTM) and the degree was renamed as Masters in Business Administration (Hospitality & Tourism) – MBA (HT). From the Academic Session 2023 – 24, the nomenclature of MBA (HT) has been aligned with the UGC Regulations and has been changed to MBA (Tourism & Travel Management) or MBA (TTM). SHTM today offers Under Graduate Programme, Post Graduate Programme, Ph.D. program and also other certificate and diploma programmes.

### **Salient Features of the Programme**

The MBA (TTM) program is a student centric program with an objective of developing a career in tourism, travel and allied industries domestically and globally. The programme through its upgraded curriculum enables the students to become industry leaders by acquiring knowledge and skills required by the corporate world. Students who want to tread the entrepreneurial path can receive insights and impetus to become able entrepreneurs. Some of the salient features of the Programme are

1. **Experiential Learning** – The curriculum has inbuilt components of experiential field based learning. Through this the students will get ample opportunities to explore the surroundings of the real work in travel and tourism sector, understand the working of the tourism eco-system, reflect upon the learning, identify problems and propose solutions which can be beneficial for the tourism and travel industry.
2. **Industry Oriented** – In addition to equipping the students with various functional areas of management, the courses are designed to building knowledge, skills and attitude (KSA) required to be successful in tourism, travel and allied industries. Students will be provided ample opportunities to interact and learn from industry professionals through regular interactions, industry oriented workshops and related activities
3. **Application Oriented** – Through the experiential field based learning modules, non-credit and value added courses of relevance, practical assignments, case studies, industry training, internships and On the Job training, the programme lays emphasis on applying the knowledge on a regular basis. Students will be provided ample opportunities to participate in various

events, organize cultural and tourism related activities, engage with government officials, write articles for magazines and newspapers, and related academic activities.

4. **Entrepreneurship Oriented** – The curriculum will encourage the students to explore the industry, identify business opportunities and motivate them to take calculated risk of starting their own enterprise in future. Students will be encouraged to develop business plans, participate in various Ideathons, Hackathons and also interact with various entrepreneurs in the industry.
5. **Alumni Mentoring** – Students can get access and support from the alumni of SHTM who are either working in the corporate or have become first generation entrepreneurs in the industry for mentoring and guidance.

### **Programme Outcome (PO) – MBA (TTM)**

MBA in Tourism & Travel Management is the flagship programme of the School of Hospitality and Tourism Management, University of Jammu.

1. To equip the students with requisite domain knowledge in tourism and travel sector, hard and soft skills necessary to provide effective leadership.
2. To develop communication, presentation, leadership and design thinking skills enabling them to emerge as effective professionals
3. To assist students to apply reasoning by the contextual knowledge to assess economic, social, cultural, technological, legal issues and their consequent impact on the decision making.
4. To inculcate proactive thinking and positive attitude to ensure effective leadership and performance in the dynamic business ecosystem of the tourism industry
5. To enable the students to apply the domain knowledge through case studies, practical, industry training & internships and experiential learning modules
6. To foster entrepreneurial spirit among the students and encourage them to create their own enterprise in future aligned with the national priorities.

### **Course Structure**

The programme is divided into four semesters. The total number of credits to be earned is 120 credits. Twenty Five (25%) of the credits are to be earned from practical / field based experiential learning / industry training and internship and other related activities.

- The student is also supposed to complete one 04 Credit Massive Open Online Course (MOOC) through the Swayam platform before the end of the Semester III. The student can

enroll in the course from Semester 1 itself and has to ensure that 04 credits are earned before the end of Semester III. This is the mandatory requirement to earn the degree. (Details can be sought from Departmental Swayam Coordinator).

- The student will have to undergo a one course (Open course) of 4 credits from any other department of University of Jammu during Semester IV for completion of the MBA (TTM) degree as per the guidelines issued by the University. This is subject to amendments / modifications as per the guidelines of the University from time to time.

### Semester Wise Marks for MBA (TTM)

MBA (TTM)	Total Marks
SEMESTER I	700
SEMESTER II	750
SEMESTER III	850
SEMESTER IV	700
<b>TOTAL</b>	<b>3000</b>

### Course Code

- PSMTTC –Post – Graduation MBA (TTM) Theory Compulsory
- PSMTTE –Post – Graduation MBA (TTM) Theory Elective
- PSMTTO –Post – Graduation MBA (TTM) Optional
- PSMTTC- Post – Graduation MBA (TTM) Practical Compulsory

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## COURSE STRUCTURE OF MBA (TOURISM & TRAVEL MANAGEMENT)

S.No.	Course No.	Course Title	Credits	L-T-P
<b>SEMESTER I [TOTAL CREDITS = 28]</b>				
1	PSMTPC101	Experiential Field Based Learning-I	6	0-0-6
2	PSMTTC102	Principles of Management	4	4-0-0
3	PSMTTC103	Tourism Concepts, Principles and Linkages	4	3-0-1
4	PSMTTC104	Hospitality Management	4	3-0-1
5	PSMTTC105	Business Research Methods	4	4-0-0
6	PSMTTC106	Design Thinking	2	1-0-1
7	PSMTTC107	Tourism Geography	2	2-0-0
8	PSMTTC108	Business Communication	2	2-0-0
<b>SEMESTER II [TOTAL CREDITS = 30]</b>				
1	PSMTPC201	Experiential Field Based Learning-II	4	0-0-4
2	PSMTTC202	Travel Agency and Tour Operations	4	3-0-1
3	PSMTTC203	Tourism Marketing	4	3-0-1
4	PSMTTC204	Itinerary Preparation and Tour Packaging	4	4-0-0
5	PSMTTC205	Tourism Resources of India	4	4-0-0
6	PSMTTC206	Innovation and Entrepreneurship in Tourism	4	4-0-0
7	PSMTTC207	Accounts and Financial Management	4	4-0-0
8	PSMTTC208	Foreign Language – I	2	2-0-0
9		Non Credit Course - I*	-	
<p>The student will have to undergo Compulsory Industry training and Internship for a period of 6 to 8 weeks after the end of second semester. The outcome of the training and internship will be evaluated in Semester III under course No. PSMTPC301</p>				
<b>SEMESTER III [TOTAL CREDITS = 34]</b>				
1	PSMTPC301	Industry Training & Internship (Report+ viva voce)	6	0-0-6
2	PSMTTC302	Tourist Behavior and Marketing Research	4	3-0-1
3	PSMTTC303	Legal Aspects of Tourism	4	4-0-0
4	PSMTTC304	Human Resource Management	4	4-0-0
5	PSMTTE351	Massive Online Open Course (MOOCs) through Swayam platform	4	4-0-0
<b>Discipline Specific Elective Courses (Any three)</b>				
6	PSMTTE305	Tour guiding and Interpretation	4	3-0-1
7	PSMTTE306	Destination Planning and Development	4	4-0-0
8	PSMTTE307	Event Management	4	2-0-2
9	PSMTTE308	Special Interest Tourism	4	4-0-0
<b>SEMESTER IV [TOTAL CREDITS = 28]</b>				
1	PSMTPC401	On the Job Training	10	0-0-10
2	PSMTTC402	Strategic Management	2	2-0-0
3	PSMTTC403	Digital Marketing	2	2-0-0
4	PSMTTC404	Life Skills and Business Etiquettes	2	2-0-0
5	PSMTPC405	Travel Media and Journalism	2	2-0-0
6	PSMTTC406	Tourism Transportation	2	2-0-0
7	PSMTTC407	IT Skills for Tourism	2	2-0-0
7	PSMTTC408	Comprehensive Viva Voce	2	2-0-0
8	PSMTTE451	Open Course/ Massive Online Open Course (MOOCs) through Swayam platform	4	4-0-0
		Non Credit Course - II*	-	
<p>The student will have to undergo Mandatory On-the-Job training for a period of 8 to 12 weeks during their 4th semester, after 6-8 weeks of their class work. The outcome of this training will be evaluated in Semester IV under course No. PSMTPC401.</p>				

\* Refer section on Non Credit Courses for details

## Examination Patten

### Theory Based Papers / Dissertation

Credits	Minor Exam	Major Exam	Total Marks
02	20 Marks	30 Marks	50 Marks
04	40 Marks	60 Marks	100 Marks

### Experiential Field Based Learning / Practical

Semester	Credits	Report	Presentation / Viva	Total Marks
1	6	100 Marks	50 Marks	150 Marks
2	4	60 Marks	40 Marks	100 Marks

### Industrial Training & Internship

Semester	Credits	Report	Presentation / Viva	Total Marks
3	6	100 Marks	50 Marks	150 Marks

### On the Job Training

Semester	Credits	Report	Presentation / Viva	Total Marks
4	10	150 Marks	100 Marks	250 Marks

## Theory Based Papers

### Minor Exam

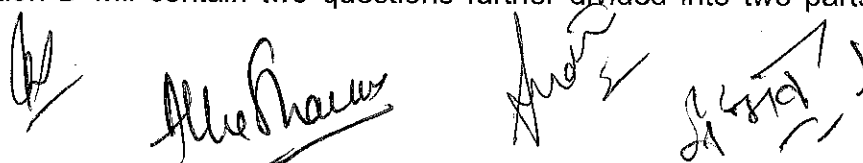
The components of Minor exams are as follows:

Component	2 Credit Course (20 Marks)	4 Credit Course (40 Marks)
Mid Semester Test / Minor I	10	15
Assignment & Presentation / Practical Based Evaluation	5	10
Snap Test	-	5
Case Study / Practical Evaluation	5	10

### Major Exam

#### For 4 credit courses (60 Marks)

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of



each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

**For 2 credit courses (30 Marks)**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. all questions carry equal marks i.e 7.5 (7.5\*4 = 30).

**Non Credit Courses**

In addition to the credit based courses, the course curriculum of MBA (TTM) also includes Non Credit Courses which may be offered in Semester II and Semester IV of the program. The objective of the non-credit courses is to provide knowledge and skills which are relevant to the tourism, travel and allied industries. Through these courses, the students will get an opportunity to learn from industry professionals / policy makers from government / specialized trainers. The Department Affairs Committee (DAC) of the department in consultation with the students will identify need based courses that will be offered to the students. One or more than one course shall be offered to the students. Courses / Workshops / any other activity which will be fee-based, the students who opt for the same will have to bear an additional cost over and above the programme fees.

Some of the indicative courses that are proposed to be offered include

1. **Industry-Interface Programme/ Workshop** – The objective of this course will be to invite industry professionals to the University of Jammu. This will help the students to get an exposure on contemporary trends in the industry and also will help them in training and placements
2. **Workshop on MS-Office / Industry Oriented Software's likes PMS, CRS, Amedus** - The objective of this course will be to provide skill based training on various software that are used in the industry.
3. **Leadership Development Programme** – The objective of this course will be to provide exposure in any specific special interest tourism activity (e.g. adventure tourism, rural tourism)

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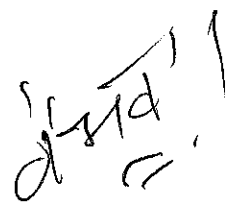
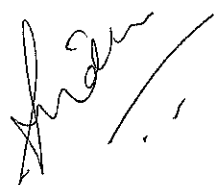
and take the students to various national level institutes / universities for cross cultural and leadership orientation. Any field based activity can also be included as part of this course.

4. **Alumni Mentoring Programme** – The objective of this course is to connect each student of the programme with any one alumni who is serving in the corporate or is an entrepreneur. Students will be expected to interact and learn from the alumni through volunteer work / real time projects which will enable them to learn the finer aspects of working in the industry.
5. **Employment Orientation Course** – The objective of this course will be to enable to students to learn the skills which will help them to effectively participate in the employment / placement process.
6. **Banking and Foreign Exchange Management/ Accounting** – The objective of this course will be to provide real life experience of interacting with the banking system and also learn about the finer aspects of foreign exchange, which will help them in their careers.
7. **Student Exchange with various Universities across the country** – The objective of this course will be to provide an opportunity to learn with the students of other Universities in the UT / region or country. This will provide them an understanding of cross cultural issues and gain knowledge about other regions of the country.
8. **Any other need-based contemporary Issue to be decided by the DAC**

The School also offers PSMHTO 0002 (Title: Tourism Concepts & Principles) of 4 credits as Open Choice Course for the students of other Departments during semester IV.



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# SEMESTER 3

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 6 (L-T-P: 0-0-6)</b>
<b>Course Code : PSMTTC301</b>	<b>Maximum Marks : 150</b>
<b>Course Title : Industry Training &amp; Internship</b>	

**The Syllabus is for the Examination to be held in Dec. 2024, Dec. 2025, and Dec. 2026**

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**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 industry training and internship at reputed tourism and travel organizations 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-gritty of the travel, aviation or hospitality sector/ any Event Management company/Non-Government Organizations / Destination Management Organizations/Department of Tourism, etc.
2. The internship training is done individually.
3. 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.
4. The students are required to document the information of their activities undertaken at the internship on day-to-day basis in their logbook.
5. Students have to send her/his geo tagging photos to the Faculty mentor allotted by the department.
6. 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.

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 6 (L-T-P: 0-0-6)</b>
<b>Course Code : PSMTTC301</b>	<b>Maximum Marks : 150</b>
<b>Course Title : Industry Training &amp; Internship</b>	

7. 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 Academic Committee (DAC).
8. The students need to get the two original certificates.

### **Evaluation**

Presentation & Viva Voce: 50 Marks

Final Compiled Report: 100 Marks

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 3-0-1)</b>
<b>Course Code : PSMTTC302</b>	<b>Maximum Marks : 100</b> <b>Internal : 40 Marks End Term: 60 Marks</b>
<b>Course Title : Tourist Behavior and Marketing Research</b>	

**The Syllabus is for the Examination to be held in Dec. 2024, Dec. 2025, and Dec. 2026**

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**Course Objective**

This course has been designed to familiarize the students about the tourist behavior 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 behavior,

CO2: To Analyze the theories of tourist perception, learning, and attitude, and to develop effective strategies for influencing tourist behavior and enhancing marketing efforts.

CO3: To explore the impact of cultural dimensions on tourist behavior, including cross-cultural differences

CO4: To develop the ability to design, implement, and analyze market research specifically tailored to understanding tourist behavior and preferences.

**Unit 1**

Introduction: Concept of tourist behaviour; importance of understanding tourist behaviour; factors affecting tourist behaviour; models of tourist behaviour; Tourist motivation – types and systems of need; Personality and tourist behaviour – theories, self and self image.

**Unit 2**

Tourist perception – elements, dynamics, perceived risk; Tourist learning – behavioural learning and cognitive learning theories, measures of learning; tourist attitude formation and change – structural models (tri-component, multi-attribute, tying to consumer) and strategies for attitude change (ELM, cognitive dissonance and attribution theory).

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 3-0-1)</b>
<b>Course Code : PSMTTC302</b>	<b>Maximum Marks : 100</b>
<b>Internal : 40 Marks End Term: 60 Marks</b>	
<b>Course Title : Tourist Behavior and Marketing Research</b>	

### Unit 3

Culture and Tourist Behaviour – concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behaviour – concept and challenge, cultural shock, differences among societies, multi cultural competence.

### Unit 4

Marketing research: meaning, definition, characteristics; marketing research process, research design; Qualitative and Quantitative Research; sampling design and procedures, sample size determination; questionnaire development; measurement and scaling techniques, data analysis techniques, report preparation and presentation, ethics in marketing research.

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>	<b>40 Marks</b>	
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
<b>B</b>	<b>End Term Examination</b>	<b>60 Marks</b>	
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

### Suggested Readings

- 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.
- Pizam, A. and Mansfield, Y. (2000). Consumer Behaviour in Travel and Tourism, New York: Routledge.
- Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge: Cambridge University Press.
- Malhotra, N.K. and Dash, S. (2016). Marketing Research – An Applied Orientation, Pearson

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 3-0-1)</b>
<b>Course Code : PSMTTE305</b>	<b>Maximum Marks : 100</b> <b>Internal : 40 Marks End Term: 60 Marks</b>
<b>Course Title : Tour Guiding and Interpretation</b>	

**The Syllabus is for the Examination to be held in Dec. 2024, Dec. 2025, and Dec. 2026**

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**Course Objective**

This course has been designed to familiarize the students about 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 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; characteristics of a Tour Guide; code of conduct for tour guides in India – Ministry of Tourism; steps to become a tour guide; ethics in tour guiding.

**Unit 2**

Tour guiding in India; 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; designing and conducting heritage tours.

**Unit 3**

Guiding during coach tour, religious sites; designing and conducting heritage walks; Guiding at museum; guiding at ASI site, guiding at walking tours, guiding during cycling tours, guiding during adventure trips, guiding during forest tours, guiding during market tours.

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 3-0-1)</b>
<b>Course Code : PSMTTE305</b>	<b>Maximum Marks : 100</b>
<b>Internal : 40 Marks End Term: 60 Marks</b>	
<b>Course Title : Tour Guiding and Interpretation</b>	

#### Unit 4

Responsible guiding; handling difficult tourists; handling questions; handling cross cultural issues; handling emergencies -medical emergencies, local unrest, theft, loss of passport; itinerary planning and implementation.

#### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>	<b>40 Marks</b>	
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
<b>B</b>	<b>End Term Examination</b>	<b>60 Marks</b>	
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

#### Suggested Readings

- 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**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTC303</b>	<b>Maximum Marks : 100</b>
	<b>Internal : 40 Marks End Term: 60 Marks</b>
<b>Course Title : Legal Aspects of Tourism</b>	

**The Syllabus is for the Examination to be held in Dec. 2024, Dec. 2025, and Dec. 2026**

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### **Course Objective**

This course has been designed to familiarize the students about 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 able 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; Licensing Act 2003.

### **Unit 2**

Salient features and importance of following Acts: Environment Protection Act 1986; Wildlife Protection Act 1972; National Green Tribunal Act, 2010; Consumer Protection Act, 2019; Food Safety and Standards Act, 2006; Ancient Monuments and Archaeological Sites and Remains Act, 1958, Cyber laws and Tourism.

### **Unit 3**

Salient features and importance of following Acts: The Foreigners Act, 1946, The Passport (Entry into India) Act, 1920, The Passport Act, 1967; Registration of Foreigners Act, 1939; Special Permits - Foreigners (Protected Areas) Order 1958; Foreigners (Restricted Areas) Order, 1963, Goods and Services Tax, Introduction of IPR: Copy rights, Trade Marks, Patent Act



**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTC303</b>	<b>Maximum Marks : 100</b>
<b>Internal : 40 Marks End Term: 60 Marks</b>	
<b>Course Title : Legal Aspects of Tourism</b>	

**Unit 4**

Salient features and importance of following Acts: Insurance Act, 1938 (with special reference to travel insurance); Foreign Exchange Management Act, 1999; International Perspective - Warsaw Convention 1929, Chicago Convention 1944, Manila Declaration 1980, Montreal Convention 1999.

**Scheme of Examination**

		<b>Time</b>	<b>Marks</b>
<b>A</b>	<b>Internal Assessment</b>	<b>40 Marks</b>	
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
<b>B</b>	<b>End Term Examination</b>	<b>60 Marks</b>	
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

**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**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTC304</b>	<b>Maximum Marks : 100</b> <b>Internal : 40 Marks End Term: 60 Marks</b>
<b>Course Title : Human Resource Management</b>	

**The syllabus is for the examination to be held in Dec 2024, Dec 2025 and Dec 2026.**

### **Course Objective**

This course has been designed to familiarize the students about 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 programmes 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 behavior.

### **Unit 1**

Human Resource Management - concept, nature and scope, objectives and importance; Evolution of HRM; HRM functions; Strategic HRM; Roles of HR Manager; HRM and Environment Scanning; Challenges of HRM in Hospitality and Tourism; Human Resource Information System (HRIS); Human Resource Planning.

### **Unit 2**

Job Analysis- Concept, Process and benefits of Job Analysis; Job Descriptions and Job Specifications; Job Designing- Concept and approaches, job enlargement and enrichment; Recruitment and Selection - sources of recruitment, procedure and evaluation; Training - significance of training, types of trainings, designing of training programs, importance; career and succession planning.

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTC304</b>	<b>Maximum Marks : 100</b>
<b>Internal : 40 Marks End Term: 60 Marks</b>	
<b>Course Title : Human Resource Management</b>	

### Unit 3

Compensation - Concept and elements of compensation, factors affecting compensation, methods of wage payment and incentive plans, employee benefits; Job Evaluation - concept and nature, principles of job evaluation, methods of job evaluation; Performance Appraisal – concept, objectives and importance, methods of performance appraisal; HR Audit.

### Unit 4

Industrial Relations – concept, importance; salient features of various HR related laws-Trade Unions Act 1926, Payment of Wages Act 1936, Industrial Disputes Act 1947, Employee Provident Fund Act 1952; organization culture; organizational climate, Organizational change; Work life balance; talent management; managing diversity in workforce; technology and HR.

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>	<b>40 Marks</b>	
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
<b>B</b>	<b>End Term Examination</b>	<b>60 Marks</b>	
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

### Suggested Readings

- Dwivedi, R. S. (2000). Managing human resources: Personnel management in Indian enterprises. New Delhi: Galgotia Publishing Company.
- Gomez-Mejia, L. R., Balkin, D. B., & Cardy, R. L. (1998). Managing human resources. New Jersey: Prentice Hall.
- Sanghi, S. (2017). Human resource management. Vikas Publishing.
- Chhabra, T. N. (2014). Human resource management: Concept and issues. New Delhi: Dhanpat Rai & Co.
- Aswathappa, K. (2013). Human resource management (7th ed.). McGraw Hill.
- Rao, V. S. P. (2010). Human resource management (3rd ed.). Excel Books.

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTE307</b>	<b>Maximum Marks : 100</b> <b>Internal : 40 Marks End Term: 60 Marks</b>
<b>Course Title : Event Management</b>	

**The syllabus is for the examination to be held in Dec 2024, Dec 2025 and Dec 2026.**

**Course Objective**

To familiarize the students with a 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.

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTE307</b>	<b>Maximum Marks : 100</b>
<b>Internal : 40 Marks End Term: 60 Marks</b>	
<b>Course Title : Event Management</b>	

### Unit 3

Event marketing – research, marketing plan, Preparation of Event Advertising Boucher, 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.

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>	<b>40 Marks</b>	
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
<b>B</b>	<b>End Term Examination</b>	<b>60 Marks</b>	
The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).			

### 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**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTE306</b>	<b>Maximum Marks : 100</b> <b>Internal : 40 Marks End Term: 60 Marks</b>
<b>Course Title : Destination Planning and Development</b>	

**The syllabus is for the examination to be held in Dec 2024, Dec 2025 and Dec 2026.**

**Course Objective**

The course aims to facilitate the assessment of the tourism potential of a destination and to help the students to prepare effective tourism development and marketing strategies.

**Course Outcomes**

CO1: To describe the key components and processes involved in destination planning and management within the tourism industry.

CO2: To develop and present a strategic destination plan that includes a vision, goals, objectives, and actionable strategies for sustainable tourism development.

CO3: To understand the dynamics and significance of partnerships within the tourism industry and their role in destination development and management.

CO4: To create effective destination branding and marketing strategies to attract visitors and promote the unique attributes of a destination.

**Unit 1**

Destination Management – introduction, concept and importance; elements of tourist destination; destination management organizations; stakeholders in destination management; ten A's of successful destinations; tourism planning – need, objective, institutional framework; National level tourism policy - L.K. Jha Committee (1963), National Tourism Policy (1982), National Committee Report (2002), National Tourism Policy 2022; stimulating tourism investment.

**Unit 2**

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; Tourism Schemes (,PRASHAD, Swadesh Darshan Scheme, SAATHI, Dekho Apna Desh.

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<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTE306</b>	<b>Maximum Marks : 100</b>
<b>Internal : 40 Marks End Term: 60 Marks</b>	
<b>Course Title : Destination Planning and Development</b>	

### Unit 3

Destination partnerships – concept, need , types, benefits; public – private partnership – 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.

### Unit 4

Destination segmentation, Destination branding – importance, challenges, characteristics of good destination brand; steps in destination brand development; destination integration marketing communication; destination positioning; destination marketing and technology; destination competitiveness; Ensuring quality and standards at the destination; Utilization of destination benchmarking to set standards.

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>	<b>40 Marks</b>	
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
<b>B</b>	<b>End Term Examination</b>	<b>60 Marks</b>	
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

### Suggested Readings

- 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.
- Pike, S. (2008). Destination marketing. UK: Butterworth-Heinemann.
- Singh, S., Timothy, D. J., & Dowling, R. K. (2003). Tourism in destination communities. CABI Publishing.

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTE308</b>	<b>Maximum Marks : 100</b> <b>Internal : 40 Marks End Term: 60 Marks</b>
<b>Course Title : Special Interest Tourism</b>	

**The syllabus is for the examination to be held in Dec 2024, Dec 2025 and Dec 2026.**

**Course Objective**

To familiarize with special interest tourism concept and to acquaint the students with ecotourism, sports tourism, adventure 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. Culture and Heritage tourism –definition, concept, benefits, challenges, forms of cultural heritage; culture and heritage tourism products; institutional framework – UNESCO, ASI, INTACH, ICCROM, ITRHD; Educational tourism- definition, forms, importance and global trends.

**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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<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :3 (Third)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSMTTE308</b>	<b>Maximum Marks : 100</b>
	<b>Internal : 40 Marks End Term: 60 Marks</b>
<b>Course Title : Special Interest Tourism</b>	

### 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.

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>		<b>40 Marks</b>
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
<b>B</b>	<b>End Term Examination</b>		<b>60 Marks</b>
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

### 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**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 10 (L-T-P: 0-0-10)</b>
<b>Course Code : PSMTTC401</b>	<b>Maximum Marks : 250</b>
<b>Course Title : On the Job Training</b>	

**The syllabus is for the examination to be held in May 2025, May 2026 and May 2027.**

**Course Objective**

To provide training, skill development and education needed to prepare individuals for effective job performance in the hospitality, tourism and related industries.

**Course Outcomes**

CO1: To demonstrate proficiency in essential operational skills such as customer service in travel and tourism industry, event management, and hospitality operations.

CO2: To apply theoretical concepts learned in the classroom to real-world situations within the tourism and hospitality industry.

CO3: To reflect on their professional development, identifying areas of strength and opportunities for further growth in their careers.

**Guidelines**

The students of MBA (TTM) shall have to undergo industry training and internship at reputed organizations for a period of 8 to 12 weeks after putting the class work for 2 months under the guidance of a faculty Mentor. The students, during their On the Job training (OJT), shall acquire a practical approach to acquire new competencies and skills needed for a job in a real working environment.

At the end of On the Job Training period, the students shall make presentations based on the training reports which shall be submitted after the approval of the Faculty Mentor on the date notified by the department. The Training Report and Viva-Voce Examination will be evaluated by external examiner and internal examiner (respective faculty guide). The list of external examiners shall be approved by the Competent Authority.

**Evaluation**

Presentation & Viva Voce: 100 Marks

Final Compiled Report: 150 Marks

- The students need to get the two original certificates.

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSMTTC402</b>	<b>Maximum Marks : 50</b>
	<b>Internal: 20      End Term: 30</b>
<b>Course Title : Strategic Management</b>	

**The syllabus is for the examination to be held in May 2025, May 2026 and May 2027**

**Course Objective**

To introduce the concept of strategic management and familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.

**Course Outcomes**

CO1: To understand the importance of strategic management and strategic intent in the organization.

CO2: To describe the formulation, implementation and control the strategies.

CO3: To understand the concept of organizational appraisal and its techniques.

CO4: To comprehend the various types of corporate level strategies.

**Unit 1**

Strategy – concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.

**Unit 2**

Strategy Formulation – concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.

**Unit 3**

Corporate Level Strategies; Stability Strategy , Generic strategies; Expansion strategies, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice; Strategy Implementation; Strategy Evaluation and Control

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSMTTC402</b>	<b>Maximum Marks : 50</b>
	<b>Internal: 20                      End Term: 30</b>
<b>Course Title : Strategic Management</b>	

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>		<b>20Marks</b>
	Minor / Mid Semester Test	1½Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study/ Practical Evaluation		5
<b>B</b>	<b>End Term Examination</b>		<b>30Marks</b>
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from SectionB. All questions carry equal marks i.e 7.5 (7.5*4=30).		

### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

### Suggested Readings

- Kazmi, Azhar & Kazmi, A. Strategic Management, McGraw Hills, 5<sup>th</sup> Edition
- David, F. R., David, F. R., David, M. E., Jacob, I., Kahjer, H., & Chaudhuri, R. (2024). Strategic Management Concepts: A Competitive Advantage Approach (18th ed.). Pearson.
- Chandrasekaran, N., & Ananthanarayanan, P. (2024). *Taxmann's strategic management – Thorough exploration of strategic management concepts*. Taxmann Publications Private.

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSM TTC403</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : Digital Marketing</b>	

**The syllabus is for the examination to be held in May 2025, May 2026 and May 2027.**

### **Course Objective**

This course has been designed to familiarize the students with the importance of Digital marketing and to make them aware about current trends, issues and changing pattern in tourism and hospitality Industry.

### **Course Outcomes**

CO1: To Understand the applications of Digital Marketing, Mobile Marketing, Affiliate Marketing, Video Marketing, Email Marketing in multiple business domains and scenarios.

CO2: To learn how to effectively utilize digital advertising, email marketing, online promotions, campaign management, analytics, and the ASCOR framework to optimize marketing strategies.

CO3: To acquire the knowledge and skills necessary to navigate legal complexities and ethical challenges in digital marketing effectively.

### **Unit-1**

Introduction to Digital Marketing: Evolution of Digital Marketing; Digital Marketing overview, Principles of digital marketing, Components of Digital Marketing, Tools of Digital marketing (Search Engine Optimization (SEO), Search Engine Marketing (SEM), Blogging, Social Media Marketing (SMM); 7 Ds of digital marketing; Digitizing Marketing Processes, Digital Marketing plan.

### **Unit 2**

Digital Marketing: Digital Advertising, Online advertisement, rules/guidelines of online advertising; E-Mail Marketing, Internet Promotion: PR, Online direct marketing, Consumer to Consumer; Basic Element of Digital Campaigns; Basics elements of digital Campaign Management; Campaign Analytics and Marketing ROI: Basics of Web Analytics; Understanding KPIs; Digital Marketing Framework (ASCOR).

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSM TTC403</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : Digital Marketing</b>	

### Unit-3


Ethics in Digital Marketing: Digital Marketing and the Laws, Ethical practices in digital Marketing, Strategic legal issues for marketers, Real-time legal issues for marketers, Ethical concerns with social media, Privacy, Fears and Phobias of Online Customers, cyber laws, Emerging Issues in Digital Marketing.

#### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>	<b>20Marks</b>	
	Minor / Mid Semester Test	1½Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study/ Practical Evaluation		5
<b>B</b>	<b>End Term Examination</b>	<b>30Marks</b>	
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. All questions carry equal marks i.e 7.5 (7.5*4=30).		

#### Suggested Reading:

- Barwise, P., Elberse, A., & Hammond, K. (2002). Marketing and the Internet: a research review (pp. 01-801). London: London Business School.
- Chaffey, D., & Ellis-Chadwick, F. (2012). Digital marketing: strategy, implementation and practice (Vol. 5). Harlow: Pearson.
- Hanson, W. A., & Kalyanam, K. (2000). Principles of Internet marketing. Cincinnati:South-Western College Pub.
- Hanson, W. A., & Kalyanam, K. (2007). Internet marketing & e-commerce. Mason, OH: Thomson/South-Western

  
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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSMTTC404</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : Life Skills and Business Etiquettes</b>	

**The syllabus is for the examination to be held in May 2025, May 2026 and May 2027.**

**Course Objective**

To equip students with essential life skills and professional business etiquettes to enhance their personal development, interpersonal communication, and professional conduct enabling them to excel in the dynamic and diverse travel and tourism management industry.

**Course Outcomes**

- CO1: To develop basic life skills or etiquettes in order to succeed in corporate culture.
- CO2: To be able to prioritize tasks effectively and utilize time efficiently to meet deadlines.
- CO3: To apply critical thinking to make informed decisions in personal and professional settings.
- CO4: To demonstrate proper etiquette in professional correspondence, including emails, Telephone calls or during virtual interactions.
- CO6: To recognize and respect cultural differences in business practices and communication.

**Unit 1**

Personal Development: Integrity, Commitment, Discipline; Interpersonal Skills: Five Competencies of Interpersonal Skills, Peer Group Influence, Developing and sustaining Interpersonal Skills; Intrapersonal Skills: Mental conditioning and analyzing perception, self-concept and self-discovery, Techniques of Intrapersonal Skills; Emotional Intelligence Skills: Definition of Emotional Intelligence, Relevance of Emotions and Emotional Intelligence, Emotional Quotient and Developing Emotional Quotient

**Unit 2**

Stress Management: Sources of Stress and Symptoms of Stress, The 90/10 Principle, Strategies for preventing and relieving stress; Time management: Meaning; Techniques and styles. Decision-Making and Problem-Solving Skills: Meaning and Types, Group and Ethical Decision-Making; Conflict Management: Conflict - Definition, Nature, Types and Causes; Methods of Conflict Resolution.

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSMTTC404</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : Life Skills and Business Etiquettes</b>	

### Unit 3

Business Etiquettes- An Overview: Significance of Business Etiquettes in 21st Century; Fundamental Principles of Etiquette; The Magic Words; Telephone, Email, Dining, Workplace Etiquette; Multi-Cultural Challenges: Cultural Differences and their Effects on Business Etiquettes.

#### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>		<b>20Marks</b>
	Minor / Mid Semester Test	1½Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study/ Practical Evaluation		5
<b>B</b>	<b>End Term Examination</b>		<b>30Marks</b>
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from SectionB. All questions carry equal marks i.e 7.5 (7.5*4=30).		

#### Suggested Reading:

- Sharma, P. (2021). Soft skills: Personality development for life success (3rd ed.). BPB Publications.
- Meier, M. (2020). Business etiquette made easy: The essential guide to professional success. Skyhorse.
- Seglin, J. L. (2016). The Simple Art of Business Etiquette: How to Rise to the Top by Playing Nice. Sourcebooks, Inc..
- Carol M. Lehman, C.M., Dufrene, D.D, Sinha. M (2016), Bcom : A South-Asian Perspective, 2 Ed, Cengage India
- Bradberry, T., & Greaves, J. (2014). Emotional Intelligence 2.0. Brilliance Audio
- Pachter, B. (2013). The essentials of business etiquette: How to greet, eat, and tweet your way to success. McGraw Hill Professional.
- Martin, J.S, Chaney, L.H (2012), Global Business Etiquette: A Guide to International Communication and Customs. 2nd edition, Praeger Publishers Inc.

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 0-0-2)</b>
<b>Course Code : PSM TTC405</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : Travel Media and Journalism</b>	

**The syllabus is for the examination to be held in May 2025, May 2026 and May 2027.**

**Course Objective**

The objective of this paper is to practically train the student to demonstrate their abilities related to journalism and social media context.

**Course Outcomes**

CO1: To develop the specific skills and knowledge to get acquainted with the basics of the process of mass communication.

CO2: To sensitize students with the genesis of Public Relations and to understand the use key digital marketing tools.

Unit 1

Travel Writing: Creative Travel, Tourism & Hospitality Writing: Introduction to creative writing, information collection, writing for hospitality, tourism and travel magazines. Types of travel books: Guide Books, Accommodation Guides, Business Travel, Coffee Table Books, Autobiographical Tales. Media Applications for Hospitality: Introduction Media, Its Role in Hospitality & Tourism Promotion.

Unit 2

Photography in Tourism: Photography for travel magazines, Fundamentals of photography (Basic settings and features of DSLR), People & Portraits, landscapes, monuments and buildings, cities and towns, Friends and Family, How to portray the experiences: Practical tips, Choosing the right words, Verbs, Adjectives and Clichés. Illustrations: The Practicality of taking photographs, Non photographic illustrations.

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 4 (L-T-P: 4-0-0)</b>
<b>Course Code : PSM TTC405</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : Travel Media and Journalism</b>	

### Unit 3

Introduction to PR: Meaning, definition objectives, and Scope; History and development of PR in India. Advertising and PR: Advertising v/s PR- merits & demerits; Traditional PR V/s Digital PR. Introduction to Digital Marketing: Understanding Digital Media; Advantages of Digital Media; Key Concepts in Digital media. Social Media Marketing: Introduction to Social Media: Facebook Marketing, Instagram Marketing, LinkedIn Marketing, Twitter Marketing, SMM Tools, Social Media Influencers, Creating a successful social media strategy.

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>		<b>20Marks</b>
	Minor / Mid Semester Test	1½Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study/ Practical Evaluation		5
<b>B</b>	<b>End Term Examination</b>		<b>30Marks</b>
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. All questions carry equal marks i.e 7.5 (7.5*4=30).		

### Suggested Readings:

- Janet Macdonald, 'Travel Writing'. (Latest edition), Robert Hale, London.
- Brunt.P., 'Market Research in Travel and Tourism'. (Latest edition), Butterworth and Heinemann, UK.
- Clark, Riley,M., Wood,R.C. 'Researching and Writing Dissertations in Hospitality and Tourism'. (Latest edition), Routledge, London.
- Neilson C. 'Tourism and the Media: Tourist Decision Making, Information and Communication'. (Latest edition), Hospitality Press, Melbourne.
- Arvaham E. & Ketter E. 'Media Strategies for Marketing Places in Crisis'. (Latest edition), Elsevier, London.

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSMTTC406</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : Tourism Transportation</b>	

**The syllabus is for the examination to be held in May 2025, May 2026 and May 2027.**

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**Course Objective**

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

**Course Outcomes**

CO1: To know about the significance of tourism transportation as an essential component of tourism industry.

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; Air Transportation – evolution and growth of civil aviation in India; institutional framework – AAI, DGCA; open sky policy; India national civil aviation policy (2016) – salient features.

**Unit 2**

Road Transport – overview and history; 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; Rail Transport – major railways of world, Indian railways – past, present and future, major tourist trains in India, hill trains, urban rail network in India.

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<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSMTTC405</b>	<b>Maximum Marks : 50</b>
	<b>Internal: 20 End Term: 30</b>
<b>Course Title : Tourism Transportation</b>	

### Unit 3

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 in the world; Indian cruise tourism scenario.

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>		<b>20Marks</b>
	Minor / Mid Semester Test	1½Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study/ Practical Evaluation		5
<b>B</b>	<b>End Term Examination</b>		<b>30Marks</b>
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. All questions carry equal marks i.e. 7.5 (7.5*4=30).		

### Suggested Readings

- Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
- Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.
- Dowling, R. K. (2006). The cruising industry. Cruise ship tourism, 3-17.
- Dr. Sumeet Suseelan (2019), Airline Airport & Tourism Management, Notion Press, Chennai.
- Dr. Yoginder Singh (2022), Tourism Transportation System, Laxmi Publications Pvt. Ltd.

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**UNIVERSITY OF JAMMU**  
**Masters Degree Program**  
**Under Choice Based Credit System (CBCS)**

<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSMTTC407</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : IT Skills for Tourism</b>	

The syllabus is for the examination to be held in May 2025, May 2026 and May 2027.

**Course Objective**

The course aims to equip students with practical skills in using these tools to enhance their efficiency in academic and professional settings within the hospitality and tourism management industry.

**Course Outcomes**

CO1: To develop proficiency in using Microsoft Office applications: Word, Excel, PowerPoint, and Outlook.

CO2: To focus on advanced Excel techniques relevant to data analysis, financial modelling, and reporting in the tourism and hospitality industry.

CO3: To apply computer applications for managing, analyzing, and presenting business data effectively.

Unit 1

Introduction to MS Office Suite and Computer: Overview of MS Office Suite: Word, Excel, PowerPoint, Outlook. Basic functionalities and interface of each application. File management: creating, opening, saving, and closing files. Operating systems: Basic functions and features. Computer Networks and Internet.

Unit 2

Basics of Excel: Introduction to Excel Interface: Overview of Excel workspace: Workbook, Worksheet, Cells, Rows, and Columns. Basic navigation and worksheet management (e.g., creating, saving, and opening workbooks). Basic Excel Functions and Formulas: Understanding and using basic functions: SUM, AVERAGE, MIN, MAX. Introduction to formulas: Adding, subtracting, multiplying, and dividing data. Formatting Data: Cell formatting: Fonts, colors, borders, and number formats (currency, percentage, date). Conditional formatting: Highlighting

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<b>Programme : MBA (Tourism &amp; Travel Management) – MBA (TTM)</b>	
<b>Semester :4 (Fourth)</b>	<b>Course Credits : 2 (L-T-P: 2-0-0)</b>
<b>Course Code : PSM TTC407</b>	<b>Maximum Marks : 50</b> <b>Internal: 20 End Term: 30</b>
<b>Course Title : IT Skills for Tourism</b>	

important data based on conditions. Data entry, formatting, and basic calculations. Creating Charts and Graphs: Types of charts and graphs (column, line, pie, bar), Creating basic charts and graph, Formatting charts and graphs.

### Unit 3

Excel Applications in Hospitality and Tourism: Introduction to Computer Applications in Tourism: Online booking systems, Property management systems (PMS), Global distribution systems (GDS), Customer relationship management, (CRM) Revenue management systems, and Social media platforms. Role of AI in the Tourism Industry: Introduction to Artificial Intelligence (AI) and its significance in tourism AI-driven trends: personalized travel experiences, chat bots, and virtual assistants. Challenges and Opportunities of AI in Tourism: Ethical considerations of AI in tourism, Job displacement and workforce transformation, the future of AI in the tourism industry.

### Scheme of Examination

		Time	Marks
<b>A</b>	<b>Internal Assessment</b>	<b>20Marks</b>	
	Minor / Mid Semester Test	1½Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study/ Practical Evaluation		5
<b>B</b>	<b>End Term Examination</b>	<b>30Marks</b>	
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. All questions carry equal marks i.e.7.5 (7.5*4=30).		

### Suggested Readings

- Marr, B., & Ward, M. (2019). *Artificial intelligence in practice: How 50 successful companies used AI and machine learning to solve problems*. John Wiley & Sons.
- Lambert, J. (2019). *Microsoft Office 365 & Office 2019: Step by step*. Microsoft Press.
- Alexander, M., Kusleika, R., & Walkenbach, J. (2018). *Excel 2019 Bible*. Wiley.
- Sinha, P. K. (2004). *Computer fundamentals*. BPB Publications.
- Frye, C. D. (2007). *Step-by-step Microsoft Excel-2007*. Microsoft Press.
- Boden, M. A. (2018). *AI: A very short introduction*. Oxford University Press.

