

SYLLABUS



DEPARTMENT OF MANAGEMENT

FACULTY OF MANAGEMENT

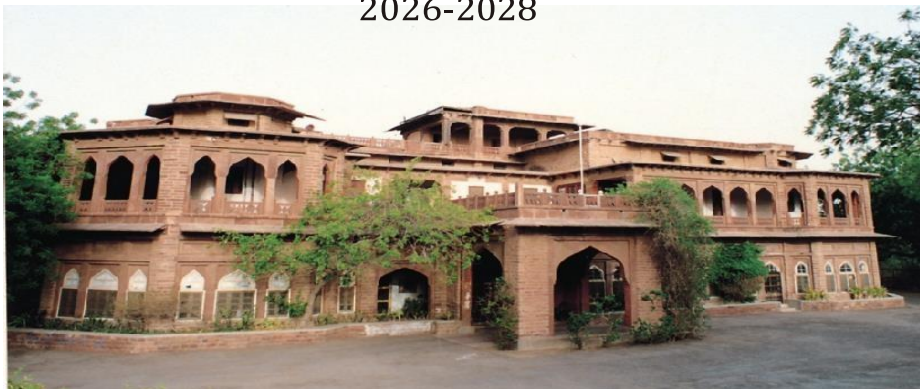
(Recognized by AICTE)

MASTER OF BUSINESS ADMINISTRATION

(T&H)

Two Years Regular Full-Time Four Semester Course

2026-2028



JAI NARAIN VYAS UNIVERSITY JODHPUR

(Accredited B ++ by NAAC)

NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfill 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR

DEPARTMENT OF MANAGEMENT
FACULTY OF MANAGEMENT

LIST OF TEACHERS

- | | | |
|----|--|-------------------------------|
| 1. | Prof. Shishu Pal Singh Bhadu
M.Com.(Bus.Adm.), Ph.D., | Dean & Professor |
| 2. | Dr. Puja Gehlot
M.T.A., MBA, Ph.D., FDP(IIM-A) | Head & Assistant
Professor |
| 3. | Dr. Neelam Kalla
M.B.A., UGC-NET, Ph.D, FDP(IIM-A) | Assistant Professor |
| 4. | Dr. Nishant Gehlot
M.B.A.,M.B.L., Ph.D | Assistant Professor |

MASTER OF BUSINESS ADMINISTRATION (TOURISM & HOSPITALITY)

The **Master of Business Administration (Tourism & Hospitality)** is a prestigious two-year, four-semester postgraduate programme offered by the Department of Management Studies (DMS), Jai Narain Vyas University, Jodhpur (Rajasthan). Established in 1968, the Department of Management Studies has earned a distinguished reputation as one of the pioneering institutions in management education in India. Known for its pragmatic, industry-oriented learning approach and experiential pedagogy, DMS has consistently produced dynamic professionals, entrepreneurs, thought leaders, and corporate achievers who occupy leadership positions across diverse sectors in India and abroad.

The specialized MBA in Tourism & Hospitality (earlier known as Master of Tourism Administration) was launched in 1992 with recognition from the All India Council for Technical Education (AICTE). Designed to meet the growing demands of one of the world's largest and fastest-growing industries, this programme aims to develop visionary leaders and skilled professionals equipped to drive sustainable growth in tourism, hospitality, MICE, wellness tourism, and related sectors.

Tourism today stands as a powerful engine of economic growth, cultural exchange, employment generation, and community empowerment. With Rajasthan being one of India's most vibrant tourism destinations — renowned for its rich heritage, royal palaces, desert landscapes, and vibrant culture — the programme maintains a strong industry interface with the Department of Tourism, Art & Culture, Government of Rajasthan, as well as leading hotels, resorts, and tourism organizations.

The curriculum is thoughtfully crafted to blend core management principles with specialized knowledge in tourism management, hospitality operations, sustainable and regenerative tourism, ecotourism, heritage conservation and management, digital transformation, and entrepreneurship. The programme follows a rigorous two-year, four-semester structure. The first three semesters focus on building strong conceptual foundations, operational knowledge, managerial skills, and strategic understanding through classroom learning, case studies, industry visits, and projects. The **fourth and final semester** is dedicated entirely to **on-the-job training (industry internship)**, providing students with valuable hands-on experience in real hospitality and tourism environments. This structured internship not only enhances practical competencies but also significantly improves employability, often leading to pre-placement offers from reputed organizations.

The programme focuses on grooming students into confident, competent, ethical, and responsible professionals who can excel in hotels and resorts, tour operations, destination management, event management, airlines, cruise lines, wellness and spa sectors, heritage tourism, and policy-making organizations. By integrating academic excellence with industry exposure, the MBA (Tourism & Hospitality) at Jai Narain Vyas University prepares graduates to become future-ready leaders capable of driving sustainable and inclusive growth in the global tourism and hospitality industry.

Eligibility

Bachelor's Degree in any discipline with a minimum of 50% marks (or equivalent CGPA) from a recognized university.

Selection Process

Admission is through a Departmental Merit list prepared on the basis of criteria ascertained by the department, followed by counselling as per university norms. Reservation policies of Jai Narain Vyas University and the Government of Rajasthan shall apply.

Number of Seats

30 (Government Aided Seats)

Course Fee As per the rules and norms prescribed by the Government of Rajasthan and Jai Narain Vyas University, Jodhpur.

The **MBA in Tourism & Hospitality (MBA T&H)** program, as reflected in the curriculum from this Rajasthan-based university, emphasizes a strong blend of core business management principles with specialized knowledge in tourism, hospitality, and regional contexts (especially India and Rajasthan). This structure aligns with typical goals of such programs in India and globally, focusing on developing competent professionals for the dynamic tourism and hospitality sector.

Here are suggested **program objectives**, tailored to match the course content (e.g., foundational management, tourism fundamentals, hotel industry, MICE, eco-tourism, heritage, internships, and research projects):

1. **To provide comprehensive knowledge of business management principles** — including principles of management, organizational behavior, managerial economics, human resource management, financial management, and marketing management — and apply them effectively within the tourism and hospitality industry.
2. **To develop a deep understanding of the tourism and hospitality sectors** — covering fundamentals of tourism, basics of hospitality, travel agency and tour operations, hotel industry, tour leadership, MICE tourism, eco-tourism, heritage conservation, and strategic tourism management — to prepare students for operational and managerial roles.
3. **To foster awareness and expertise in India's and Rajasthan's tourism profile** — including cultural, historical, geographical, and socio-economic aspects — enabling students to promote and manage tourism resources sustainably, with a special focus on Rajasthan's rich heritage and emerging opportunities.
4. **To equip students with specialized and emerging skills** — such as research applications in tourism, global tourism geography, business communication, artificial intelligence and data-driven decision-making, entrepreneurship, and small business management — to address modern industry challenges like digital transformation, sustainability, and innovation.
5. **To cultivate leadership, strategic thinking, and practical competencies** — through courses in strategic tourism management, tour leadership, summer internships, seminars, major research/capstone projects, and electives — preparing graduates to take on leadership roles, make data-informed decisions, and contribute to organizational growth in a competitive global environment.
6. **To promote sustainable and responsible practices** — emphasizing eco-tourism, environment management, heritage conservation, and socio-cultural outreach — to develop professionals who can balance economic growth with environmental preservation and community benefits.
7. **To enhance employability and entrepreneurial capabilities** — by integrating hands-on experiences (internships, projects, seminars), industry-relevant knowledge, and soft skills, enabling graduates to pursue careers in travel agencies, hotels, tour operations, event

management (MICE), destination promotion, entrepreneurship, or higher research/consulting roles in the tourism and hospitality sector.

Scheme of Examination Master of Business Administration Tourism & Hospitality (MBA T&H)

1. **Duration and Structure of the Programme** A candidate admitted to the Master of Business Administration (MBA T&H) programme shall be required to pursue a regular course of study for a period of two academic years, comprising four semesters. The candidate must complete all four semesters within a maximum duration of four years from the date of admission to the programme.
2. **Semester-wise Course of Study and Examination** There shall be a separate course of study and a separate examination for each semester. The curriculum shall consist of Theory Papers and Practical Components, which include Social Outreach and Culture, Capstone Project, Seminar, and on the job training . The maximum marks for each component shall be as prescribed in the detailed course design.
3. **Evaluation Pattern for Theory Papers** All theory papers (except Social Outreach and Culture, Capstone Project, Seminar, and Summer Internship Project) shall carry a maximum of 100 marks, distributed as follows:
 - **Semester End Examination:** 70 marks (to be conducted and evaluated as per university rules).
 - **Continuous Assessment:** 30 marks (The mode and components of continuous assessment shall be at the discretion of the concerned faculty member and may include attendance, quizzes, presentations, case studies, class participation, or any other appropriate criteria).

4. Practical Components and Their Objectives

4.1 Seminar (60 Hours) The Seminar provides students with an opportunity to explore contemporary issues, emerging trends, and research developments in management and related fields. Students are expected to select a relevant topic, review existing literature, and present their analysis through a structured presentation. The seminar aims to develop critical thinking, research orientation, and presentation skills while encouraging academic discussion and knowledge sharing.

4.2 Social Outreach and Culture (60 Hours) The Social Outreach and Culture component aims to sensitize students to societal challenges and community development issues. Through participation in outreach activities, students engage with local communities, NGOs, or social initiatives to understand social problems and contribute to sustainable development efforts. This activity helps students develop social responsibility, ethical awareness, teamwork, and leadership skills while applying management knowledge for community welfare.

4.3 Capstone Project (240 Hours) The Capstone Project enables students to integrate the knowledge and skills acquired during the programme and apply them to real-world business problems within their chosen functional area. The project involves identifying a managerial issue, collecting and analyzing relevant data, and proposing practical solutions. It helps students develop analytical thinking, problem-solving abilities, and professional presentation skills.

4.4 On the Job Training (540 Hours) Students shall undertake a On the Job Training for a duration of 14-16 weeks in the fourth Semester. The On the job provides practical exposure to organizational functioning and real business environments. Students work on assigned tasks or projects related to management functions in an approved organization. This experience helps students understand workplace dynamics, apply theoretical concepts in practice, and develop professional skills such as communication, teamwork, and problem-solving.

5. Evaluation of Practical Components

5.1 Social Outreach and Culture The Social Outreach and Culture component shall be evaluated for a total of 50 marks, distributed as follows:

- **Continuous Assessment:** 15 marks (Project Proposal – 5 marks, Interim Progress Review – 5 marks, Final Project Report – 5 marks).
- **Final Evaluation:** 35 marks (Project Presentation – 20 marks, Viva-Voce – 15 marks).

Continuous assessment for the Social Outreach & Culture shall be conducted by the faculty mentor allotted by the Head of the Department. The final evaluation of the Seminar shall be carried out jointly by two faculty members appointed by the Head of the Department.

5.2 Seminar the Seminar shall be evaluated for a total of 50 marks, distributed as follows:

- **Continuous Assessment:** 15 marks
- **Final Evaluation:** 35 marks

Continuous assessment for the Seminar shall be conducted by the faculty mentor allotted by the Head of the Department. The final evaluation of the Seminar shall be carried out jointly by two internal faculty members appointed by the Head of the Department.

5.3 On the Job Training, (Project Report and Viva-Voce) On the job training Project shall be evaluated for a total of 300 marks, distributed as follows:

- **Final Evaluation:** 300 marks (Presentation – 100 marks, Project report – 100, Viva-Voce – 100 marks).

Students must undertake a minimum **14/16-week on-the-job training**. The presentation for the training project will be carried out jointly by two faculty members appointed by the Head of the Department. The final evaluation (Project report & Viva-Voce) of the On the Job Training shall be carried out jointly by one internal faculty member and one external examiner.

5.4 Capstone Project (Report and Viva Voce) The Capstone Project shall be evaluated for a total of 200 marks, distributed as follows:

- **Final Evaluation:** 200 marks Project report & Presentation – 100 marks, Viva-Voce – 100 marks).

The evaluation of project report and presentation for the capstone project will be carried out jointly by two faculty members appointed by the Head of the Department. The final evaluation (Viva-Voce)

of the Capstone project shall be carried out jointly by one internal faculty member and one external examiner.

Note: Practical papers (Social Outreach and Culture, Capstone Project, Seminar, and on the job, training shall **not** be subject to re-evaluation.

6. **Minimum Pass Percentage** A candidate must secure a minimum of **40%** marks in each paper (considering the aggregate of Semester End Examination and Continuous Assessment) and **50%** of the aggregate marks in all papers of the semester examination to be declared passed in that semester.
7. **Reappearance as an Ex-Student** A candidate who fails at an examination and reappears as an ex-student shall not be required to submit or appear again for the practical papers (Social Outreach and Culture, Capstone Project, Seminar, and Summer Internship Project). The marks previously obtained in these components shall be carried forward, unless the candidate has failed in that particular practical component. However, marks of continuous assessment shall be retained and transferred in all cases. Absentees in the practical examination will have to appear with the subsequent semester batch. No re-exam will be conducted.
8. **Medium of Instruction and Examination** The medium of instruction and examination for all courses shall be **English**.
9. **Additional Provisions**
 - a. All theory papers shall include case study discussions as an integral part of the teaching-learning and assessment pedagogy.
 - b. Although all subjects include suggested teaching pedagogies and assessment tools, the detailed pedagogy, assessment methods, academic schedule, case studies, and reference materials will be shared by the concerned faculty member at the commencement of the course.

SEMESTER I

Course Code	Name of Course	Category	L-T-P	CA	ESE	Total	Credits
MTH7101T	Principles of Management	DCC	4-0-0	30	70	100	4
MTH7102T	Organizational Behaviour	DCC	4-0-0	30	70	100	4
MTH7103T	Managerial Economics	DCC	4-0-0	30	70	100	4
MTH7104T	Fundamentals of Tourism	DCC	4-0-0	30	70	100	4
MTH7105T	Tourist Products of India & Rajasthan	GEC	4-0-0	30	70	100	4
MTH7106T	Fundamentals of Hospitality	DCC	4-0-0	30	70	100	4
MTH7107T	Travel Agency & Tour Operations	DCC	4-0-0	30	70	100	4
MTH7108S	Social Outreach & Culture	CEE	–	15	35	50	2
TOTAL			28-0-0	225	525	750	30

SEMESTER II

Course Code	Name of Course	Category	L-T-P	CA	ESE	Total	Credits
MTH7201T	Human Resource Management	DCC	4-0-0	30	70	100	4
MTH7202T	Financial Management	DCC	4-0-0	30	70	100	4
MTH7203T	Marketing Management in Tourism & Hospitality	DCC	4-0-0	30	70	100	4
MTH7204T	Research Application in Tourism & Hospitality	DCC	4-0-0	30	70	100	4
MTH7205T	Sustainable Tourism and Heritage Conservation	GEC	4-0-0	30	70	100	4
MTH7206T	Hospitality Industry Operations	DCC	4-0-0	30	70	100	4
MTH7207T	Tourism Travel Industry	DCC	4-0-0	30	70	100	4
MTH7208S	Seminar	SEM	–	15	35	50	2
TOTAL			28-0-0	225	525	750	30

SEMESTER III

Course Code	Name of Course	Category	L-T-P	CA	ESE	Total	Credits
MTH7301T	Strategic Tourism Management	DCC	4-0-0	30	70	100	4
MTH7302T	Business Communication	SEC	4-0-0	30	70	100	4
MTH7303T	Global Tourism Geography	GEC	4-0-0	30	70	100	4
MTH7304T	MICE Tourism	DSE	4-0-0	30	70	100	4
MTH7305T	Artificial Intelligence in Tourism	SEC	4-0-0	30	70	100	4
MTH7306T	Entrepreneurship & Small business Management	SEC	4-0-0	30	70	100	4
MTH7307T	Contemporary Tourism Trends & Innovations	DCC	4-0-0	30	70	100	4
MTH7308S	Case Study & Analysis	SEC	—	15	35	50	2
TOTAL			20-0-0	225	525	750	30

SEMESTER IV

Course Code	Name of Course	Category	L-T-P	CA	ESE	Total	Credits
MTH7401S	On-the-Job Training	IOJ	0-0-0	00	300	300	12
MTH7402S	Capstone Project	DPR	0-0-0	00	200	200	8
TOTAL			0-0-0	00	500	500	20

Abbreviations:

NSQF Level 7 and 8

DCC: Discipline Centric Course

DSE: Disciplinary Specific Elective

SEM: Seminar

AEC: Ability Enhancement Course

SEC: Skill Enhancement Course

VAC: Value Aided Course

SOCA: Social Outreach and Culture Activities

L: Lecture

T: Tutorial

P: Practical

CA: Continuous Assessment

EOSE: End of Semester Examination

SEMESTER I

Course Code	Name of Course	Category	L-T-P	CA	ESE	Total	Credits
MTH7101T	Principles of Management	DCC	4-0-0	30	70	100	4
MTH7102T	Organizational Behaviour	DCC	4-0-0	30	70	100	4
MTH7103T	Managerial Economics	DCC	4-0-0	30	70	100	4
MTH7104T	Fundamentals of Tourism	DCC	4-0-0	30	70	100	4
MTH7105T	Tourist Products of India & Rajasthan	GEC	4-0-0	30	70	100	4
MTH7106T	Fundamentals of Hospitality	DCC	4-0-0	30	70	100	4
MTH7107T	Travel Agency & Tour Operations	DCC	4-0-0	30	70	100	4
MTH7108S	Social Outreach & Culture	CEE	—	15	35	50	2
TOTAL			28-0-0	225	525	750	30

MTH7101T: Principles of Management

Course Objectives To provide MBA students with a foundational yet strategic understanding of management principles, functions, and contemporary practices, with applications to the dynamic tourism and hospitality industry in a global and Rajasthan-specific context.

Learning Outcomes

1. Explain core management concepts, evolution of thought, and their relevance to tourism & hospitality organizations.
 2. Analyze planning, organizing, and decision-making processes in service-oriented industries.
 3. Evaluate leadership, motivation, and control techniques for managing diverse tourism teams.
 4. Apply modern management tools (including AI-supported decision systems) to real-world tourism challenges and opportunities.
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Course Content

Unit 1: Introduction to Management

- Definition, nature, scope, and significance; Evolution of management thought (classical, behavioral, quantitative, systems, contingency)
- Management as a profession; management as a science, Role of managers in tourism & hospitality; Difference between management and administration
- Contemporary challenges: Digital disruption, sustainability, and regenerative management

Unit 2: Planning and Decision Making

- Nature and types of planning; Strategic, tactical, and operational planning in tourism destinations
- Planning process; MBO and its application in hotels/tour operations
- Decision-making models; Tools and techniques (including AI-driven analytics); Risk management in seasonal tourism

Unit 3: Organizing

- Organization structure and design; Departmentalization in hospitality and travel agencies
- Delegation, decentralization, and span of control; Coordination mechanisms
- Organizational culture and change management in Rajasthan heritage hotels

Unit 4: Staffing and Directing

- Human resource planning, recruitment, and selection in tourism
- Leadership styles and theories; Motivation theories (Maslow, Herzberg, Vroom) applied to service staff
- Communication processes and barriers in multicultural tourism settings

Unit 5: Controlling and Contemporary Issues

- Control process and techniques; Performance management in tourism
- Case studies on successful tourism organizations (Taj, RTDC, Etc)

Suggested Readings

1. Robbins, S.P., Coulter, M., & DeCenzo, D.A. (2025). *Fundamentals of Management* (latest ed.). Pearson.
2. Koontz, H., & Weihrich, H. (2024). *Essentials of Management* (updated). McGraw-Hill.
3. Wheelen, T.L., et al. (2025). *Strategic Management and Business Policy*. Pearson.
4. Bauer, T., Erdogan, B., & Short, J. (2025). *Principles of Management* (v6.0). FlatWorld.
5. Ministry of Tourism, Govt. of India. (2025). *Annual Report 2024-25*.
6. Rajasthan Tourism Department. (2025). *Rajasthan Tourism Policy 2025*.
7. WTTC. (2025). *Travel & Tourism Economic Impact 2025: India*.
8. Journal of Hospitality and Tourism Management (2025–2026 issues on management practices).

MTH7102T: Organizational Behaviour

Course Objectives To develop an in-depth understanding of individual, group, and organizational behavior dynamics, enabling students to manage human capital effectively in tourism and hospitality enterprises.

Learning Outcomes

1. Analyze individual behavior factors (perception, attitudes, personality, motivation) in service contexts.
 2. Evaluate group dynamics, team building, and leadership in multicultural tourism teams.
 3. Assess organizational culture, structure, and change processes relevant to hospitality and tour operations.
 4. Apply OB concepts and contemporary tools (including AI for employee engagement) to enhance performance and employee well-being in Rajasthan's tourism sector.
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Course Content

Unit 1: Introduction to OB

- Definition, scope, and models of OB; Historical foundations and contributing disciplines
- Challenges and opportunities for OB in tourism & hospitality (diverse workforce, seasonal employment)

Unit 2: Individual Behavior

- Perception, learning, and attitudes; Personality and emotional intelligence
- Motivation theories and applications in hotels and travel agencies
- Values, job satisfaction, and work-life balance in high-pressure tourism roles

Unit 3: Group and Team Dynamics

- Group formation, norms, and cohesiveness; Team development and effectiveness
- Conflict management and negotiation in tour leadership and hotel operations
- Communication and decision-making in cross-cultural settings

Unit 4: Organizational Processes

- Organizational culture and climate; Power, politics, and ethics
- Leadership theories and styles suitable for tourism organizations
- Stress management and employee wellness programs

Unit 5: Organizational Change and Contemporary Issues

- Change management models (Kotter's); Resistance and implementation in tourism
- Diversity, equity, inclusion (DEI), and AI's impact on behavior

- Case studies: Organizational behavior in Rajasthan heritage properties and successful hotel chains

Suggested Readings

1. Robbins, S.P., & Judge, T.A. (2025). *Organizational Behavior* (latest ed.). Pearson.
2. McShane, S.L., & Von Glinow, M.A. (2024). *Organizational Behavior* (updated). McGraw-Hill.
3. Luthans, F., & Youssef-Morgan, C.M. (2025). *Organizational Behavior: An Evidence-Based Approach*.
4. AIHR. (2026). *HR and OB Insights Reports*.
5. Journal of Organizational Behavior (2025 special issues on service industries).
6. WTTC. (2025). *Employment and Workforce Reports for Tourism*.
7. Rajasthan Tourism Department case studies on workforce practices.
8. Emerald Publishing. (2025). *Advances in Hospitality and Tourism OB*.

MTH7103T: Managerial Economics

Course Objectives To equip students with economic concepts and analytical tools for managerial decision-making in the tourism and hospitality sector, incorporating demand forecasting, pricing, and policy impacts.

Learning Outcomes

1. Apply microeconomic principles to analyze demand, supply, and consumer behavior in tourism.
 2. Evaluate production, cost, and pricing strategies for hospitality and travel services.
 3. Analyze macroeconomic factors affecting the tourism industry, including policy and global trends.
 4. Apply economic tools for forecasting and strategic decisions in Rajasthan's tourism Policy context.
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Course Content

UNIT 1: Introduction to Managerial Economics:

- Meaning, Nature, Scope & Significance
- Role of Managerial Economist, Micro vs Macro Economics in business decisions,
- Opportunity cost and decision-making principles, Incremental and marginal analysis.

UNIT 2: Demand and Forecasting:

- Law of demand and elasticity, Consumer behavior (utility & indifference curve)
- Demand estimation techniques, Demand forecasting methods.

UNIT 3: Production and Cost Analysis:

- Production function (short & long run), Laws of returns and scale
- Isoquants and optimization, Cost concepts and curves, Economies of scale.

UNIT 4: Market Structure and Pricing:

- Perfect competition, monopoly, monopolistic competition, oligopoly
- Pricing strategies and policies, Break-even analysis, Profit maximization.

UNIT 5: Introduction to Macroeconomics:

- Meaning, Nature & Scope of Macroeconomics, Key macroeconomic variables: GDP, inflation, unemployment, Balance of payments and exchange rates affecting international tourism
- National income concepts and measurement, Business cycles and economic fluctuations, Monetary policy and fiscal policy
- Case studies on economic challenges and opportunities in Indian tourism

Suggested Readings

1. Samuelson, P.A., & Nordhaus, W.D. (2025). *Economics* (updated). McGraw-Hill.
2. Mankiw, N.G. (2024). *Principles of Economics* (latest). Cengage.
3. Salvatore, D. (2025). *Managerial Economics* (updated). Oxford.
4. WTTC. (2025). *Travel & Tourism Economic Impact 2025: India*.
5. Ministry of Tourism. (2025). *India Tourism Data Compendium 2025*.
6. UN Tourism. (2025). *World Tourism Barometer*.
7. Rajasthan Tourism Policy 2025 economic provisions.
8. Journal of Travel Research (2025 economic issues).
9. D.N. Dwivedi – Managerial Economics (Vikas Publishing House)
10. Geetika et al. – Managerial Economics (McGraw Hill India)
11. Suma Damodaran – Managerial Economics (Oxford University Press India)
12. H.L. Ahuja – Managerial Economics (S. Chand)
13. K.K. Dewett – Modern Economic Theory (S. Chand)

MTH7104T: Fundamentals of Tourism

Course Objectives To equip MBA students with advanced strategic understanding of tourism as a dynamic global industry, its historical evolution, typologies, and multi-dimensional impacts, with emphasis on regenerative and AI-enabled models in the post-2025 landscape of climate resilience, digital transformation, and experiential economies. Special focus on Rajasthan's role as a heritage and desert tourism powerhouse.

Learning Outcomes

1. Critically evaluate tourism concepts, typologies, and the tourism system using contemporary global and Indian data.
 2. Analyze tourist motivations and typologies through modern frameworks, incorporating digital and regenerative influences.
 3. Assess economic, socio-cultural, and environmental impacts, including leakage minimization and Rajasthan-specific heritage/rural examples.
 4. Formulate sustainable and regenerative tourism planning strategies aligned with 2026 policy frameworks and emerging trends.
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Course Content

Unit 1: Introduction to Tourism

- UNWTO definitions of Tourism - Definition and Concept. Differentiation between Tourism, recreation, and leisure, their inter-relationships. Components of tourism and its characteristics. Types of Tourists, Distinction between Tourist-Traveler-Visitor-Excursionist. Visiting friends and Relatives (VFR). Domestic, international, inbound/outbound typologies
- Tourism system components (demand, supply, intermediaries, and digital platforms)
- Niche segments: eco, sustainable, adventure, rural, wellness, medical, and regenerative tourism
- Historical evolution: ancient India, colonial era, Industrial revolution, Grand Tour and Development of Modern Transport, Communication, and Accommodation Systems.

Unit 2: Tourism Motivations and Typologies

- Push-pull factors and McIntosh/Robinson classifications
- Maslow's hierarchy applied to experiential and transformative travel
- Plog's, Cohen's, and Smith's typologies in the Gen Z/millennial context
- Digital motivators: social media, VR previews, and agentic AI recommendations
- Emerging psychographic shifts toward regenerative experiences

Unit 3: Tourism Supply, Demand and Impacts

- Determinants of tourism demand: income, demographics, changing lifestyles, and climate/environmental awareness.

- The 4 A's of tourism supply (Attraction, Accessibility, Accommodation, Amenities) with integration of technology and digital infrastructure.
- Economic, socio-cultural, and environmental impacts of tourism; concept of economic leakage and multiplier effect.
- Positive and negative impacts of tourism as an activity; case studies from Rajasthan (forts, palaces, desert circuits, and community-based tourism).
- Sustainable tourism practices to mitigate negative impacts, with focus on Rajasthan's heritage and cultural resources.

Unit 4: Tourism Policy, Planning and Sustainable Development

- Overview of India's tourism policy framework and key initiatives of the Ministry of Tourism, Government of India (including Swadesh Darshan 2.0, PRASHAD, and Sustainable Tourism Criteria for India).
- National, state, and local levels of tourism planning; key features of **Rajasthan Tourism Policy 2025** (focus on sustainable development, private investment, infrastructure, heritage conservation, digital innovation, and special tourism zones).
- Principles of sustainable and regenerative tourism: carrying capacity, community participation, net-positive tourism models, and alignment with Sustainable Development Goals (SDGs).

Unit 5: Emerging Global and Indian Tourism Trends

- Global tourism trends: AI-driven personalization, wellness tourism boom, regenerative tourism, and technology-enabled experiences, Role of AI in redefining tourism systems
- Major challenges and opportunities specific to Rajasthan: Destination overcapacity, climate change impacts, water scarcity, development of rural tourism circuits, adventure tourism, MICE (Meetings, Incentives, Conferences & Exhibitions), heritage and desert tourism.
- Case Studies

Suggested Readings

1. UNWTO. (2025). *World Tourism Barometer* (Vol. 24) and *UN Tourism Data Dashboard 2025*.
2. Ministry of Tourism, Govt. of India. (2025). *India Tourism Data Compendium 2025 & Annual Report 2024-25*.
3. Buhalis, D. (Ed.). (2023). *Encyclopedia of Tourism Management and Marketing*. Edward Elgar.
4. Morrison, A. (2024). *Marketing and Managing Tourism Destinations* (3rd ed.). Routledge.
5. WTTC. (2025). *Travel & Tourism Economic Impact 2025: India*.
6. Rajasthan Tourism Department. (2025). *Rajasthan Tourism Policy 2025*.
7. Page, S.J., & Connell, J. (2024). *Tourism: A Modern Synthesis* (updated ed.). Cengage.
8. Tribe, J. (2025). *Strategy for Tourism* (3rd ed.). Goodfellow Publishers.

MTH7105T: Tourism Products of India & Rajasthan

Course Objectives To provide MBA students with in-depth strategic knowledge of India's and Rajasthan's geographical, historical, cultural, economic, and political profiles as tourism destinations, emphasizing infrastructure development, marketing, sustainability, and competitiveness in the 2026 global context. To reflect upon the heritage of India and Rajasthan and to know about the development of tourism in India and preservation of heritage sites through tourism.

Learning Outcomes

1. Analyze physical geography, climate zones, and biodiversity as tourism resources with Rajasthan focus.
 2. Evaluate historical, cultural, and social diversity and its role in heritage/experiential tourism.
 3. Assess economic contributions of tourism to GDP, employment, and regional development using 2025 data.
 4. Develop strategies for tourism infrastructure, digital marketing, and addressing challenges like water scarcity and urbanization.
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Course Content

Unit 1: Geographical Profile of India and Rajasthan

- Physical features of India: Himalayas, Indo-Gangetic plains, Thar Desert, coastal regions, and major climate zones.
- Biodiversity hotspots, national parks, and wildlife sanctuaries in India.
- Rajasthan-specific geography: Thar Desert, Aravalli hills, and unique flora and fauna.
- Application of GIS and spatial analysis tools for tourism destination mapping and planning.

Unit 2: Historical and Cultural Profile of India and Rajasthan

- Ancient civilizations and archaeological heritage of India.
- Major architectural styles: Rajput, Mughal, ancient temples, forts, palaces, monuments, museums, Buddhist sites, and Islamic art & architecture.
- Cultural diversity: Folk Music, Folk Dance, fairs, festivals, tribal communities, traditional crafts, cuisine, and intangible cultural heritage.
- Digital promotion of India's and Rajasthan's cultural heritage, with special reference to Rajasthan's UNESCO World Heritage Sites.

Unit 3: Economic and Social Profile of India and Rajasthan

- Structure of the Indian economy and tourism's contribution to GDP
- Social structure: caste, religion, urban-rural divide, and demographic patterns.
- Rajasthan's economy: key sectors including mining, handicrafts, textiles, and emerging tourism hubs.
- Role of tourism in employment generation and inclusive growth models.

Unit 4: Tourism Resources of India and Rajasthan

- Major tourism circuits in India and Rajasthan: Heritage Circuit, Wildlife Circuit, Spiritual/Pilgrimage Circuit, and Desert Triangle.
- Religious tourism resources: Study of major religions of India (Hinduism, Islam, Jainism, Christianity, Sikhism, and Buddhism) and their important shrines and pilgrimage centers.
- Tourism infrastructure: transport networks, accommodation, and digital connectivity.

Unit 5: Challenges, Opportunities and Sustainable Development

- Contribution of tourism to Rajasthan's economy.
- Key challenges: water scarcity, rapid urbanization, climate change impacts, and environmental degradation.
- Opportunities in sustainable, rural, and adventure tourism development.
- Case studies on community-based homestays, regenerative tourism models, and adaptive reuse of heritage properties in Rajasthan.

Suggested Readings

1. Husain, M. (2024). *Geography of India* (updated ed.). McGraw-Hill.
2. Ministry of Tourism. (2025). *India Tourism Data Compendium 2025*.
3. Rajasthan Tourism Department. (2025). *Rajasthan Tourism Policy 2025 & Annual Progress Reports*.
4. WTTC. (2025). *Travel & Tourism Economic Impact 2025: Global & India*.
5. Boniface, B., Cooper, C., & Cooper, R. (2025). *Worldwide Destinations* (updated). Routledge.
6. UNWTO. (2025). *Tourism Towards 2030: Updated Insights*.
7. NCERT & latest India Physical Environment reports.
8. Hall, C.M. (2024). *Tourism: Rethinking the Social Science of Mobility*.

MTH7106T: Fundamentals of Hospitality

Course Objectives To develop advanced strategic understanding of hospitality operations, service excellence, technology integration, and regenerative practices in global and Rajasthan heritage contexts.

Learning Outcomes

1. Evaluate the structure, classification, and evolution of hospitality enterprises, including heritage hotels.
 2. Analyze front office, housekeeping, and F&B operations with revenue optimization and AI tools.
 3. Apply service quality models and sustainability/regenerative practices across departments.
 4. Design innovative strategies for 2026 trends (agentic AI, IoT, regenerative hospitality) and challenges.
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Course Content

Unit 1: Introduction to Hospitality – Concepts

- Definition, nature, scope, and characteristics of hospitality as a service industry; distinction between hospitality and tourism.
- Historical evolution of hospitality and its integral role within the broader tourism ecosystem.
- Classification and types of accommodation: star rating system (Ministry of Tourism guidelines), heritage hotels (Heritage, Classic, Grand categories), boutique, eco-lodges, and alternative accommodations.
- Regulatory framework: FHRAI (Federation of Hotel & Restaurant Associations of India), Ministry of Tourism classification norms, and Rajasthan-specific heritage hotel policies.

Unit 2: Front Office Operations

- The guest cycle: pre-arrival, arrival, occupancy, departure, and post-departure stages.
- Key functions: reservations, registration, guest accounting, night auditing, and concierge services.
- Revenue and yield management strategies: dynamic pricing, occupancy optimization, and forecasting techniques.
- Technology integration: Property Management Systems (PMS) such as Opera and Fidelio, contactless technologies, Internet of Things (IoT), and agentic AI for personalized guest interactions and operational efficiency.
- Strategic role of front office in guest experience management and customer relationship management (CRM).

Unit 3: Housekeeping Operations and Facilities Management

- Organizational structure of housekeeping department, roles, responsibilities, and coordination with other departments.
- Operational standards: room cleaning procedures, linen and laundry management, public area maintenance, and inventory control.
- Sustainability practices: eco-friendly products, linen reuse programs, water and energy conservation, waste management, and green housekeeping protocols.
- Facilities management perspective: safety, security, hygiene standards, and preventive maintenance in hospitality properties.

Unit 4: Food and Beverage Operations and Service Management

- Organization of food and beverage outlets: restaurants, bars, banquets, and in-room dining; kitchen hierarchy and brigade system.
- Service styles (French, Russian, American, buffet, etc.), menu planning, costing, pricing, and beverage pairing principles.
- Quality and safety standards: HACCP (Hazard Analysis and Critical Control Points), food hygiene, and cost control mechanisms.
- Regional focus: Rajasthani cuisine, indigenous ingredients, and cultural influences in menu design.

Unit 5: Service Quality, Emerging Trends and Sustainability in Hospitality

- Service quality frameworks: SERVQUAL model and its five dimensions (tangibles, reliability, responsiveness, assurance, empathy) applied to hospitality.
- Contemporary challenges: labor shortages, talent retention, employee well-being, and the integration of AI to augment (not replace) human service.
- Smart hotels, digital transformation, and the future of guest experiences (hyper-personalization, voice AI, and immersive technologies).
- Rajasthan-specific case studies: heritage hotel conversions, community-based hospitality models, sustainable resort operations, and innovative practices in desert and rural hospitality.

Suggested Readings

1. Walker, J.R. (2025). *Introduction to Hospitality* (latest ed.). Pearson.
2. Andrews, S. (2024). *Introduction to Tourism and Hospitality Industry*. Pearson.
3. EHL Hospitality Insights. (2026). *Hospitality Outlook 2026*.
4. FHRAI & Ministry of Tourism Guidelines (2025).
5. Raghubalan, G., & Raghubalan, S. (2025). *Hotel Housekeeping Operations and Management*. Oxford University Press.
6. UNWTO & WTTC. (2025). Sustainability Reports.
7. Medlik, S. (2024). *The Business of Hotels* (updated).
8. Bhatia, A.K. (2024). *Hotel Management: An International Handbook*.

MTH7107T: Travel Agency and Tour Operations Management

Course Objectives To understand the significance of travel agency and tour operation management. It will help the students to understand the profession of tour guiding and how a travel agency works. Students will learn about current practices in the tourism and travel trade sector. To develop strategic skills in managing travel agencies, tour packaging, distribution, and operations in a digital, sustainable, and AI-enhanced 2026 environment.

Learning Outcomes

1. Evaluate the structure, functions, and regulatory framework of travel agencies/tour operators.
 2. Design, price, and customize tour packages using latest tools.
 3. Manage ticketing, documentation, and multi-modal transport with GDS/AI integration.
 4. Assess challenges, trends (AI chatbots, blockchain, low-carbon tours), and Rajasthan opportunities.
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Course Content

Unit 1: Introduction to Travel Agency and Tour Operations

- Historical evolution of travel trade: emergence of Thomas Cook, Cox & Kings, and American Express as pioneers.
- Types of tour operators and travel agencies: full-service, commercial, implant, group/incentive, retail, wholesale, online, and hybrid agencies.
- Linkages and integration of travel agencies with principal service providers (airlines, hotels, transport, and tourism boards).
- Regulatory framework, registration requirements, IATA and IATO accreditation, and core functions of a travel agency.

Unit 2: Travel Agency Operations and Tour Guiding

- Functions of a travel agency and procedures for setting up a full-fledged travel agency.
- Sources of revenue and diversification strategies: travel insurance, foreign exchange (Forex), cargo, MICE, and other ancillary services.
- Documentation, licensing, and government recognition for travel agencies in India.
- Role and importance of tour guides: differences between tour guide, escort, and tour manager; characteristics and responsibilities of a professional tour guide.
- Tour guiding in India: steps to become a licensed tour guide, regulatory framework, Dynamics of tour guiding: mechanics of guiding at monuments, religious sites, museums, archaeological sites, nature walks, walking tours, coach tours, and heritage walks.

Unit 3: Itinerary Planning

- Concept and types of tour itineraries; resources and systematic steps for itinerary planning.
- Do's and don'ts in itinerary preparation; tour formulation and designing process for FITs (Free Independent Travelers) and group tours.

- Planning and development of Special Interest Tours (SITs).

Unit 4: Tour Packaging, Costing and Distribution

- Classification of tour packages and components of a comprehensive tour package.
- Concept of costing in tour operations: identification of various types of costs and components of tour cost.
- Tour pricing strategies and calculation of tour package prices; peak and off-season pricing adjustments.
- Role of Global Distribution Systems (GDS) such as Amadeus and Sabre, integration with IRCTC, and multi-modal transport options in tour packaging.

Unit 5: Travel Trade Organizations and Associations

- Objectives, structure, activities, and functions of major international and national travel trade organizations.
- United Nations World Tourism Organization (UNWTO), Universal Federation of Travel Agents' Associations (UFTAA), and Pacific Asia Travel Association (PATA).
- Key Indian and global associations: Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), American Society of Travel Advisors (ASTA), International Airlines Agents Association (IAAI), and International Air Transport Association (IATA).
- Case studies

Suggested Readings

1. Negi, J.M.S. (2024). *Travel Agency Operations*. Kanishka.
2. IATA. (2025). *IATA Travel Agency Handbook*.
3. Page, S.J., & Connell, J. (2024). *Tourism: A Modern Synthesis*. Cengage.
4. Foster, D. (2025). *Tourism: A Global Interdisciplinary Perspective*.
5. Buhalis, D. (2023). Digital tourism chapters.
6. WTTC. (2025). Distribution Trends.
7. Indian Association of Tour Operators (IATO) Guidelines 2025.

MTH7108S: Social Outreach & Culture

MTH7108S: Social Outreach & Culture is a practical, field-based course designed to engage students in social outreach programs connected to Rajasthan's cultural and rural tourism landscape. The course requires students to actively participate in cultural immersion activities such as fairs and festivals, interact with local communities through rural homestays and craft-based initiatives, and contribute to community development projects. It also introduces students to the role of Corporate Social Responsibility (CSR) in tourism and heritage conservation, along with the application of sustainable and ethical practices in real-world settings. Through hands-on experiences, reflective reports, and presentations, students develop cultural sensitivity, social responsibility, and a deeper understanding of community engagement while enhancing their personal growth and cultural intelligence.

Course Objectives To foster social responsibility, cultural sensitivity, and community engagement skills through practical outreach activities linked to Rajasthan's cultural and rural tourism.

Learning Outcomes

1. Demonstrate understanding of Rajasthan's cultural diversity and heritage.
2. Engage with local communities through outreach projects.
3. Apply ethical and sustainable practices in social initiatives.
4. Reflect on personal growth and cultural intelligence gained.

The Social Outreach and Culture component shall be evaluated for a total of 50 marks, distributed as follows:

- **Continuous Assessment:** 15 marks (Project Proposal – 5 marks, Interim Progress Review – 5 marks, Final Project Report – 5 marks).
- **Final Evaluation:** 35 marks (Project Presentation – 20 marks, Viva-Voce – 15 marks).

Continuous assessment for the Social Outreach & Culture shall be conducted by the faculty mentor allotted by the Head of the Department. The final evaluation of the Seminar shall be carried out jointly by two faculty members appointed by the Head of the Department.

Semester II

Course Code	Name of Course	Category	L-T-P	CA	ESE	Total	Credits
MTH7201T	Human Resource Management	DCC	4-0-0	30	70	100	4
MTH7202T	Financial Management	DCC	4-0-0	30	70	100	4
MTH7203T	Marketing Management in Tourism & Hospitality	DCC	4-0-0	30	70	100	4
MTH7204T	Research Application in Tourism & Hospitality	DCC	4-0-0	30	70	100	4
MTH7205T	Sustainable Tourism and Heritage Conservation	GEC	4-0-0	30	70	100	4
MTH7206T	Hospitality Industry Operations	DCC	4-0-0	30	70	100	4
MTH7207T	Tourism Travel Industry	GEC	4-0-0	30	70	100	4
MTH7208S	Seminar	SEM	–	15	35	50	2
TOTAL			28-0-0	225	525	750	30

MTH7201T: Human Resource Management

Course Objectives To provide strategic HRM knowledge tailored to the unique workforce challenges of tourism and hospitality (seasonality, high attrition, service orientation).

Learning Outcomes

1. Analyze HRM functions and their strategic role in tourism organizations.
 2. Design recruitment, training, and performance systems for hospitality staff.
 3. Evaluate compensation, motivation, and retention strategies in a diverse workforce.
 4. Apply contemporary HRM trends (AI in HR, DEI, wellness) to tourism contexts.
-

Course Content

Unit 1: Introduction to HRM in Tourism and Hospitality

- Concept, nature, scope, and evolution of Human Resource Management (HRM).
- Major HRM functions and activities with special reference to the tourism and hospitality industry.
- Strategic role of HRM, Distinctive features of HRM in tourism & hospitality: emotional labor, guest-employee interaction, and the importance of soft skills.

Unit 2: Human Resource Planning, Recruitment and Selection

- Objectives, importance, and process of Human Resource Planning (HRP) in tourism and hospitality organizations.
- Job analysis, job description, and job specification tailored to hospitality roles (front office, housekeeping, F&B, tour guides, etc.).
- Recruitment: internal and external sources
- Selection process, placement, induction/onboarding, and employee retention strategies to address high attrition rates in tourism and hospitality.

Unit 3: Training & Development, Career Planning and Performance Management

- Objectives, process, and need assessment for training and development in service-oriented industries.
- Methods of training, tools & aids, and evaluation of training programs, methods of performance appraisal
- Training and development for service excellence: emotional intelligence, customer service skills, and cross-cultural competence relevant to tourism and hospitality workforce.

Unit 4: Compensation Management and Industrial Relations

- Concepts and components of compensation management; job evaluation techniques applicable to hospitality roles.
- Incentives, benefits, and reward systems, grievance handling procedures, trade unions, collective bargaining

Unit 5: Emerging Trends and Contemporary Issues in HRM for Tourism & Hospitality

- Employee empowerment, engagement
- Human Resource Accounting, productivity management, Total Quality Management (TQM), Kaizen
- Talent retention strategies amid high attrition rates in tourism and hospitality; diversity, equity & inclusion (DEI) practices, ESG metrics.
- Case studies on HRM practices in leading hotel chains, tour operators, and Rajasthan-based hospitality enterprises.

Suggested Readings

1. Dessler, G. (2025). *Human Resource Management* (latest ed.). Pearson.
2. Noe, R.A., et al. (2024). *Human Resource Management* (updated). McGraw-Hill.
3. AIHR. (2026). *26 HR Books for 2026* recommendations.
4. WTTC. (2025). *Workforce Reports for Tourism*.
5. *Journal of Human Resources in Hospitality & Tourism* (2025 issues).
6. Ministry of Tourism Skill Development Guidelines (2025).
7. Rajasthan Tourism Policy 2025 – Skill and Employment sections.
8. Armstrong, M. (2025). *Armstrong's Handbook of Human Resource Management Practice*.

MTH7202T: Financial Management

Course Objectives To develop financial decision-making skills for tourism and hospitality businesses, focusing on investment, financing, and working capital in a capital-intensive, seasonal industry.

Learning Outcomes

1. Apply time value of money and capital budgeting techniques to tourism projects.
 2. Analyze capital structure, cost of capital, and dividend decisions.
 3. Manage working capital and cash flows in hotels and tour operations.
 4. Evaluate financial performance and risk in the context of Rajasthan tourism investments under 2025 Policy incentives.
-

Course Content

UNIT 1: Introduction to Financial Management:

- Nature, scope, and objectives, Wealth maximization vs profit maximization,
- Financial decisions, Time value of money, Indian financial system.

UNIT 2: Capital Budgeting:

- Importance and process, Payback, NPV, IRR, PI methods,
- Risk analysis, Capital rationing.

UNIT 3: Capital Structure and Cost of Capital:

- Theories of capital structure, Leverage analysis,
- Cost of capital (WACC), EBIT-EPS analysis

UNIT 4: Working Capital Management:

- Concepts and determinants, Cash management,
- Inventory management, Receivables management

UNIT 5: Dividend and Financial Analysis:

- Dividend theories, Dividend policies in India,
- Financial planning, Ratio analysis, corporate restructuring basics
- Incentives under Rajasthan Tourism Policy 2025 (subsidies, SGST reimbursement)
- Case studies on hotel financing and tour operator viability

Suggested Readings

1. Brigham, E.F., & Ehrhardt, M.C. (2025). *Financial Management* (latest). Cengage.
2. Khan, M.Y., & Jain, P.K. (2024). *Financial Management* (updated Indian ed.). McGraw-Hill.
3. Ross, S.A., et al. (2025). *Corporate Finance*.
4. Ministry of Tourism. (2025). Investment Guidelines.

5. WTTC. (2025). Economic Impact Reports (financial aspects).
6. Rajasthan Tourism Policy 2025 financial incentives section.
7. Journal of Hospitality Financial Management (2025 issues).
8. Damodaran, A. (2025). *Investment Valuation* (relevant chapters).

MTH7203T: Marketing Management in Tourism & Hospitality

Course Objectives To master strategic marketing concepts, digital transformation, consumer behavior, and sustainable branding for tourism and hospitality in an AI-driven, competitive 2026 market.

Learning Outcomes

1. Understand services marketing philosophies and consumer behavior in tourism/hospitality.
 2. Apply segmentation, targeting, and positioning with Rajasthan/international focus.
 3. Design integrated 7Ps strategies, promotion, and destination branding.
 4. Evaluate contemporary trends including AI personalization, sustainable marketing, and Rajasthan campaigns.
-

Course Content

Unit 1: Introduction to Tourism Marketing

- Nature and scope of tourism marketing; distinctive characteristics of services marketing in tourism and hospitality.
- Core marketing concepts: needs, wants, demands, drives, and the tourist buying process.
- Marketing environment: Microenvironment (company, suppliers, marketing intermediaries, customers, and publics) and Macroenvironment (demographic, economic, natural, technological, political, and cultural factors).
- Services marketing mix (7Ps) with special emphasis on consumer behavior of Gen Z and millennial tourists, digital influences, and ethical marketing practices.

Unit 2: Tourism Product Management

- Product mix and product line decisions in tourism.
- Product design, branding, and new product development strategies.
- Product Life Cycle (PLC) and its application to tourism products.
- Tourism Area Life Cycle (TALC) and Destination Life Cycle (DLC).
- Components of the promotion mix and their role in tourism product positioning.

Unit 3: Market Segmentation, Targeting and Positioning

- Types of tourism markets and tourist behavior.
- Factors influencing consumer behavior: cultural, social, personal, and psychological dimensions.
- Organizational buying process in tourism and its eight stages.
- Market segmentation: bases and criteria for effective segmentation in tourism markets.
- Targeting strategies and positioning strategies for tourism destinations and products.
- Positioning of Rajasthan's tourism offerings for domestic and international market segments.

Unit 4: Tourism Promotion and Destination Branding

- Promotion mix: advertising, public relations (PR), sales promotion, personal selling, and digital marketing tools.
- Role of digital marketing, AI-driven/agentive commerce, and metaverse technologies in tourism promotion.
- Rajasthan Tourism campaigns, destination branding and relevant case studies in destination promotion.

Unit 5: Pricing Decisions and Distribution Strategies in Tourism

- Pricing decisions: internal and external factors affecting tourism product pricing.
- Pricing strategies for new and existing tourism products.
- Distribution channels and intermediaries in tourism: role of travel agencies, tour operators, online travel aggregators (OTAs), and direct distribution.
- Case studies

Suggested Readings

1. Kotler, P., et al. (2025). *Marketing Management* (latest ed.). Pearson.
2. Hudson, S., & Hudson, L. (2024). *Marketing for Tourism, Hospitality & Events* (2nd ed.). SAGE.
3. Buhalis, D. (2023). *Encyclopedia of Tourism Management and Marketing*.
4. Morrison, A. (2024). *Marketing and Managing Tourism Destinations*.
5. Rajasthan Tourism Department. (2025). Campaign Reports.
6. UNWTO. (2025). *Tourism Marketing Trends*.
7. Getz, D., & Page, S.J. (2025). *Event Tourism* (updated).
8. Emerald. (2025). *Sustainable Tourism Marketing Innovations*.

MTH7204T: Research Application in Tourism & Hospitality

Course Objectives To build advanced competencies in designing, conducting, and applying research for evidence-based tourism planning, policy, and management using qualitative, quantitative, and big-data/AI tools.

Learning Outcomes

1. Design robust research frameworks for complex tourism issues.
 2. Select ethical data collection and sampling methods, including big data.
 3. Analyze data with statistical/AI tools and derive managerial insights.
 4. Prepare professional reports and apply findings to real-world cases (e.g., Rajasthan festivals)
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Course Content

Unit 1: Introduction to Business Research

- Meaning, objectives, and importance of research in tourism and hospitality management.
- Types of research: exploratory, descriptive, explanatory (causal), and mixed methods research.
- Research process and research design with specific application to tourism and hospitality contexts.
- Formulation of research problem: problem identification, research questions, and formulation of hypotheses.
- Qualities of a good hypothesis; types of hypotheses – Null Hypothesis and Alternative Hypothesis.
- Hypothesis testing: logic, importance, and its role in tourism research.

Unit 2: Measurement, Scaling and Data Collection

- Concept of measurement: validity and reliability in tourism research.
- Levels of measurement: Nominal, Ordinal, Interval, and Ratio scales.
- Questionnaire construction, design principles, and rating scales commonly used in tourism studies.
- Primary data collection methods: surveys, interviews, focus groups, and ethnography.
- Secondary data sources, big data, and social media analytics in tourism research.
- Research ethics, sampling concepts, and ethical considerations in data collection.

Unit 3: Sampling Techniques in Tourism Research

- Concept of sample, sampling error, and characteristics of a good sample.
- Determination of sample size in tourism and hospitality studies.
- Probability sampling methods: Simple Random Sampling, Systematic Sampling, Stratified Random Sampling, and Multi-stage Sampling.

- Non-probability sampling methods: Judgment Sampling, Convenience Sampling, Quota Sampling, and Snowball Sampling.
- Application and appropriateness of different sampling techniques in tourism destination, visitor, and hospitality research.

Unit 4: Data Analysis and Statistical Techniques

- Descriptive and inferential statistics in tourism research.
- Hypothesis testing procedures and interpretation of results.
- Selection of appropriate statistical techniques: parametric and non-parametric tests.
- Key statistical tools: T-test, ANOVA, Chi-square test, Correlation, Regression, Factor Analysis, Cluster Analysis, and Conjoint Analysis.
- Introduction to statistical software: SPSS, R, Python, and AI-assisted data analysis tools.
- Application of data analytics for decision-making in tourism and hospitality management.

Unit 5: Research Reporting and Tourism-Specific Applications

- Structure and components of a research report; types of research reports.
- Characteristics of a good research report and principles of effective research communication.
- Tourism-specific research areas: tourism impact assessment, visitor satisfaction surveys, market research, and destination studies.
- Rajasthan-focused case studies in tourism research and policy-oriented research applications.

Suggested Readings

1. Kothari, C.R. (2024). *Research Methodology* (latest ed.). New Age.
2. Veal, A.J. (2025). *Research Methods for Leisure and Tourism* (updated). Pearson.
3. Okumus, F., et al. (2023). *Advanced Research Methods in Hospitality and Tourism*. Emerald.
4. UNWTO. (2025). *Tourism Research Guidelines*.
5. Tourism Management Journal (2025 special issues on AI and quantitative methods).
6. WTTC Research Reports (2025).
7. Jennings, G. (2024). *Tourism Research* (updated). Wiley.

MTH7205T: Sustainable Tourism and Heritage Conservation

Course Objectives To equip students with integrated knowledge and practical skills for conserving cultural and natural heritage while developing sustainable and regenerative tourism models. The course emphasizes balancing heritage preservation, ecological conservation, community empowerment, and economic viability through policy frameworks, innovative management practices, and responsible tourism strategies. Special focus is given to Rajasthan's rich forts, palaces, havelis, desert ecosystems, and UNESCO sites to position India as a global leader in responsible heritage-based tourism.

Learning Outcomes By the end of the course, students will be able to:

1. Understand core concepts of sustainable tourism, eco-tourism, and heritage types, and assess their tourism potential, threats, and conservation needs.
2. Apply environmental impact assessment, carrying capacity management, and conservation techniques (including digital tools) for eco-tourism and heritage sites.
3. Develop sustainable and regenerative tourism practices, certifications, and community-based models with equitable benefit-sharing.
4. Critically analyze real-world case studies of heritage sites and eco-tourism destinations in Rajasthan and propose innovative, sustainable solutions for future challenges.

Course Content

Unit 1: Concepts of Sustainable Tourism and Eco-Tourism

- Definitions and evolution of sustainable tourism, eco-tourism, and the shift towards regenerative tourism (UNWTO, IUCN, GSTC standards).
- Core principles: Three pillars of sustainability (environmental, social, economic), conservation, community involvement, and education.
- Role in achieving UN SDGs (especially SDG 8, 11, 12, 14, 15) and Rajasthan's unique desert, Aravalli, and wetland ecosystems.
- Global vs. local perspectives with reference to Rajasthan Tourism Policy 2025 and Rajasthan Eco-Tourism Policy.
- Positive and negative impacts of tourism and the need for responsible models.

Unit 2: Environmental Impacts, Assessments and Regenerative Practices

- Positive and negative environmental impacts on biodiversity, ecosystems, and cultural heritage.
- Environmental Impact Assessment (EIA) process, carrying capacity calculations (physical, ecological, social), and mitigation measures.
- Sustainable and regenerative practices: Zero-waste, water & energy conservation, renewable energy in eco-lodges, low-impact transportation, and rewilding.
- Eco-tourism certifications (GSTC, Green Globe, EarthCheck) and emerging regenerative standards.

Unit 3: Community Engagement and Policy Framework in Sustainable & Eco-Tourism

- National and Rajasthan-specific policies: National Tourism Policy, Rajasthan Tourism Policy 2025, Rajasthan Eco-Tourism Policy, Wildlife Protection Act, and Forest Conservation Act.
- Role of NGOs, local communities, and private sector in sustainable tourism development in Rajasthan, Community-based eco-tourism and heritage tourism models
- Benefit-sharing mechanisms around protected areas and heritage zones.

Unit 4: Introduction to Heritage and Conservation Techniques

- Concept and types of heritage: Tangible & intangible, natural & cultural, movable & immovable.
- UNESCO World Heritage criteria and major elements of India's cultural & natural heritage with special focus on Rajasthan (Hill Forts of Rajasthan, Jaipur City, Jantar Mantar, Keoladeo National Park).
- Principles of conservation: Preservation, restoration, preventive and curative conservation.
- Basic conservation handling (temperature, humidity, pollution, bio-deterioration) and use of modern tools: 3D scanning, AR/VR, digital documentation.

Unit 5: Heritage Management, Tourism Integration and Future Strategies

- Heritage management plans: Significance, visitor management strategies, interpretation, and promotion of conserved sites.
- Legal and policy framework: Ancient Monuments and Archaeological Sites and Remains Act, role of ASI, INTACH, ICOMOS, UNESCO, and Rajasthan-specific initiatives.
- Integration of heritage with sustainable tourism: Heritage walks, adaptive reuse of havelis and forts, digital marketing, and innovative tourism products.
- Case studies: Ranthambore, Mount Abu, Amber Fort, Jaisalmer Fort, Shekhawati havelis, etc

Suggested Readings

1. Timothy, D.J., & Boyd, S.W. (2025). *Heritage Tourism* (updated). Pearson.
2. UNESCO. (2025). *World Heritage and Sustainable Tourism Programme*.
3. ASI. (2025). *Guidelines for Conservation of Built Heritage*.
4. Millar, S. (2024). *Stakeholders and Community Participation*.
5. Journal of Heritage Tourism (2025 issues).
6. Rajasthan Tourism Policy 2025 heritage sections.
7. ICOMOS charters (updated).
8. Emerald Heritage Tourism series

MTH7206T: Hospitality Industry Operations

Course Objective: The objective of this course is to equip MBA (T&H) students with in-depth knowledge and strategic managerial skills in the planning, operations, control, and leadership of Food & Beverage (F&B) Service and Housekeeping departments in hotels. The course emphasizes operational efficiency, guest experience enhancement, cost management, safety & hygiene standards, and integration of emerging trends such as **wellness tourism**, sustainability, AI-driven personalization, and regenerative practices to prepare students as future leaders in the dynamic global hospitality sector.

Learning Outcomes: Upon successful completion of the course, students will be able to:

1. Analyze the organizational structures, inter-departmental coordination, resource planning, and operational frameworks of F&B and Housekeeping departments.
2. Develop and implement menus, budgets, inventories, purchasing strategies, and control mechanisms aligned with revenue goals and operational excellence.
3. Execute professional service and cleaning procedures while maintaining high standards of efficiency, hygiene, and guest satisfaction.
4. Manage beverage and bar operations, linen/uniform controls, and cost-optimization techniques to drive profitability and quality.
5. Evaluate and apply contemporary trends in hospitality

Course Content

Unit 1: Introduction to Food & Beverage and Housekeeping Departments

- Overview of the food service industry, types of restaurants and their characteristics, functions and organization of the F&B department, food service equipment (types, purchase considerations, and storage), ancillary sections, and various styles of food service.
- Importance of housekeeping in hospitality, planning process, organizational chart, duties and responsibilities, department layout, personal attributes of staff, and coordination with other departments.
- Contribution of both departments to overall hotel operations, guest experience, and revenue generation.

Unit 2: Operational Procedures of Housekeeping

- Linen and uniform room: layout, equipment, linen requirement calculations, purchase/storage, control procedures, recycling; uniforms — selection, design, advantages, issuing/exchanging, and types.
- Cleaning methods for surfaces, floorings, guest rooms, and public areas; laundry operations (importance, linen selection, buying, and guest laundry handling).
- Housekeeping control desk: room records, key control systems (master key, grand master key).
- Housekeeping inventories: selection of cleaning equipment, agents, guest supplies, linen, and uniforms; principles, types, and stages of purchasing; vendor management.

- Budgeting for housekeeping: types of budgets, planning process, advantages, capital and operating expenses, forecasting room sales, and expense control.

Unit 3: Beverage Management

- Origin and functions of the menu, types of menus, culinary terms, covers and accompaniments, considerations in menu planning, compiling à la carte and table d'hôte menus, menu as a sales tool.
- Restaurant preparation (before and after service), general and room service procedures, do's and don'ts, handling guest situations, order taking, and billing methods.
- Types of beverages (alcoholic and non-alcoholic), manufacturing, service styles, and major brands (Beer, Wine, Whisky, Gin, Vodka, Brandy).
- Types of bars, bar design, operation procedures, daily routines, and beverage control.

Unit 4: Customer Relationship Management, Safety & Security

- CRM in F&B: importance, guest satisfaction
- food safety and hygiene, complaint handling,
- Safety and security: job safety analysis, hazards in housekeeping, accident prevention, fire prevention and firefighting, first aid, theft handling, lost and found procedures.

Unit 5: Latest Trends in the Hospitality Sector

- Wellness tourism: integration of holistic wellness in F&B (healthy/functional menus, detox beverages, mindful eating, personalized nutrition) and housekeeping (organic/eco-friendly amenities, aromatherapy, wellness room setups, air purification)
- Sustainable and eco-friendly housekeeping practices
- Green hotels and energy-efficient operations
- Case Studies

Suggested Readings:

1. Food and Beverage Service – Oxford University Press
2. Hotel Housekeeping: Operations and Management – Oxford University Press
3. Introduction to Hospitality Management – Pearson
4. World Travel & Tourism Council – *Travel & Tourism Economic Impact Report (2024/2025)*
5. World Economic Forum – *Travel & Tourism Development Index 2024*
6. Hotel Tech Report – *Hospitality Trends Report 2024*
7. Hospitality Technology – Research on IoT, AI, and smart hospitality systems
8. Raghubalan, G. & Raghubalan, S. (2023). Hotel Housekeeping: Operations and Management (4th ed.). Oxford University Press.
9. Singaravelavan, R. Food and Beverage Service (2nd ed.). Oxford University Press.

10. Andrews, S. Hotel Housekeeping: A Training Manual. McGraw Hill Education.
11. Cousins, J. & Lillicrap, D. Food and Beverage Service. Hodder Education.
12. Walker, J.R. (2025). Introduction to Hospitality. Pearson.

MTH7207T: Tourism Travel Industry

Course Objectives To provide students with comprehensive knowledge of the tourist transport system in India, covering the evolution, organization, and operations of Road, Rail, Air, and Water transport. The course emphasizes major hubs, spoke systems, infrastructure development, itinerary planning, documentation, and emerging trends, while highlighting their role in promoting sustainable tourism with special reference to Rajasthan's connectivity and tourism circuits.

Learning Outcomes By the end of the course, students will be able to:

1. Understand the evolution, importance, and types of tourist transport systems and their contribution to tourism development in India.
2. Analyze the structure, operations, and tourist services of Rail and Surface (Road) transport systems in India.
3. Evaluate the growth, regulatory framework, and operational aspects of Air transport, including itinerary planning and fare construction.
4. Examine water-based tourism and transportation systems along with their integration with other modes.

Course Content

Unit 1: Evolution and Fundamentals of Tourist Transport System

- Evolution and growth of transportation systems in India.
- Types of transport and patterns of demand for tourist transportation.
- Major transport infrastructure and its role in tourism development

Unit 2: Rail and Surface (Road) Transport System

- Indian Railways: Brief history, zones, classes of journey, types of trains & tracks, high-speed trains, luxury trains (Palace on Wheels), hill trains, and Mountain Railways of India (UNESCO World Heritage).
- Railway reservation systems: Tatkal, i-ticket, e-ticket, IRCTC services, Eurail and Indrail passes, passenger amenities.
- Surface transport: National Highways, Expressways, Golden Quadrilateral, Golden Triangle, and Green Triangle.
- Importance of road transport in tourism, Rent-a-Cab scheme, national & state permits, insurance, and marketing of road transport services.

Unit 3: Air Transportation System – Operations and Regulations

- Growth and development of air transport and cargo industry in India and worldwide.
- Freedoms of Air, Chicago Convention, Bermuda Convention, and Warsaw Convention.
- Roles of DGCA, IATA, and ICAO; history and development of Indian airlines.
- Major airports, hub-and-spoke system, UDAN scheme, and emerging airport infrastructure (Delhi, Mumbai, Jaipur, Jodhpur, Udaipur).

Unit 4: Air Travel Planning, Documentation and Fare Construction

- Introduction to airline industry: Growth and distribution of airlines and air traffic globally.
- Familiarization with OAG: 3-letter city codes, airport codes, airline codes, country & currency codes, Minimum Connecting Time (MCT), and Global Indicators.
- Planning itinerary by air: Journey types, types of fares, mileage and routing systems, fare construction principles, Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS), Higher Intermediary Points (HIP), Circle Trip Minimum (CTM), Backhaul Check, and Open Jaw.
- Travel documentation: Passport, Visa, Currency Regulations, Customs, Health Regulations, Immigration Formalities, and TIMATIC.

Unit 5: Water-Based Tourism, CRS and Emerging Trends

- Water transport categories: Coastal shipping, passenger ferries, cruise ships, houseboats, hovercrafts, and safari boats.
- National Waterways of India, major ports, inland waterways, and important cruise circuits.
- Emerging trends: Sustainable transport practices, digital integration, multimodal connectivity, and future challenges in India's tourist transport system.
- Case studies

Suggested Readings

1. Bhatia, A.K. Tourism Development and Management in India (Sterling Publishers, latest edition).
2. Negi, J. Travel Agency and Tour Operations (Kanishka Publishers).
3. Raina, C.L. & Lodha, G. Fundamentals of Tourism and Travel Industry in India (Jaipur Publishing House).
4. Sinha, P.C. Tourism and Development in India (Anmol Publications, recent edition).
5. Ministry of Tourism & Ministry of Civil Aviation – Annual Reports (Government of India).
6. Indian Railways Annual Reports and IRCTC Publications.
7. Journal of Tourism (Sage Publications).
8. Tourism Management (Elsevier).
9. Journal of Sustainable Tourism (Taylor & Francis).
10. Tourism Recreation Research (Taylor & Francis).

MTH7208S: SEMINAR

Seminar (60 Hours): The Seminar provides students with an opportunity to explore contemporary issues, emerging trends, and research developments in management and related fields. Students are expected to select a relevant topic, review existing literature, and present their analysis through a structured presentation. The seminar aims to develop critical thinking, research orientation, and presentation skills while encouraging academic discussion and knowledge sharing.

The Seminar shall be evaluated for a total of 50 marks, distributed as follows:

- **Continuous Assessment: 15 marks**
- **Final Evaluation: 35 marks**

Continuous assessment for the Seminar shall be conducted by the faculty mentor allotted by the Head of the Department. The final evaluation of the Seminar shall be carried out jointly by two faculty members appointed by the Head of the Department.

Semester III

Course Code	Name of Course	Category	L-T-P	CA	ESE	Total	Credits
MTH7301T	Strategic Tourism Management	DCC	4-0-0	30	70	100	4
MTH7302T	Business Communication	SEC	4-0-0	30	70	100	4
MTH7303T	Global Tourism Geography	GEC	4-0-0	30	70	100	4
MTH7304T	MICE Tourism	DSE	4-0-0	30	70	100	4
MTH7305T	Artificial Intelligence in Tourism	SEC	4-0-0	30	70	100	4
MTH7306T	Entrepreneurship & Small business Management	SEC	4-0-0	30	70	100	4
MTH7307T	Contemporary Tourism Trends & Innovations	DCC	4-0-0	30	70	100	4
MTH7308S	Case Study & Analysis	SEC	—	15	35	50	2
TOTAL			20-0-0	225	525	750	30

MTH7301T: Strategic Tourism Management

Course Objectives To develop advanced strategic thinking for tourism organizations and destinations, aligning vision with 2026 market trends, sustainability, and innovation.

Learning Outcomes

1. Apply strategic process and tools (PESTLE, SWOT/TOWS) to tourism contexts.
 2. Formulate competitive strategies using Porter's, Ansoff, and Blue Ocean frameworks.
 3. Design implementation plans addressing culture and change.
 4. Evaluate performance with Balanced Scorecard and adapt to regenerative trends.
-

Course Content

Unit 1: Strategy Basics

- Concept and importance of strategic management in tourism and hospitality.
- Levels of strategy: Corporate, Business, and Functional levels.
- Strategic management process: Environmental scanning, strategy formulation, implementation, and evaluation.
- Developing Vision, Mission, Objectives, and Goals — with examples from tourism destinations and organizations.
- Role of strategy in achieving long-term competitiveness, sustainability, and stakeholder value in the tourism sector.

Unit 2: Environmental Analysis

- Internal environment analysis: Value Chain Analysis (primary and support activities) specific to tourism firms (e.g., hotels, tour operators, attractions).
- External environment analysis: PESTLE framework— Political, Economic, Social, Technological, Legal Environmental
- SWOT Analysis and TOWS Matrix for strategy generation.

Unit 3: Strategy Formulation

- Generic competitive strategies (Cost Leadership, Differentiation, Focus) and their application in tourism.
- Destination branding and positioning strategies for competitive advantage.
- Growth strategies: Ansoff Matrix (Market Penetration, Product Development, Market Development, Diversification) with tourism examples.
- Portfolio analysis using BCG Matrix for tourism products/destinations.
- Blue Ocean Strategy: Creating uncontested market space — with special emphasis on rural Rajasthan homestays (e.g., developing unique experiential offerings in agro-tourism, wellness, or community-based tourism that eliminate traditional competition while creating new demand).

Unit 4: Strategy Implementation

- Organizational structure and design for tourism enterprises (functional, divisional, matrix structures).
- Role of leadership in strategy execution, including transformational leadership in tourism organizations.
- Kotter's 8-Step Change Model and its relevance to tourism transformation
- Challenges in implementation: Resistance to change, cultural issues, and coordination in multi-stakeholder tourism ecosystems (government, private sector, local communities).

Unit 5: Evaluation and Control

- Strategy evaluation techniques: Performance measurement, gap analysis, and corrective actions.
- Balanced Scorecard (BSC) adapted for tourism: Financial, Customer, Internal Processes, Learning & Growth perspectives — with KPIs relevant to tourism (e.g., occupancy rates, guest satisfaction, sustainability metrics, repeat visitation).
- Case studies

Suggested Readings

1. Wheelen, T.L., et al. (2025). *Strategic Management and Business Policy*. Pearson.
2. Tribe, J. (2025). *Strategy for Tourism* (updated). Goodfellow.
3. Johnson, G., et al. (2025). *Exploring Strategy*. Pearson.
4. UNWTO. (2025). *Tourism Towards 2030: Updated*.
5. WTTC. (2025). Strategic Reports.
6. Buhalis, D. (2023). Strategic chapters.
7. Emerald Building the Future of Tourism series (2025).
8. Rajasthan Tourism Policy 2025 strategic analysis.

MTH7302T: Business Communication

Course Objectives

To enhance strategic verbal, written, digital, and cross-cultural communication skills required for effective leadership and professional excellence in the global tourism and hospitality industry.

Learning Outcomes

By the end of the course, students will be able to:

1. Apply principles of effective communication and identify and overcome communication barriers in professional settings.
 2. Develop and present professional written documents, reports, and business correspondence relevant to tourism and hospitality contexts.
 3. Demonstrate effective oral, interpersonal, and presentation skills in diverse organizational situations.
 4. Utilize digital communication tools and apply cross-cultural communication strategies tailored to Rajasthan and international tourism environments.
-

Course Content

Unit 1: Foundations of Business Communication

- The communication process: sender, message, channel, receiver, feedback, and noise.
- Principles of effective communication – The **7Cs** (Clarity, Conciseness, Concreteness, Correctness, Coherence, Completeness, Courtesy).
- Non-verbal communication: body language, facial expressions, gestures, posture, and proxemics — with relevance to guest interactions and hospitality service.
- Common barriers to communication (physical, psychological, semantic, cultural) and strategies to overcome them in tourism settings.

Unit 2: Written Communication

- Business writing fundamentals: tone, structure, grammar, and audience analysis.
- Professional emails, memos, and letters (e.g., confirmation to clients, apology letters, follow-up with travel agents).
- Report writing: types of reports (incident, feasibility, event, sustainability, and tour reports), structure, and executive summary.
- Proposals and brochures: preparing event proposals for MICE clients, promotional brochures for heritage tours, and destination marketing materials.

Unit 3: Oral and Interpersonal Communication

- Public speaking and presentation skills: structuring speeches, using visual aids, handling Q&A.

- Effective meeting management: agenda setting, conducting meetings, and minutes preparation.
- Negotiation skills: negotiating with vendors, tour operators, and corporate clients.
- Interpersonal skills: building rapport with guests, conflict resolution, and team communication.

Unit 4: Digital Communication

- Social media management for tourism brands: content creation, engagement strategies, and platform-specific best practices (Instagram, LinkedIn, TripAdvisor, Google Reviews).
- Customer Relationship Management (CRM) tools and their role in personalized guest communication.
- Virtual communication tools: video conferencing (Zoom, Microsoft Teams), webinars, and virtual tours.
- Managing online reviews and e-WOM (electronic word-of-mouth): responding to positive/negative feedback professionally.
- Emerging trends: AI-powered chatbots, personalized messaging, sentiment analysis, and mobile-first guest communication (as relevant in 2025–2026 hospitality tech).

Unit 5: Cross-Cultural Communication

- Theoretical frameworks: Hofstede’s cultural dimensions and Edward Hall’s high-context vs. low-context cultures.
- Cultural intelligence (CQ) and its importance in global tourism.
- Rajasthan-specific etiquette: interacting with local communities, royal heritage protocols, festivals (e.g., Pushkar Camel Fair, Desert Festival), and traditional hospitality customs (e.g., “Padharo Mhare Desh” spirit).
- Strategies for cultural sensitivity in sustainable and responsible tourism, avoiding cultural appropriation, and promoting authentic experiences.

Suggested Readings

1. Bovee, C.L., & Thill, J.V. (2025). *Business Communication Today*. Pearson.
2. Lesikar, R.V., et al. (2024). *Basic Business Communication*. McGraw-Hill.
3. Raman, M., & Singh, P. (2025). *Business Communication* (Indian ed.). Oxford.
4. UNWTO. (2025). *Cross-Cultural Tourism Communication*.
5. EHL. (2026). *Hospitality Communication Trends*.
6. Kotler marketing communication chapters (2025).
7. *Journal of Hospitality and Tourism Management* (2025 issues).
8. Rajasthan Tourism digital guidelines (2025).

MTH7303T: Global Tourism Geography

Course Objectives

This course aims to develop a comprehensive understanding of the spatial dimensions of tourism at global and national scales. It equips students with the ability to perform strategic spatial analysis of tourism resources, evaluate the influence of physical geography and climate on destination development, and formulate sustainable tourism strategies. Special emphasis is placed on the geography-tourism interface, climate risks, accessibility challenges, and destination planning, with particular reference to India and Rajasthan's diverse physiographic and cultural landscapes. The course integrates map reading, GIS applications, and contemporary issues.

Learning Outcomes

1. Locate and interpret major global and Indian tourism resources using maps, latitude-longitude systems, IATA tools, and spatial analysis techniques.
2. Analyze the influence of climatic zones, physiographic features, and environmental factors on tourism patterns, seasonality, and associated risks.
3. Evaluate the distribution of natural and cultural attractions across continents and within India, with critical assessment of generating and receiving regions.
4. Formulate sustainable destination development strategies that address accessibility, climate resilience, overtourism, and emerging challenges.
5. Apply geographical knowledge to real-world case studies and practical mapping exercises for strategic tourism planning.

Course Content

Unit 1: Introduction to Tourism Geography

- Meaning, definition, nature, and scope of tourism geography.
- The interface between geography and tourism: spatial analysis, locational factors, and the geography-tourism relationship.
- Physical and political features of the Indian subcontinent as a foundation for tourism geography.
- Continents of the world: overview, distribution, and their significance in global tourism.
- Time zones, International Date Line, IATA codes, and their practical applications in global travel and tour operations.

Unit 2: World Climatic Zones, Vegetation and Spatial Frameworks

- Major climatic zones of the world using Köppen's classification system.
- Tropical, subtropical, temperate, arid, and polar climatic regions and their characteristics.
- Global vegetation zones: tropical rainforests, savannas, deserts, temperate forests, grasslands, taiga, and tundra.

- Influence of climate and vegetation patterns on tourism seasonality, destination attractiveness, and weather-related risks.
- Study of maps, longitude, latitude, International Date Line, and time variations and their impact on tourism operations.

Unit 3: Global Natural Wonders and Continental Tourism Geography

- Natural geographical wonders of the world and their tourism significance.
- Geography of major continents: Europe, Asia, Africa, North America, South America, Australia & Oceania, and Antarctica – key physiographic features, climatic variations, and vegetation patterns.
- Distribution of UNESCO Natural World Heritage Sites across different continents.
- Major tourism generating and receiving regions of the world; key tourism networks and corridors.

Unit 4: Natural Tourism Resources and Circuits of India

- Physiographic divisions of India: Himalayas, Indo-Gangetic Plains, Peninsular Plateau, Thar Desert, Coastal Plains, and Islands.
- Biodiversity hotspots, national parks, wildlife sanctuaries, bird sanctuaries, tiger reserves, hill stations, rivers, lakes, and coastal resources.
- Rajasthan-specific focus: Thar Desert, Aravalli hills, and their unique contribution to desert tourism and heritage circuits.
- Important tourist circuits of India: Heritage, Wildlife, Spiritual, Desert Triangle, Beach, and Backwater circuits.

Unit 5: Unique Geographical Attractions – Case Studies

- Critical analysis of unique global and Indian geographical attractions and their tourism potential, challenges, and management strategies.
- Case studies include:
 - Grand Canyon (USA) – arid plateau and river erosion
 - Western and Eastern Ghats (India) – biodiversity hotspots
 - Great Barrier Reef (Australia) – tropical marine ecosystem
 - Thar Desert – largest hot desert and emerging adventure tourism
 - Ranthambore National Park – Wildlife Tourism
 - Northern Lights (Aurora Borealis – Scandinavia/Iceland) – polar region phenomenon
- Popular tourist attractions and comparative case studies of selected states: Rajasthan, Kerala, Goa, Madhya Pradesh, Odisha, and North-Eastern Region or any other destination.
- Practical exercises in map reading and spatial analysis of Indian tourism resources.

Suggested Readings

1. **Boniface, Brian G., Cooper, Chris & Cooper, Robyn (2024).** *Worldwide Destinations: The Geography of Travel and Tourism* (9th Edition). Routledge.
2. **Hall, C. Michael & Page, Stephen J. (2022).** *The Geography of Tourism and Recreation: Environment, Place and Space* (5th Edition). Routledge.
3. **Mishra, Mukesh (2023).** *Tourism Geography of India*. Sankalp Publication.
4. **Chouhan, T.S. (2020).** *Geography of Rajasthan*. Scientific Publishers.
5. **Saxena, H.M. (2021).** *Geography of Rajasthan*. Rawat Publications.
6. Hall, C.M. (2024). *Tourism: Rethinking Mobility*.
7. Lew, A., et al. (Eds.). (2025). *Wiley Blackwell Companion to Tourism*.
8. UNWTO & IATA manuals (2025).

MTH7304T: MICE Tourism

Course Objective

To provide students with a comprehensive understanding of the Meetings Incentives Conferences and Exhibitions MICE industry with a focus on planning organizing managing and marketing events. The course aims to develop strategic and operational skills required to manage MICE tourism effectively while emphasizing sustainability destination development and global trends.

Learning Outcomes

1. Understand the structure components and significance of the MICE industry within the tourism and hospitality sector.
 2. Analyze different types of MICE events and evaluate their economic and social impact on destinations.
 3. Apply event planning and management principles including budgeting logistics and operations for successful execution of MICE events.
 4. Evaluate the role of destinations stakeholders and infrastructure in attracting and managing MICE tourism.
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Course Content

Unit 1: Overview of the MICE Industry:

- Introduction of MICE industry, Basic terms and concepts & nature of MICE
- Types of Events: Meetings Incentives Conventions Events/Exhibitions
- The impact of MICE on local and national communities. Components, difference from leisure, ICCA/G20 trends. Rajasthan events (RIFF, desert festivals)

Unit 2: The Role of MICE in the Tourism Industry:

- Broader value of MICE; Educate and inform, Promote, Network and Socialize
- Attracting tourism Improving the Destination's image,
- Support the Local Community, job creation, Increase sales, Improve performance Infrastructure investment.

Unit 3: MICE Destinations and Facilities:

- Destination management A frame work for the study of destination selection model, Local community Association / Exhibitors Convention Bureau/ Destination Management Organization (DMO)

- Venue and Hotels: On-Site Management and Rajasthan Focus, Logistics, sustainability, forts/palaces/lakes venues
Introduction, General Considerations, Infrastructure for MICE

Unit 4: Planning MICE:

- Basic Event Planning, Design, site selection, budgeting, checklists
- Planning for MICE: Venues, Transport, Accommodation, Other Support Services, Private Sector and Government Policies, Pre-And Post-Meeting Management, Registration, Onsite Registration, Evaluation, Logistics planning for MICE,
- Introduction to Conference facilities in India, Role and functions of ICPB and ICCA, Sustainable Planning for MICE: (Residents versus Guests, Layout of the Conference and Convention Centers, Guest Material, Pollution Levels).

Unit 5: Marketing & Promotion of MICE

- Definition of conference, the components of the conference market
- Mice Marketing: Segmentation, Targeting and Positioning Techniques, Marketing channels, Process of MICE Marketing, Sponsorship, Image/Branding, Advertising, Publicity, SWOT Analysis, DMOs and DMCs- their role and support in India.
- Branding, digital promotion, media handling, post-event feedback
- Case studies

Suggested Readings

1. Shone, A., & Parry, B. (2024). *Successful Event Management* (updated). Cengage.
2. ICCA. (2025). *Global MICE Industry Reports*.
3. Getz, D. (2025). *Event Management & Event Tourism*.
4. Rajasthan Tourism. (2025). *MICE Policy Guidelines*.
5. UNWTO. (2025). MICE Trends.
6. Emerald. (2025). Event Sustainability volumes.
7. WTTC MICE Economic Impact (2025).
8. Journal of Convention & Event Tourism (2025 issues).

MTH7305T: Artificial Intelligence for Tourism & Hospitality

Course Objective

To equip students with a comprehensive understanding of Artificial Intelligence (AI) applications in the tourism and hospitality industry. The course focuses on how AI drives personalization, operational efficiency, revenue optimization, sustainable practices, and future-ready strategies in a rapidly evolving sector.

Learning Objectives

By the end of the course, students will be able to:

1. Understand the fundamental concepts of Artificial Intelligence and evaluate its transformative role in the tourism and hospitality industry.
 2. Apply AI tools and techniques to enhance personalization, guest experience, and service delivery in tourism and hospitality operations.
 3. Utilize AI-driven strategies for revenue management, marketing, demand forecasting, and operational efficiency in hotels and tourism businesses.
 4. Analyze the ethical implications, sustainability applications, and future trends of AI while developing strategic frameworks for responsible implementation in the tourism
-

Course Content

Unit 1: Fundamentals of AI in Tourism & Hospitality

- Introduction to Artificial Intelligence, Machine Learning, Generative AI, and Agentic AI
- Evolution and current adoption of AI in the travel and hospitality industry
- Key benefits and challenges of implementing AI in tourism organizations
- Role of AI in transforming guest experiences, destination management, and business models

Unit 2: AI for Personalization and Guest Experience

- Hyper-personalization of travel journeys using AI-driven insights and preferences
- AI-powered trip planning, itinerary creation, and conversational assistants (e.g., AI agents)
- Virtual concierges, chatbots, and voice AI for guest interactions
- Use of AI in creating immersive experiences such as virtual tours and augmented reality

Unit 3: AI in Operations and Service Delivery

- AI applications in hotel and tourism operations: smart rooms, predictive maintenance, and resource optimization
- Automation in front office, housekeeping, and food & beverage service
- AI for demand forecasting, inventory management, and workforce scheduling
- Integration of AI with Internet of Things (IoT) and Property Management Systems (PMS)

Unit 4: AI for Revenue Management and Marketing

- Dynamic pricing, yield management, and revenue optimization using AI tools
- AI in digital marketing: content generation, campaign optimization, and customer segmentation
- Social media listening, sentiment analysis, and reputation management with AI
- Enhancing visibility in AI-powered search engines and agentic commerce platforms

Unit 5: AI for Sustainable Tourism, Ethics and Future Trends

- AI applications in sustainable and regenerative tourism: carbon footprint tracking, waste reduction, and eco-friendly recommendations
- Ethical issues, data privacy, bias in AI algorithms, and responsible AI governance in tourism
- AI for destination management, and community impact assessment
- Future outlook and emerging trends and strategic implementation roadmap for AI in Rajasthan and global tourism

Suggested Readings

1. Artificial Intelligence Basics: A Non-Technical Introduction
Author: Tom Taulli, Publisher: A press (2019)
2. Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality
Editors: Stanislav Ivanov & Craig Webster, Publisher: Emerald Publishing Limited (2022)
3. Machine Learning for Absolute Beginners
Author: Oliver Theobald, Publisher: Scatterplot Press
4. Hospitality Information Technology: Learning How to Use It
Author: Carl S Roberts, Publisher: AHLEI / Educational Institute
5. Artificial Intelligence: A Modern Approach
Authors: Stuart Russell & Peter Norvig, Publisher: Pearson / Prentice Hall
6. World Tourism Organization (UNWTO)
Publication: Reports on Digital Transformation and AI in Tourism, Publisher: UNWTO
7. World Travel & Tourism Council (WTTC)
Publication: Technology Game Changers and Future of Travel Reports, Publisher: WTTC
8. World Economic Forum
Publication: AI Digital Transformation and Future of Jobs Reports, Publisher: World Economic Forum

MTH7306T: Entrepreneurship and Small Business Management

Course Objectives

To develop entrepreneurial mindset, knowledge, and practical skills among students to identify, evaluate, and launch successful tourism and hospitality ventures. The course emphasizes innovation, sustainability, community inclusion, and regenerative practices while focusing on the unique opportunities in Rajasthan's heritage, rural, desert, and experiential tourism sectors.

Learning Outcomes

By the end of the course, students will be able to:

1. Understand the concepts, competencies, and motivations of tourism entrepreneurship and the venture development process.
 2. Identify and evaluate business opportunities using strategic tools and develop viable new venture models, with specific reference to Rajasthan tourism.
 3. Prepare integrated functional plans covering marketing, finance, human resources, and operations for tourism enterprises.
 4. Understand legal structures, organizational practices, networking strategies, and ethical business practices in the tourism sector.
 5. Design and evaluate social entrepreneurship models in tourism that align with Sustainable Development Goals (SDGs) and create measurable social impact.
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Course Content

Unit 1: Tourism Entrepreneurial Perspectives

- Concept and importance of entrepreneurship in tourism and hospitality industry.
- Types of tourism entrepreneurs: Lifestyle, growth-oriented, serial, and social entrepreneurs.
- Entrepreneurial competencies: Creativity, risk-taking, opportunity recognition, resilience, leadership, and cultural sensitivity.
- Entrepreneurial development process: Idea generation, opportunity recognition, feasibility assessment, and venture launch stages.

Unit 2: New Venture Creation

- Opportunity identification and evaluation in tourism: Market gaps, emerging trends (wellness, experiential, regenerative, MICE, rural tourism).
- Strategic tools for opportunity evaluation: SWOT Analysis, PESTLE Analysis (with 2026 tourism trends), and feasibility studies (technical, market, financial, and operational).
- Rajasthan-specific cases: Starting a heritage boutique hotel, luxury desert glamping, rural homestay clusters, or eco-adventure.

Unit 3: Functional Area Management

- Marketing Management: Tourism product development, destination marketing, digital marketing strategies, branding, pricing for tourism services, and customer relationship management (CRM).
- Financial Management: Sources of funding (bootstrapping, bank loans, venture capital, angel investors, government schemes like Stand-Up India, PMEGP, Rajasthan Tourism subsidies), budgeting, break-even analysis, and financial projections for tourism ventures.
- Human Resource Management: Staffing challenges in seasonal tourism businesses, training & development, motivation, retention strategies, and managing multicultural teams.
- Operations Planning: Service design, quality management, supply chain in tourism, technology integration (booking systems, AI chatbots), and sustainable operational practices.

Unit 4: Organization and Business Practices

- Legal forms of business organization: Sole proprietorship, Partnership, LLP, Private Limited Company, and Section 8 Company — with advantages and suitability for tourism ventures.
- Registration procedures, licenses, and compliances specific to tourism (Tour Operator License, Hotel Classification, GST, FSSAI, environmental clearances).
- Role of industry associations, Rajasthan Tourism Development Corporation (RTDC), travel trade bodies

Unit 5: Social Entrepreneurship in Tourism

- Concept and scope of social entrepreneurship in tourism: Addressing social issues through business models.
- Inclusive tourism models: Women-led enterprises, empowerment of marginalized communities, tribal tourism, and persons with disabilities (PwD) accessible tourism.
- Alignment with Sustainable Development Goals (SDGs): Poverty alleviation (SDG 1), gender equality (SDG 5), decent work (SDG 8), responsible consumption (SDG 12), and climate action (SDG 13) through tourism ventures.
- Case Studies: Challenges and opportunities in social tourism enterprises

Suggested Readings

1. Hisrich, R.D., et al. (2025). *Entrepreneurship* (updated). McGraw-Hill.
2. Kuratko, D.F. (2025). *Entrepreneurship: Theory, Process, Practice*. Cengage.
3. Bornstein, D., & Davis, S. (2024). *Social Entrepreneurship*. Oxford.
4. GoI. (2025). *National Tourism Policy & Startup India*.
5. Emerald. (2025). *Sustainable Tourism Entrepreneurship Innovations*.
6. Rajasthan Entrepreneurship Development Institute resources.
7. UNWTO. (2025). *Tourism and Entrepreneurship Reports*.
8. Journal of Entrepreneurship in Tourism (2025).

MTH7307T: Contemporary Tourism Trends & Innovations

Course Objectives

This course aims to equip students with an in-depth understanding of the dynamic and evolving trends shaping the global and Indian tourism industry. It focuses on analyzing emerging patterns, technological disruptions, sustainability imperatives, and strategic responses by destinations and businesses. Special emphasis is placed on opportunities and challenges in the Indian context, particularly Rajasthan's heritage, adventure, rural, and regenerative tourism potential. By the end of the course, students will be able to critically evaluate trends, anticipate future scenarios, and develop innovative strategies for sustainable and competitive tourism development.

Learning Objectives

By the end of this course, students will be able to:

- **Explain** and **analyze** key contemporary trends in global and Indian tourism, including technological, sustainability, and experiential shifts.
- **Evaluate** the impact of digital transformation, AI, and changing traveller behaviour on tourism operations and destination management.
- **Assess** sustainability challenges such as over tourism, climate change, and regenerative practices, with special reference to Rajasthan.
- **Develop** strategic responses and innovative tourism products that align with emerging trends like wellness, sports tourism, and personalized experiences.
- **Critically examine** case studies and propose actionable recommendations for tourism stakeholders in a competitive and uncertain global environment.

Course Content

Unit 1: Introduction to Contemporary Trends in Tourism Industry

- Historical evolution of tourism trends and the shift from mass tourism to personalized, experiential models.
- Key drivers of change: globalization, demographic shifts (e.g., millennials, Gen Z, silver tourism), changing consumer preferences, and economic/political factors.
- Global tourism statistics, forecasts (UNWTO/WTTC data), post-pandemic recovery, and tourism challenges.

Unit 2: Digital Transformation and Technology Trends in Tourism

- Role of Artificial Intelligence (AI), Generative AI, and agentic AI in personalized travel planning, dynamic pricing, and customer service.
- Impact of big data, social media analytics, Virtual Reality (VR), Augmented Reality (AR), and Metaverse on tourist experiences and destination marketing.
- Challenges and opportunities of tech adoption in Indian tourism, with focus on Rajasthan's digital initiatives.

Unit 3: Changing Traveller Behaviour

- Evolving tourist motivations: wellness & holistic tourism, transformative and “whycations” (purpose-driven travel), ancestry/heritage travel, and experiential tourism.
- Rise of Gen Z and millennial travelers: demand for authenticity, sustainability, quietcations (digital detox/hospitality), and meaningful local immersion.
- Experiential and immersive tourism: Transformative travel, cultural/heritage immersion, culinary tourism, and adventure tourism.

Unit 4: Emerging Tourism Products and Market Trends

- Growth of MICE tourism, wedding tourism, film tourism, and event-driven campaigns (e.g., mega-events and cultural festivals).
- Community-based tourism: rural tourism, and inclusive models that benefit local economies and cultures
- Niche and specialized forms: Wellness and health tourism, Dark tourism (sites of tragedy/suffering), space tourism, medical tourism, workation/bleisure, nature-based/ noctourism

Unit 5: Future Scenarios, Challenges and Strategic Responses

- Global and Indian tourism outlook, economic uncertainty, geopolitical risks, traveler taxes, and policy influences.
- Role of government policies, public-private partnerships, and skill development in shaping future tourism (with reference to Ministry of Tourism initiatives and Rajasthan Tourism Policy 2025).
- Case studies on innovative practices by leading destinations, hotel chains, tour operators, and Rajasthan’s successful models in heritage, wellness, and sustainable tourism.

Suggested Readings:

1. Ho, Amanda (2026). *Regenerative Tourism and Hospitality: From Extraction to Healing*. Kogan Page.
2. Fusté-Forné, Francesc & Hussain, Asif (Eds.) (2025). *The Routledge Handbook of Regenerative Tourism*. Routledge.
3. OECD (2024). *OECD Tourism Trends and Policies 2024*. OECD Publishing.
4. Bricker, Kelly S. & Kariithi, J. (2025). *Ecotourism and Sustainable Tourism: From Principle to Practice in the New Millennium*. Apple Academic Press.
5. Tyagi, P. L., Nadda, V., Kankaew, K. & Dube, K. (2024). *Examining Tourist Behaviors and Community Involvement in Destination Rejuvenation*. IGI Global.
6. Mandić, A. & Walia, S.K. (Eds.) (2023). *The Routledge Handbook of Nature-Based Tourism Development*. Routledge.
7. Legrand, Willy, Burns, O’Shannon & Day, Jonathon (Eds.) (2027). *The Routledge Handbook on Regenerative Tourism and Hospitality*. Routledge.

MTH7308S Case Study and Analysis

The Case Study and Analysis component is designed to develop critical thinking, problem-solving, and decision-making skills among MBA students in Tourism and Hospitality Management. Through this module, students will analyze real-world scenarios and contemporary challenges in Sustainable Tourism, Ecotourism, and Heritage Conservation & Management. It encourages the application of theoretical concepts to practical situations, fostering analytical abilities, strategic thinking, and sustainable solution-oriented approaches relevant to the global tourism industry.

This component aims to bridge the gap between classroom learning and industry realities by exposing students to complex issues such as sustainable tourism development, community-based ecotourism models, climate change impacts on heritage sites, conservation strategies, stakeholder conflicts, and innovative management practices in the tourism and hospitality sector.

Case Study and analysis shall be evaluated for a total of 50 marks, distributed as follows:

- Continuous Assessment: 15 marks
- Final Evaluation: 35 marks

Continuous assessment for the case study & analysis shall be conducted by the faculty mentor allotted by the Head of the Department. The final evaluation of the case study & analysis shall be carried out jointly by two internal faculty members appointed by the Head of the Department.

SEMESTER IV

Course Code	Name of Course	Category	L-T-P	CA	ESE	Total	Credits
MTH7401S	On-the-Job Training	IOJ	0-0-0	00	300	300	12
MTH7402S	Capstone Project	DPR	0-0-0	00	200	200	8
TOTAL			0-0-0	00	500	500	20

Semester IV: Capstone & Practical (20 Credits)

- **MTH7401S: On-the-Job Training (Report, Presentation & Viva-Voce)**
- **MTH7402S: Capstone Project (Report, Presentation & Viva-Voce)**

This semester is dedicated to experiential learning and industry readiness. It places strong emphasis on practical components such as internships, on-the-job training, study tours, and comprehensive assessments. The program integrates key contemporary themes including sustainability, digital tools, MICE (Meetings, Incentives, Conferences & Exhibitions), and global tourism trends, ensuring graduates are well-prepared for the dynamic needs of the modern tourism and hospitality industry.

MTH7401S: On-the-Job Training

Credits: 12 (All practical credits)

Duration: Minimum 14/16 weeks. A student must spend at least 36 hours a week in the company

Course Description

This course provides students with an opportunity to apply the theoretical knowledge and managerial skills acquired during the first three semesters of the MBA (Tourism & Hospitality) program in a real-world professional setting. Through structured on-the-job training in reputed tourism, hospitality, travel, tour operations, MICE, eco-tourism, heritage, or related organizations, students gain practical exposure to industry operations, work culture, and business challenges. The training bridges the gap between classroom learning and industry practice, with a special emphasis on sustainable tourism practices, Rajasthan's rich heritage resources, and emerging trends in the Indian tourism sector.

Internship Outline / Guidelines for Students

- Students must undertake a minimum **14/16-week on-the-job training** with a reputed tourism/hospitality organization (e.g., hotels, travel agencies, tour operators, MICE companies, heritage tourism bodies, Rajasthan Tourism Development Corporation, or eco-tourism ventures).
- The **attendance** must be submitted along with the training completion certificate, duly certified by the manager under whom the student has undergone training.
- The objective is to gain a realistic understanding of how tourism and hospitality businesses function, relate to their socio-economic and cultural contexts (especially Rajasthan and India), and deliver value to customers while practicing sustainability.
- Students should actively participate in daily operations, observe work culture and environments, and complete any projects or tasks assigned by the host organization.
- Special focus should be given to areas covered in the curriculum, such as tour leadership, hotel operations, MICE management, heritage conservation, eco-tourism practices, and digital transformation in tourism.

Report

Submission

Students are required to prepare at least three copies of the On-the-Job Training Report. The report should be well-structured, incorporate reflective analysis, and clearly demonstrate the application of program learning. The format of the report shall follow the standard guidelines provided by the mentor.

On-the-Job Training Report – Basic Structure

1. Cover Page
2. Certificate from Organization
3. Declaration
4. Acknowledgement

5. Table of Contents
6. Executive Summary
7. Introduction of the Organization/ Company
8. Training Overview
9. Departmental Training Details
10. Practical Learning Experience
11. Challenges Faced
12. Analysis and Observations
13. Learning Outcomes
14. Conclusion
15. Recommendations
16. Bibliography
17. Annexure

Evaluation

On The Job Training Report and Viva-Voce (Report and Viva Voce) On The Job Training Report shall be evaluated for a total of 300 marks, distributed as follows:

Final Evaluation: 300 marks

- Project Report--100 marks
- Presentation – 100 marks
- Viva-Voce – 100 marks
- The presentation for the training project will be carried out jointly by two faculty members appointed by the Head of the Department.
- The final evaluation (Project report & Viva-Voce) of the On the Job Training shall be carried out jointly by one internal faculty member and one external examiner.

MTH7402S: Capstone Project

Credits: 8 (All practical credits)

Course Objectives To enable students to undertake an independent, in-depth research or consultancy-style project addressing a real-world problem in tourism & hospitality, demonstrating strategic application of program knowledge.

Learning Outcomes

1. Identify and formulate a relevant research/problem statement in tourism.
2. Design and execute a methodologically sound project using primary/secondary data.
3. Analyze findings and derive actionable recommendations.
4. Present a professional report and defend the work effectively.

The Capstone Project provides an opportunity for students to undertake an in-depth, independent study on a relevant topic in tourism and hospitality. Students are expected to identify a real-world problem or opportunity (preferably related to Rajasthan's tourism, sustainable practices, MICE, heritage tourism, digital transformation, or entrepreneurship) and apply appropriate research methodology, analytical tools, and strategic thinking to develop practical and actionable recommendations.

Report Submission

Students are required to prepare at least three copies of the capstone project Report. The report should be well-structured, incorporate reflective analysis, and clearly demonstrate the application of program learning. The format of the report shall follow the standard guidelines provided by the mentor.

Capstone Project Evaluation (Report and Viva Voce) The Capstone Project shall be evaluated for a total of 200 marks, distributed as follows:

- **Final Evaluation: 200 marks**
- Project report & Presentation – 100 marks
- Viva-Voce – 100 marks
- The evaluation of project report and presentation for the capstone project will be carried out jointly by two faculty members appointed by the Head of the Department. The final evaluation (Viva-Voce) of the Capstone project shall be carried out jointly by one internal faculty member and one external examiner.

Structure of the capstone Report

1. Title Page
2. Certificate / Declaration
3. Acknowledgement

4. Table of Contents
5. List of Figures
6. List of Tables
7. List of Abbreviations / Symbols (if applicable)
8. Abstract
9. Executive Summary (optional)
10. Chapter 1: Introduction
11. Chapter 2: Research Objectives and Hypotheses
12. Chapter 3: Significance of the Study
13. Chapter 4: Scope and Limitations
14. Chapter 5: Literature Review
15. Chapter 6: Research Methodology
16. Chapter 7: Results and Analysis
17. Chapter 8: Discussion
18. Chapter 9: Conclusion and Recommendations
19. Chapter 10: Future Scope of Work
20. References / Bibliography
21. Appendices

