



UNIVERSITY OF JAMMU

NOTIFICATION
(17/Feb./Adp/03)

It is hereby notified for the information of all the 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 in the subject of Master Degree Programme in **Business Administration (MBA)** (Through Regular Mode) under **Choice Based Credit System for Semester IV, Course No. PSMBATE-451 (Tourism and Hospitality Management)** (given in Annexure) for the examinations to be held in May 2017, 2018 and 2019.

[Handwritten Signature] 21/3/17
DEAN ACADEMIC AFFAIRS
[Handwritten initials] 1/3 . *[Handwritten initials]* 18/3/17 *[Handwritten initials]* 7/01/03/17

Nq. F.Acd/II/17/ 17303 - 38
Dated: 02/03/2017

Copy for information and necessary action to:

1. Special Secretary to the worthy Vice-Chancellor
2. Sr. P.A. to the Dean Academic Affairs
3. Sr. P.A. to the Registrar / Controller of Examinations
4. Dean, Faculty of Business Studies
5. HOD/Convener, Board of Studies in Business Management
6. All members of the Board of Studies
7. C.A. to Controller of Examinations
8. Asst. Registrar (Conf./Exams, P.G./Inf./Pub),
9. Website Office
10. S.O (Confidential)

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MBA-IV Semester

Title : Tourism and Hospitality Management
Course No. : PSMBATE451
Duration of Semester end Exam : 03 Hrs
Total Credit : 04

Max Marks : 60 Marks
Internal Assessment: 40 Marks
Semester Examination : 60

Objective: The objective of the course is to help the students to develop the core management skills and its application in the tourism and hospitality industry.

Unit 1.

Conceptual Framework of Tourism – Concept and Definition of Tourism, Differentiation between Tourist/ Visitor/ Excursionist. Tourism Industry, Types and forms of Tourism, Tourism System, Elements of Tourism, Tourist Motivations and Tourism Planning Process.

Unit 2.

Tourism Product Development and Distribution – Tourism product- Concept and definition, Characteristics of Tourism Product, Phases and steps involved in Tourism product Development, Package Tours, Travel agency and Tour Operators-Concept, Role and Significance. Tourism Product Distribution-Traditional distribution channels and direct online sales.

Unit 3.


Tourism in India : - Inbound, Outbound and domestic Tourism, Tourism Infrastructure and Major Tourist Destination of India, Indian Tourism and hospitality organizations- ITDC, IATO, TAAI, HCI, Major Hotel chains of India, Aviation industry in India – Role and development in tourism.

Unit 4.

International Tourism- Tourism trends in UNWTO Regions – America, Europe, Africa, Middle East, South Asia, East Asia Pacific. Tourism and hospitality organizations/Associations : UNWTO, IATA, ICAO, PATA. Tourism and economy- international and regional perspective.

Suggested Readings :

1. Tourism Concepts and Practices, John Walker, Josielyn Walker, Pearson.
2. The Business of Tourism, Chris Holloway, R. Davidson, Claire Humphreys, Pearson.
3. Service Operations Management, 3rd Edition, Robert Johnston, Graham Clark, Pearson
4. Basics Of Tourism: Theory, Operation And Practice, KK. Kamra; Mohinder Chand. Kanishka Publishers

Alka Sharma


Ujjay Chakraborty
