

MBA (Tourism)

Tourism & Travel

Tourism is one of the world's most important industry, supporting employment on a large scale in many parts of the world. Tourism is responsible for the movement of many millions of people each year, travelling for a variety of reasons, including holidays, business, education, health, and visiting friends and relatives.

The MBA (Tourism) programme which offers specialization in different domains has been designed to meet the growing demand for skilled and resourceful managers in the rapidly expanding tourism industry. Organizations that manage tourism facilities as well as those who provide essential services such as transport, accommodation and travel related advices are set to expand in the future. The individuals entering this area should require sound knowledge in the general tourism business aspects and also acquire specific working skills to mould themselves as a better professional in this demanding industry.

This programme also caters to provide a strong foundation in tourism business and at the same time provides scope for the development of specialist tourism knowledge so as to shape a successful career in tourism management. The programme of study aims at preparing graduates for taking up employment in a business organisation or self employment and / or carrying forward their family businesses. Learners would understand the need for different management approaches for different types of tourism; discuss the role of tourism as an agent for cultural change and understanding; and, assess the specific characteristics and trends in emerging specialist areas of the tourism industry (e.g. festivals, events, heritage, wellness tourism and other new markets). Subsequently they will be working in, or aspire to, careers in all aspects of the international tourism industry, which may include government tourism agencies, tour operators, airlines, cultural heritage, festival, wellness and / or other specialist tourism operations.

The objectives of this programme of study are:

- i. Understand the broad political, economic and social frameworks within which tourism management takes place
- ii. Appreciate the complex relationships between visitors and destination management
- iii. Evaluate the tools and techniques that are used for developing and managing tourism in a competing business environment.
- iv. Enable young learners to develop a business sense and sensitize them to nuances in service scenario

- v. Equip and enable learners to start a new business venture in tourism and allied fields.

Accordingly, the programme has immense scope in facilitating the real industrial components of tourism under the careful guidance of mentors.

Structure

- i. This is an intensive study programme of two academic sessions.
- ii. The programme shall be divided into four semesters and there shall be an examination at the end of each semester. There are three taught semesters and fourth semester of internship.
- iii. Each semester shall comprise of credits equivalent to nine courses, each of three hours per week, with equivalent teaching obligation and equal amount of self study.
- iv. Admission to programme is being offered for 93 seats each at Gwalior and Bhubaneswar.
- v. Dual specialization would be available to students in any two out of Airfares and Ticketing, Air Cargo Operations and Management, Tour Operations, and Marketing.

Zenith Mentorship Scheme (ZMS) at Bhubaneswar Campus

Zenith Leisure Holidays (ZLH), a leading tourism company has agreed to mentor the students of Tourism and Travel programme at Bhubaneswar centre. Scheme envisages students of Tourism and Travel programme of IITTM, Bhubaneswar to travel extensively, inside and outside the country, for training and practical exposure including one international and one domestic study tour. The mentorship programme covers:

- i. Two-month paid Internship after second semester with stipend of Rs. 5000/- per month and four months paid internship during the fourth semester with Rs. 10,000 per month as stipend.
- ii. Each student of ZMS to be assigned one Zenith Mentor for the whole period of two years (*hand holding as per Gurukul tradition*).
- iii. ZLH will award a specialist certificate to the qualifying students. Further, IITTM Bhubaneswar will award certificate after successful completion of Zenith Mentorship Scheme (ZMS) course.
- iv. The mentorship is optional by paying an additional fee.

First three semesters include classroom teaching and end semester is completely meant for on -the-job training/internship for 16-24 weeks for which the students need to submit a training report which carries 100 marks. Each semester consist of Nine papers of 100 marks each.

At the end of second semester, students will go for 4-6 weeks summer training which will carry 100 marks.

Dual Specialization

From the following four specializations on offer students have to opt any two (dual specializations)

Group – A: Air Fares and Ticketing

- i) Basic Air Fares.
- ii) Air Fares Calculations.
- iii) Computerized Reservation System.

Group – B: Air Cargo Operations and Management

- i) Basic Cargo Rating and Handling.
- ii) Dangerous and Live Animal Regulations.
- iii) Export Import Policy and Documentation.

Group – C: Tour Operation

- i) Tour Operation Management.
- ii) Itinerary Planning and Costing.
- iii) Tour Guiding and Interpretation.

Group – D: Marketing

- i) Destination Marketing.
- ii) Relationship Marketing.
- iii) Sales and Distribution Management.

Note: Group A and B cannot be offered combined as dual specialization.

Module NO	Paper	Internal Marks (CT+CP) (30+10)	External Marks (50)	Total (100)	Credit/ Contact Hours 3/35
	Semester – I				
TT-101	Management Concept Organizational Behaviour	40	50	100	3/35
TT-102	Tourism Economics	40	50	100	3/35
TT-103	Information Technology for Tourism	40	50	100	3/35
TT-104	Tourism Concept and Impact	40	50	100	3/35
TT-105	Tourism Products of India Transport Management	40	50	100	3/35
TT-106	Tourism Marketing	40	50	100	3/35

TT-107	Travel Agency Management	40	50	100	3/35
TT-108	Geography and International Tourism	40	50	100	3/35
TT-109	Soft Skill Laboratory	100		100	3/35
Semester – II					
TT-201	Contemporary issues in Tourism	40	50	100	3/35
TT-202	Business Communication	40	50	100	3/35
TT-203	Accounting & Finance for Managers	40	50	100	3/35
TT-204	Human Resource Management	40	50	100	3/35
TT-205	Business Research Methods	40	50	100	3/35
TT-206	Tourism Policy, Planning Development	40	50	100	3/35
TT-207	Hospitality Management	40	50	100	3/35
TT-208	Basic Air Fares (Elective)	40	50	100	3/35
TT-209	Basic Cargo, Rating and Handling (Elective)	40	50	100	3/35
TT-210	Tour Operations Management (Elective)	40	50	100	3/35
TT-211	Destination Marketing (Electives)	40	50	100	3/35
Semester – III					
TT-301	Event Management	40	50	100	3/35
TT-302	Entrepreneurship Development	40	50	100	3/35
TT-303	Sustainable Tourism Management	40	50	100	3/35
TT-304	Personality Development	40	50	100	3/35
TT-305	Transport Management	40	50	100	3/35
TT-306	Air Fare Calculations	40	50	100	3/35
TT-307	Computer Based Reservation System	40	50	100	3/35
TT-308	Dangerous & Live Animal Regulations	40	50	100	3/35
TT-309	Export Import Policy & Documentation	40	50	100	3/35
TT-310	Itinerary Planning & Costing	40	50	100	3/35
TT-311	Tour guiding & Interpretation	40	50	100	3/35
TT-312	Relationship Marketing	40	50	100	3/35
TT-313	Sales & Distribution Management	40	50	100	3/35
TT-314	Study Tour	50(Viva-Voce)	50(Participation)	100	10-Days excluding journey
TT-315	Summer Training	50(Viva-Voce)	50(Report)	100	6-8,Weeks
TT-316	O.J.T	100(Viva-Voce)	200(Report)	300	16-24,weeks
TOTAL				3200	