

Program: Master in Tourism Management

Program Outcomes (PO)

PO1: The Masters in Tourism Management has the objective of providing students to accept the challenges of tourism industry.

PO2: To develop independent logical thinking and facilitate personality development.

PO3: To equip the students for seeking suitable carriers in tourism industry.

PO4: To understand tourism practices for their implications locally and globally.

PO5: To develop among students communication and analytical skills.

PO6: To assess the leadership, supervisory and human relations skills with in the hospitality industry.

PO7: To Possess skills and experience relating to the management and production of tourism in a professional setting

PSO1: Develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict,

PSO2: To demonstrate professional behavior and competencies in customer service,

PSO3: Develop and evaluate tourism policy and planning initiatives..

PSO4: Apply principles of sustainability to the practice of tourism in the local and global context.

PSO5: Determine the organization and function of the food service industry.

PSO6: Practice marketing sales and business promotion techniques.

PSO7: To recognize the challenges and opportunities of working effectively with people in a diverse environment

Paper: MTM-3 TRAVEL AGENCY AND TOUR OPERATIVE BUSINESS

Class : MTM Semester: I

Objective of the course:

Travel Agency Mgt. is the basis for understanding the modus operandi of a travel company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency.

Learning Objectives

A. Knowledge and Understanding:

Students will

- understand the significance of travel agency and tour operation business;
- know the current trends and practices in the tourism and travel trade sector; and
- develop adequate knowledge and skills applicable to travel industry.

B. Intellectual (Cognitive/ Analytical Skill)s:

Students will be able to

- Understand the different stakeholder in tourism industry;
- Understand the etchnical aspects of travel business with practical approach.
- Understand the role, function and operation in travel trade and transport sector.

Paper: MTM-8 AIRLINES MANAGEMENT AND AIRLINES TICKETING

Class : MTM Semester: II

Objective of the course:

The course attempts to provide an insight air transportation, the ongoing changes, growth, present status, government policies, problems and management of air transport, in the context of tourism industry.

Learning Objectives

A. Knowledge and Understanding:

Students will

- Understand role of Air Transport in Tourism Industry.
- Understand the basic concepts of Airline industry.
- Understand howCrS works in Air Transport
- Understand the role of Different international Organisation in Air Transport

B. Intellectual (Cognitive/ Analytical Skill)s:

Students will be able to

- Understand the use of Air transport in tourism industry;
- Identify And Describe how these services are used in tourism product
- Understand how to start new business related to Air Transport like airline ticketing etc.

Paper: MTM-11 HOUSEKEEPING AND FOOD & BEVERAGE DEPARTMENT

Class:- MTM Semester:- II

Objective of the course:

The course aims to impart knowledge of hospitality /hotel operation and management to the students as tour planners, and tour executives so that they can add this vital component in the tour package and offer it to the tourists. Moreover, the course will help the tourism students to understand the food and beverage and housekeeping aspects which are commonly related with tour package

Learning Objectives

A. Knowledge and Understanding:

Students will

- Understand food and beverage and housekeeping aspects of hotel industry.
- Understand how to use these hotelk services for developing tourism industry.
- Understand how to develop new products by using these services

B. Intellectual (Cognitive/ Analytical Skills):

Students will be able to

- Understand the detail of F&B and Housekeeping department services;
- Identify And Describe how these services are used in tourism product
- Appreciate The Interests Of Various Stakeholders In the Tourism Industry.

Paper: MTM-15 TOURIST TRANSPORTMANAGEMENT

Class : MTM Semester: III

Objective of the course:

The purpose of this course is to acquire an in-depth knowledge about the transport management and to become familiar with the techniques and approaches for successful management of tourist transport business.

Learning Objectives

A. Knowledge and Understanding:

Students will

- understand the role of transport in tourism industry;
- understand how to start and manage tourist transport business,
- understand the role of transport in economic development of a region.

B. Intellectual (Cognitive/ Analytical Skill)s:

Students will be able to

- Learn new knowledge in tourism transport.
- Learn how to analyze the influence of transport on tourism development

MTM-16 HOSPITALITY AND MICE TOURISM

Class : MTM Semester: III

Objective of the course:

The purpose of this course is to acquire an indepth knowledge about the Mice Management and to become familiar with the techniques and approaches for successful MICE Management.

Learning Objectives

A. Knowledge and Understanding:

Students will

- Acquire the knowledge and skills required to plan, organise, and manage events, exhibitions and conferences.
- Learn about the latest tendencies in business tourism and know how to manage and implement them.
- evelop management and leadership skills necessary to organise any type of professional event.

B. Intellectual (Cognitive/ Analytical Skill)s:

Students will be able to:

- Learn how to organize meeting, conference and events.

- Learn how to convert MICE in Tourism product.
Understand the economic benefits of MICE in tourism industry.

Paper: MTM-23 TOURISM PRODUCTS IN INDIA

Class:- MTM Semester:- IV

Objective of the course:

The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

Learning Objectives

A. Knowledge and Understanding:

Students will

- Get knowledge about the variety of tourism products available in India .
- Understand the resources available for tourism industry in India and their relationship with Tourism Industry.

B. Intellectual (Cognitive/ Analytical Skills):

Students will be able to

- Understand The Nature Of India's Tourism Industry;
- Identify And Describe the tourism resources available in India;
- Understand how to better develop tourism industry in India by providing variety of products; And
- Appreciate The Interests Of Various Stakeholders In the Tourism Business.

Paper: MTM-20TOURISM IN PUNJAB

Class:- MTM Semester:- IV

Objective of the course:

The course aims at providing a comprehensive overview on Tourism in Punjab, elucidating State's tourist resource potential, Tourism infrastructure and tourist trends over the years. It critically examines exiting tourism planning and policy framework and reviews the performance of Punjab tourism in the context of both domestic and international tourism.

Learning Objectives

A. Knowledge and Understanding:

Students will

- Get knowledge about the tourism industry in Punjab.
- Understand the resources available for tourism industry in Punjab and their relationship with Tourism Industry.
- Get knowledge about recent development in Punjab and their impact on tourism industry

B. Intellectual (Cognitive/ Analytical Skills:

Students will be able to

- Understand The Nature Of Punjab Tourism Industry;
- Identify And Describe the tourism resources available in Punjab;
- Understand how to better develop tourism industry in Punjab; And
- Appreciate The Interests Of Various Stakeholders In the Tourism Business.