

Department/Directorate/Centre/Institute:		Department of Tourism Hospitality & Leisure Studies
Name of the Programme Offered:		Masters of Tourism and Travel Management
List of courses addressing Regional Needs:		
<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>
MTTM18101CR	Tourism Principles and Practices	An introductory course focusing on the fundamentals of tourism. This will give broader understanding of tourism concepts and an overview of tourism industry and its various organisations.
MTTM18103CR	Travel Agency Management & Tour Operations	Travel Agency Management & Tour Operations is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency
MTTM18106DCE	Hospitality Management	This course is prescribed to appraise students about the essentials of the hospitality industry. To aware students about the important departments of a classified hotel and to teach them various aspects related to accommodation Industry.
MTTM18107DCE	Tourism Communication	The purpose of this course is to acquire an in-depth knowledge about the business communication and personality development and to make students familiar with the techniques and approaches to become a successful communicator.
MTTM18108DCE	Travel Media and Journalism	The students are expected to learn about the media landscape and communicative structure of travel Journalism, media and content. The course aspires to train up students in travel journalism skills and its allied parameters.
MTTM18001GE	Fundamentals of Tourism	This will be an introductory course focusing on the basics of tourism studies. This will give students broader understanding of tourism concepts principles and practices and an overview of tourism industry and its various organisations.
MTTM18001OE	Ecotourism Development	The objective of this course is to help students to understand the significance of ecotourism. The course aims to make students able to comprehend the theories and practices of ecotourism to manage natural resources.

MTTM18201CR	Tourism Marketing	The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.
MTTM18202CR	Tourism Policy, Planning and Development	The course shall develop the student's understanding of tourism planning and its techniques, significant for rational decision making. It shall further enrich the understanding between the resource management and tourism development.
MTTM18203CR	Accounting for Tourism Managers	The objective of this course is to enable the tourism students to acquire knowledge of the financial accounting principles and practices, equip the students with skills for recording various kinds of tourism business transactions and familiarize the students with the techniques of preparing financial statements of tourism organisations.
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	The students are expected to learn about the broader landscape of tourism entrepreneurship and the course desires to impart fundamental knowledge and skills required to run successful enterprises. The course aspires to prepare students in entrepreneurship development, incubation, start ups and venture creation in tourism and its allied sectors.
MTTM18208DCE	Research Methodology	The aim of this course is to equip the students with basic understanding of research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of tourism management decision making.
MTTM18209DCE	Tourist Transport Management	This subject is intended to prepare students to enter a transport company where he will be required to be well-versed with the modalities of tourist transport management.
MTTM18301CR	Ethical and Legal Aspects in Tourism	To enable the students to understand the ethical, legal and regulatory aspects in tourism business and the intricacies of the legal system that regulates and promotes business in tourism industry.
MTTM18302CR	Adventure Tourism Management	Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of technicalities in various adventure tourism related activities and an understanding of an approach in the management of adventure tourism.

MTTM18303CR	Heritage Tourism Management	This course will provide students with the knowledge and strategies for preservation protection and promotion of heritage assets of any place or region. The students will know about the rich heritage existing in different forms and the techniques of how to handle them in the most efficient ways.
MTTM18306DCE	Aviation and Cargo Management	This course shall enable students to gain a thorough insights into various operations and management of airlines, airports and cargo handling business. Further, it shall prepare students for the dynamics of airlines, airports and air cargo industry.
MTTM18307DCE	Strategic Tourism Management	The objectives of this course are to integrate the skills and knowledge, students have acquired in functional areas and develop in students a holistic perspective of the tourism enterprises and critical business skills needed to plan and manage strategic activities effectively
MTTM18002GE	Tourism Business Opportunities	The objective of the course is to create awareness among the learners regarding business opportunities in tourism ventures and enable them to start and manage enterprises successfully.
MTTM18401CR	Destination Management	This course will make students to understand and appreciate competition between tourism destinations, which has continued to increase in recent years and how destinations can be built.
MTTM18402CR	Sustainable Tourism Development	The Students shall be able to understand and appreciate the significance of Sustainable Tourism Development (STD), the various approaches and practices for STD and to gain exposure to the implementation of STD principles through relevant case studies.
MTTM18404CR	Internship and Training Project	This internship not only bridges the gap between theoretical and practical applications but also enhances the skill sets and knowledge required to thrive in the tourism sector. Students will also get an opportunity to understand the tourism scenario better, be a good team player, understand what their customers and clients require from them in addition to prepare them for better placement opportunity.
MTTM18405DCE	Tourism Information system	The course shall inform the students about the role of Information Technology in travel, tourism and hospitality industry. It will enhance the knowledge of the student in emerging technological issues in management with special focus on travel, tourism and hospitality sectors.

MTTM18406DCE	Human Resource Management in Tourism	The basic objective of this course is to help the students to acquire and develop decision making skills in relation to managing people in organizations and to create an understanding of the various policies and practices of human resource management.
MTTM18407DCE	Quantitative Methods in Tourism	The objective of the course is to make the students familiar with some basic statistics and operations research techniques that have wide applications in Tourism business and economics. The main focus, however, is in their applications in decision making of tourism operations.
MTTM18408DCE	Management of Service Operations	The basic objective of this course is to develop insights into understanding the basic concepts of services, managing operations and delivering quality service to customers in a complex and dynamic environment.
MTTM18003GE	Community Based Tourism	The course has been directed towards building the conceptual and operational knowledge of the students in community building projects and tourism sector. The course aims to expose the community resources and their mobilization constraints to the professionals.
MTTM18004GE	MICE Tourism	The purpose of this course is to familiarize the students with the essentials of Meetings, Incentive, Conference and Exposition (MICE) planning and to understand the managerial and operational aspects pertaining to MICE Tourism.