B.COM (HONS.) GLOBAL TRADE AND TOURISM MANAGEMENT

Program Overview

The *Bachelor of Commerce (B.Com) in Global Commerce and Tourism Management* is a forward-looking undergraduate program that blends the foundational principles of commerce with the specialized expertise of tourism management. In an era where international trade, cross-border business, and global travel are deeply interconnected, this program offers a multidisciplinary approach to prepare students for leadership roles in both the business and tourism sectors.

The curriculum is designed to provide **a strong grounding in global business concepts**—including trade policies, international markets, financial management, and strategic decision-making—while also delivering **in-depth knowledge of tourism operations**, such as destination planning, tourism infrastructure, revenue optimization, digital tourism marketing, and sustainable development practices.

Recognizing the rapid technological transformation of the tourism and business landscape, the program integrates cutting-edge topics such as **artificial intelligence in tourism**, **digital marketing strategies**, and **emerging tourism technologies,** equipping students with the tools to thrive in a data-driven, innovation-oriented economy.

Students will also develop **entrepreneurial thinking**, enabling them to identify opportunities, design competitive business models, and implement creative solutions within tourism and related service industries. The program emphasizes **experiential learning** through case studies, industry projects, internships, and interactions with global trade and tourism professionals.

By the end of the program, graduates will be well-prepared to navigate the complexities of global commerce and tourism management, apply strategic and analytical skills to real-world scenarios, and contribute to sustainable economic growth in a competitive, interconnected world.

Program Highlights

- **Global Perspective** – Develop an in-depth understanding of international trade, global business environments, and cross-cultural dynamics.
- **Tourism Expertise** – Gain comprehensive knowledge of tourism finance, revenue management, infrastructure planning, and destination development.
- **Technology Integration** – Explore the impact of digital marketing, tourism technologies, and artificial intelligence on the travel industry.
- **Entrepreneurship & Innovation** – Cultivate business creativity and innovation to develop sustainable and competitive tourism ventures.
- **Industry-Relevant Skills** – Acquire managerial, analytical, and problem-solving skills tailored to the demands of global commerce and tourism sectors.

PROGRAMME STRUCTURE FOR B. Com (HONS.) with GLOBAL TRADE AND TOURISM MANAGEMENT

(*with Commerce as Major with Multiple Disciplines*)

SEM	Course Code	Course Title	Course Level	Credit	Hours per Week	
					Theory	*Practical*
I	24UCOMDSC101	Corporate Regulations and Compliance (For ACCA students only)	100-199	4	3	2
		DSC – Minor (B)	100-199	4	3	2
	-	DSC – Minor (C)	100-199	4	3	2
	-	AEC - English	100-199	3	3	0
	-	AEC – Other Languages	100-199	3	3	0
	-	MDC	100-199	3	2	2
				21	**17**	**8**
II	24UCOMDSC104	Business Regulatory Framework	100-199	4	3	2
	-	DSC – Minor (B)	100-199	4	3	2
	-	DSC – Minor (C)	100-199	4	3	2
	-	AEC - English	100-199	3	3	0
	-	AEC – Other Languages	100-199	3	3	0
	-	MDC	100-199	3	2	2
				21	**17**	**8**
III	24UCOMDSC201	Financial Accounting	200-299	4	3	2
	24UCOMDSC208	Retail and Corporate Banking	200-299	4	4	0
		Elective: Tourism Principles and Practices	200-299	4	3	2
	-	DSC – Minor (B) / (C)	200-299	4	3	2
	-	MDC	200-299	3	3	0
	-	VAC	200-299	3	3	0
				22	**19**	**6**
IV	24UCOMDSC205	Corporate Accounting	200-299	4	3	2
	24UCOMDSC206	Corporate Connections	200-299	4	4	0
		Elective: International Business Fundamentals and Tourism	200-299	4	3	2

SEM	Course Code	Course Title	Course Level	Credit	Hours per Week	
					Theory	*Practical*
	-	DSC – Minor (C) / (B)	200-299	4	3	2
	-	SEC	200-299	3	3	0
	-	VAC	200-299	3	3	0
				22	**19**	**6**
		Summer Internship		**2**	**-**	**60**
V	24UCOMDSC301	Advanced Accounting	300-399	4	4	0
	24UCOMDSC303	Financial Management	300-399	4	4	0
	24UCOMDSC304	Cost Accounting	300-399	4	3	2
	-	DSE: Tourism Finance & Revenue Management	300-399	4	3	2
	-	DSE: Digital Marketing & Tourism Technology	300-399	4	4	0
	-	SEC	300-399	3	3	0
				23	**21**	**4**
VI	24UCOMDSC305	Management Accounting and Performance Management	300-399	4	4	0
	24UCOMDSC306	Applied Cost Accounting	300-399	4	4	0
	-	DSE: Global Tourism & Destination Management	300-399	4	3	2
	-	DSE: Artificial Intelligence in Tourism: Innovation, Applications & Future trends.	300-399	4	4	0
	-	SEC	300-399	3	3	0
	-	VAC	300-399	3	3	0
				22	**21**	**2**
		Exit at 3rd Year with 133 Credits – B.Com Degree				
VII*	24UCOMDSC401	Advanced Financial Accounting-I	400-499	4	4	0
	24UCOMDSC402	Management and Organizational Behaviour	400-499	4	4	0
	24UCOMDSC403	Research Methodology	400-499	4	4	0
	-	DSE: Tourism Infrastructure and International Relations	400-499	4	4	0
	-	DSE	400-499	4	4	0
	-	DSE	400-499	4	4	0

SEM	Course Code	Course Title	Course Level	Credit	Hours per Week	
					Theory	*Practical*
* 3 Courses in Sem 7 can be taken from minor pathway at 300-399 level (for single minor pathway)				**24**	**15**	**2**
VIII	24UCOMDSC404	Operations Management Techniques	400-499	4	4	0
	24UCOMDSC405	Strategic Management	400-499	4	4	0
	-	DSE: Entrepreneurship and Innovation in Tourism	400-499	4	4	0
	-	12 Credit Project or 8 Credit Project + DSE	-	12	-	-
				24	-	-
Completion of the Programme at 4th Year with 177 Credits – B.Com Honours Degree						

Career Opportunities
Graduates of this program can pursue careers in:

- International trade and export services
- Tourism and hospitality management
- Destination planning and development
- Digital marketing and e-commerce in tourism
- Revenue and operations management in travel enterprises
- Government and policy-making bodies related to trade and tourism
- Entrepreneurship in travel, hospitality, and tourism technology

Program Structure
This 4-year program offers a blend of theory and practical learning through lectures, industry projects, case studies, and internships. Core and elective courses include:

- *Tourism Principles and Practices*
- *International Business Fundamentals and Tourism*
- *Tourism Finance and Revenue Management*
- *Digital Marketing and Tourism Technology*
- *Global Tourism and Destination Management*
- *Artificial Intelligence in Tourism*
- *Tourism Infrastructure and International Relations*
- *Entrepreneurship and Innovation in Tourism*

COURSE NAME	SEMESTER	COURSE CODE	COURSE LEVEL
DISCIPLINE-SPECIFIC ELECTIVE			
-	1		-
-	2		-
Tourism Principles and Practices	3	24UCOMDSE230	200-299
International Business Fundamentals and Tourism	4	24UCOMDSE222	200-299
Tourism Finance & Revenue Management	5	24UCOMDSE392	300-399
Digital Marketing & Tourism Technology	5	24UCOMDSE393	300-399
Global Tourism & Destination Management	6	24UCOMDSE394	300-399
Artificial Intelligence in Tourism: Innovation, Applications & Future Trends	6	24UCOMDSE395	300-399
Tourism Infrastructure and International Relations	7	24UCOMDSE445	400-499
Entrepreneurship and Innovation in Tourism	8	24UCOMDSE446	400-499

Graduate Profile

- Master global business and trade strategies.
- Manage tourism finance, revenue, and destination planning.
- Harness digital marketing, AI, and emerging tourism technologies.

- Develop entrepreneurial skills to create sustainable, competitive ventures.

Why would the students Choose This Program?

- Industry-focused curriculum with practical projects.
- Exposure to global trends and real-world case studies & Experiential Learning
- Pathways to careers in trade, tourism, hospitality, tech, and entrepreneurship

-Proposed by:
Dr. Siji Oliver
Assistant Professor
Sacred Heart College(EC), Thevara, Kochi

Discipline/Programme	**Commerce**
Semester	03
Type of Course	DSE
Course Code	**24UCOMDSE230**
Course Title	***Tourism Principles and Practices***
Course Level	200 – 299
Course Summary	The course introduces students to the tourism industry, covering concepts such as tourism typology, motivation for travel, tourism organizations, planning for tourism development, and the impacts of tourism at destinations. Students learn about tourism demand, supply, and sustainability, preparing them for careers in the tourism sector.
Lecture/Tutorial/Practical Hours	45 hours/0/30 hours
Credits	Total	4	Theory	3	Practical	1
Pre-requisite, if any	Nil

COURSE OUTCOME

CO No.	Expected Course Outcome	Learnig Domains *	PO
1	Understand basic concepts, definitions, types, history, and forms of tourism.	Understand	1
2	Recognize the need and role of nation and international organizations in the tourism sector	Understand	1
3	Analyzing basic travel motivations, tourism demand, and the measurement of tourism demand	Analyse	2
4	Analyze the importance of planning in sustainable development, its approaches, types, and carrying capacity management.	Analyse	2,4,5
5	Evaluating the impacts of tourism and valuing its significance and recent trends.	Evaluate	2,5
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)			

COURSE CONTENT

Module	Units	Course description	Hrs	CO No.
1		Introduction to Tourism Industry (15 hours)		
	1.1	Meaning and definition of tourism	L2	1
	1.2	Excursion- leisure and recreation, tourist – visitor-traveler	L2	1
	1.3	Typology and forms of tourism -inbound, outbound, domestic and international tourism	L3	1
	1.4	Nature, scope and significance of tourism	L3	1
	1.5	Tourism System- Leiper's Model	L2	1
	1.6	Different components of tourism	L2	1
	1.7	Tourism industry through ages- growth of the Indian tourism	L1	1

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2		Motivation and Demand for Travel (15 hours)		
	2.1	Basic travel motivators, early travel motivators	L3	3
	2.2	Tourism Demand, Motivation of Tourism Demand	L3	3
	2.3	Measuring Tourism Demand and tourism statistics	L3	3
	2.4	Pattern and characteristic of tourism supply	L3	3
	2.5	Factors influencing tourism demand and supply.	L3	3
3		Organizations in Tourism (12 hours)		
	3.1	Need & factors, National Tourist Organizations	L2	2
	3.2	Role and Functions of Important Tourism Organizations	L2	2
	3.3	United Nations World Tourism Organizations(UNWTO), Pacific Asia Travel Association (PATA)	L2	2
	3.4	World Tourism & Travel Council (WTTC) - International Hotel Association (IHA)	L2	2
	3.5	Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC)	L2	2
	3.6	Federation of Hotel and Restaurants Associations of India (FHRAI)	L2	2
4		Tourism Planning (20 hours)		
	4.1	Planning for tourism development. Objectives and need for planning	L3	4
	4.2	Types of planning	L3	4
	4.3	Steps in the tourism planning process, carrying capacity management	L3	4
	4.4	Types and determinants of carrying capacity level	L4	4
	4.5	Sustainability and sustainable tourism development	L3	4
	4.6	Sustainable tourism forms	L1T3	4
5		Impacts of Tourism at the Destination (13 hours)		
	5.1	Impacts of Tourism at the destination- socio- cultural, environmental and economic	L1 T5	5
	5.2	Factors affecting the future of the tourism business	L1T3	5
	5.3	Recent trends in tourism.	L1 T2	5

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Interactive lectures, flipped classroom, Lecture-based Learning, Project- Based Learning, Experiential Learning, Peer Teaching, invited lecture, group discussions, Discussion-based Learning, Inquiry-Based Learning, Field based collection and interactions, Online Learning, Blended Learning, and other innovative learning approaches.
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory:** Quiz, Oral Presentation, Self and Peer assessments, Written test, Open book test, Problem based assignment, Field study report/Group discussion. *Any other method as may be required for specific course by the course faculty*. **Practical:** Observation of practical skills, Laboratory record, *Any other method as may be required for specific course by the course faculty*. **B. End Semester Examination (ESE)** **Theory:** Written test/Standardized Test (MCQ)/Open book/ Problem based assignments/Individual project report/Team project report**.** **Practical:** Practical based assessment, Record, *Any other method as may be required for specific course by the course faculty*.

References:

1. Bhatya, A.K(2000)., Tourism Development Principles and Practices, Kalyani publishers West Bengal.
2. Bishwanath Ghosh(2000),"Tourism and Travel Management", New Delhi, Vikas Publishing House PVT Ltd,
3. Cooper, C., Fletcher, J., Fyall, J., Gilbert, D., &Wanhill, S. (2017). Tourism: Principles and practice. Pearson Publications
4. Shashi Prabha Sharma(2004)" Tourism Education –Principles, Theories and Practices", New
5. Delhi, Kanishka Publishers,
6. Suddhendu Narayan Misra, Sapan Kumar Sadual,"Tourism Management", Excel Books
7. publishers.
8. Sunil K.Kabia(2005),"Tourism and the Developing Countries ",New Delhi, Mohit Publication
9. P C Radhika(2019), Fundamentals of tourism, Kalyani publishers, New Delhi
10. Page J Stephen and Connell Joanne, (2020) . Tourism : a Modern Synthesis, Routledge.
11. National Geographic Traveler- https://www.nationalgeographic.com/travel
12. Lonely Planet Magazine- https://www.lonelyplanet.com/articles/lonely-planet-magazine-history

Discipline/Programme	Commerce
Semester	04
Type of Course	DSE
Course Code	24UCOMDSE222
Course Title	**INTERNATIONAL BUSINESS FUNDAMENTALS AND TOURISM**
Course Level	200-299
Course Summary	This course provides a comprehensive understanding of global tourism dynamics, focusing on the impact of globalization, international marketing, and cultural differences. Students will explore the role of multinational corporations, global supply chains, and trade agreements in shaping tourism development. The course also covers essential topics like consumer behavior, cross-cultural communication, and the influence of international events on destination branding. Financial management in the global tourism sector, including currency risks and investment trends, will be examined, along with key international trade laws and regulations. This course equips students with the essential knowledge and skills to build a successful career in the global travel and tourism industry.
Lecture/Tutorial/Practicum Hours	45 hours/0/ 30hours
Credits	Total	4	Theory	3	Practical	1
Pre-requisite, if any	Nil

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO
1	*Understand and Analyse the impact of globalization, trade theories, and multinational corporations on the international tourism industry.*	U, An	
2	*Evaluate global tourism branding strategies and the role of digital marketing in influencing consumer behaviour across cultures.*	E	
3	*Apply cultural sensitivity and negotiation strategies to enhance communication in multicultural tourism business environments..*	A	
4	*Assess the impact of foreign exchange fluctuations, financial planning, and taxation policies on global tourism businesses.*	An	
5	*Understand international travel regulations, visa policies, and ethical considerations affecting the global tourism industry.*	U, A	

*Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)

COURSE CONTENT

Module	Units	Course Contents	Hrs	CO No.
1		**Globalization & Trade Theories** (10 hours)		
	1.1	Impact of Globalization on the Tourism Industry	1	1
	1.2	Comparative Advantage & Competitive Advantage in International Tourism	2	1
	1.3	Global Supply Chain in Tourism & Hospitality (Airlines, Hotels, Travel Services)	1	1
	1.4	Role of Multinational Corporations (MNCs) in the Global Tourism Economy	3	1
	1.5	Effects of Trade Agreements (WTO, NAFTA, EU) on Tourism Development	3	1
2		**International Marketing & Branding** (20 hours)		
	2.1	Global Tourism Branding Strategies: Case Studies of Destination Marketing	4	2
	2.2	Standardization vs. Adaptation in International Tourism Marketing	4	2
	2.3	Digital Marketing & Social Media in International Tourism Promotion	4	2
	2.4	Consumer Behavior and Cultural Influences on Tourism Marketing	4	2
	2.5	Role of International Events & Mega-Sports in Destination Branding	4	2
3		**Cross-Cultural Business Communication** (25 hours)		
	3.1	Importance of Cultural Sensitivity & Etiquette in Tourism Business	5	3
	3.2	Hofstede's Cultural Dimensions and Their Impact on Global Tourism	5	3
	3.3	Negotiation Strategies in Multicultural Business Environments	5	3
	3.4	Language Barriers & Translation Challenges in International Tourism	5	3
	3.5	Role of Intercultural Training in the Hospitality & Travel Industry	5	3

4	Global Financial Management (10 hours.)		
	4.1	Foreign Exchange & Currency Risks in International Tourism	2	4
	4.2	Financial Planning & Budgeting for Global Tourism Businesses	2	4
	4.3	International Investment Trends in Hospitality & Travel Sector	2	4
	4.4	Impact of Economic Crises on Global Tourism Finance	2	4
	4.5	Taxation Policies & Their Effects on Tourism Industry Revenue	2	4
5	International Trade Laws & Regulations (10 hours)		
	5.1	Role of the World Trade Organization (WTO) in Global Tourism Policies	2	5
	5.2	International Travel Regulations (IATA, ICAO) and Their Impact on Tourism	1	5
	5.3	Intellectual Property Rights in Global Hospitality & Travel Branding	1	5
	5.4	Visa Policies, Immigration Laws & Their Effects on Tourism Growth	2	5
	5.5	Ethical & Legal Issues in International Tourism Operations	2	5
	5.6	Role of the World Trade Organization (WTO) in Global Tourism Policies	2	5

Teaching and Learning Approach	*Classroom Procedure (Mode of transaction)* *Interactive lectures, flipped classroom, Lecture-based Learning, Project-Based Learning, Experiential Learning, Peer Teaching, invited lecture, group discussions, Discussion- based Learning, Inquiry-Based Learning, Field based collection and interactions, Online Learning, Blended Learning, and other innovative learning approaches.*
Assessment Types	*MODE OF ASSESSMENT* *Continuous Comprehensive Assessment (CCA)* *Theory: Quiz, Oral Presentation, Self and Peer assessments, Written test, Open book test, Field study report/Group discussion. Any other method which may be required for specific course by the course faculty.* *Practical: Observation of practical skills, Industrial visits or Any other method as may be required for specific course by the course faculty.*
	Theory: *Written test/Standardized Test (MCQ)/Open book/ Problem based assignments/Individual project report/Team project report* *PRACTICUM /PRACTICAL(30 Hours)*

References (Journals & Books with Authors)
Journals
1. **Journal of International Business Studies**
2. **Annals of Tourism Research**.
3. **International Business Review**
4. **Tourism Management**
4. **Journal of Hospitality and Tourism Technology**
5. **Annals of Tourism Research**

Books
1. **Digital Marketing in Tourism and Hospitality** – Edited by Evangelos Christou & Marianna Sigala
2. **Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences** – By Alan Fyall, Patrick Legohérel, Elisabeth Poutier
3. **Big Data and Innovation in Tourism, Travel, and Hospitality** – Edited by Marianna Sigala
4. **Artificial Intelligence in Hospitality and Tourism** – By Stanislav Ivanov & Craig Webster
5. **Smart Tourism: Foundations and Developments** – By Zheng Xiang, Daniel R. Fesenmaier

Discipline/Programme	Commerce
Semester	04
Type of Course	DSE
Course Code	24UCOMDSE392
Course Title	**TOURISM FINANCE & REVENUE MANAGEMENT**
Course Level	200-299
Course Summary	This course offers an in-depth exploration of the financial principles and strategies that drive the tourism industry. Students will learn about revenue management techniques like dynamic pricing and yield management, with a focus on hotels and airlines. The course covers economic impacts, such as tourism's contribution to GDP, sustainable growth, and the challenges of overtourism. Financial risk management is a key component, teaching students how to manage risks like currency fluctuations, insurance, and crisis resilience. Additionally, the course examines investment models, budgeting strategies, and cost control practices to ensure profitability and sustainability in the global tourism sector.
Lecture/Tutorial/Practicum Hours	45 hours/0/ 30hours
Credits	Total	4	Theory	3	Practical	1
Pre-requisite, if any	Nil

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO
1	Understand and *Analyze the principles of revenue management, including dynamic pricing, demand forecasting, and AI-driven optimization in the tourism industry.*	U, An	
2	*Understand and Evaluate the contribution of tourism to GDP, employment, and sustainable economic growth while addressing challenges like over tourism and economic leakages*	U, E	
3	*Understand financial risks, currency fluctuations, and crisis management strategies to enhance financial resilience in the tourism sector.*	U	
4	*Understand and Analyze investment and funding models such as Public-Private Partnerships (PPPs), venture capital, and Foreign Direct Investment (FDI) in tourism development*	U, An	
5	*Apply budgeting techniques, cost control strategies, and profitability analysis to optimize financial performance in tourism enterprises*	A	
*Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)			

COURSE CONTENT

Module	Units	Course Contents	Hrs	CO No.
1		**Revenue Management for Hotels & Airlines** (10 hours)		
	1.1	Principles of Revenue Management: Dynamic Pricing & Yield Management	1	1
	1.2	Demand Forecasting & Capacity Management in Hospitality and Airlines	2	1
	1.3	Distribution Channel Management: Direct vs. Third-Party Sales Strategies	1	1
	1.4	Impact of Seasonality on Revenue Optimization in Tourism	3	1
	1.5	Role of AI & Machine Learning in Revenue Management	3	1
2		**Economic Impact of Global Tourism** (20 hours)		
	2.1	Tourism Contribution to GDP & Employment: Case Studies from Developed and Developing Nations	4	2
	2.2	Tourism Multipliers & Economic Leakages in Destination Economies	4	2
	2.3	Sustainable Tourism Growth & Its Economic Implications	4	2
	2.4	Overtourism & Its Impact on Local Economies and Infrastructure	4	2
	2.5	Role of Tourism in Economic Recovery Post-Pandemic	4	2
3		**Financial Risk Management in Tourism** (25 hours)		
	3.1	Identifying and Managing Financial Risks in the Tourism Industry	5	3
	3.2	Currency Fluctuations and Exchange Rate Risks in International Tourism	5	3
	3.3	Insurance & Liability Management for Tourism Businesses	5	3
	3.4	Crisis Management & Financial Resilience in Tourism (e.g., Pandemics, Natural Disasters)	5	3
	3.5	Fraud Detection and Prevention in Tourism Transactions	5	3

4	**Investment & Funding Models** (10 hours.)			
	4.1	Public-Private Partnerships (PPPs) in Tourism Infrastructure Development	2	4
	4.2	Venture Capital & Private Equity Investment in Hospitality and Travel Startups	2	4
	4.3	Crowdfunding and Alternative Finance in the Tourism Sector	2	4
	4.4	Government Grants & Incentives for Tourism Development	2	4
	4.5	Foreign Direct Investment (FDI) in the Global Tourism Industry	2	4
5	**Budgeting & Cost Control for Tourism Businesses** (10 hours)			
	5.1	Financial Planning & Budgeting Strategies for Hotels & Travel Agencies	2	5
	5.2	Cost Allocation and Expense Management in Tourism Operations	1	5
	5.3	Profitability Analysis & Break-even Analysis in Tourism Enterprises	1	5
	5.4	Cost Reduction Strategies Without Compromising Service Quality	2	5
	5.5	Technology-Driven Cost Optimization in Hospitality & Airlines	2	5
	5.6	Financial Planning & Budgeting Strategies for Hotels & Travel Agencies	2	5

Teaching and Learning Approach	*Classroom Procedure (Mode of transaction)* *Interactive lectures, flipped classroom, Lecture-based Learning, Project-Based Learning, Experiential Learning, Peer Teaching, invited lecture, group discussions, Discussion- based Learning, Inquiry-Based Learning, Field based collection and interactions, Online Learning, Blended Learning, and other innovative learning approaches.*
Assessment Types	*MODE OF ASSESSMENT* *Continuous Comprehensive Assessment (CCA)* *Theory: Quiz, Oral Presentation, Self and Peer assessments, Written test, Open book test, Field study report/Group discussion. Any other method which may be required for specific course by the course faculty.* *Practical: Observation of practical skills, Industrial visits or Any other method as may be required for specific course by the course faculty.*

References (Journals & Books with Authors)

Journals

1. **Tourism Economics**
2. **International Journal of Revenue Management**
3. **Journal of Travel Research**
4. **International Journal of Hospitality Management**
5. **Annals of Tourism**

Research Books

1. **Revenue Management for the Hospitality Industry** – By David K. Hayes & Allisha
   A. Miller
2. **Tourism Economics and Policy** – By Larry Dwyer, Peter Forsyth & Wayne Dwyer
3. **Risk and Safety Challenges in Tourism and Hospitality** – By Seyed E. Esfahani & Chris Cooper
4. **Tourism Finance: Business Models and Funding Sources** – By Erik Cohen & Chris Ryan
5. **Financial Management for Hospitality Decision Makers** – By Chris Guilding

Discipline/Programme	Commerce
Semester	05
Type of Course	DSE
Course Code	24COMDSE393
Course Title	**DIGITAL MARKETING & TOURISM TECHNOLOGY**
Course Level	200-299
Course Summary	This course delves into the evolving landscape of digital marketing and technology within the tourism industry. Students will explore the latest trends and best practices in digital marketing, including social media strategies, influencer marketing, and SEO for tourism businesses. The course also covers the role of e-commerce platforms, dynamic pricing, and the impact of OTAs and meta-search engines on travel planning. Emerging technologies like AI, blockchain, VR, and AR are examined for their applications in customer service, secure transactions, and creating immersive tourism experiences. Additionally, students will gain insights into data analytics, CRM strategies, and personalization techniques to enhance customer loyalty and optimize marketing efforts in the tourism sector.
Lecture/Tutorial/Practicum Hours	45 hours/0/ 30hours
Credits	Total	4	Theory	3	Practical	1
Pre-requisite, if any	Nil

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO
1	*Understand and apply digital marketing strategies in tourism.*	U, A	
2	*Analyze the role of e-commerce platforms and dynamic pricing in tourism.*	An	
3	*Evaluate the impact of AI, blockchain, VR, and AR on tourism experiences.*	E	
4	*Use data analytics to derive insights for tourism decision-making*	An, E	
5	*Design CRM strategies to enhance customer loyalty and engagement in tourism.*	C	
Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)			

COURSE CONTENT

Module	Units	Course Contents	Hrs	CO No.
1	**Digital Marketing & Social Media Strategies** (10 hours)			
	1.1	Evolution of Digital Marketing in Tourism: Trends and Best Practices	1	1
	1.2	Social Media Marketing Strategies for Destination Branding	2	1
	1.3	Influencer Marketing in Travel and Hospitality	1	1
	1.4	Search Engine Optimization (SEO) & Pay-Per-Click (PPC) for Tourism Businesses	3	1
	1.5	Mobile Marketing & App-Based Engagement in Tourism	3	1
2	**Travel & Hospitality E-Commerce Platforms** (20 hours)			
	2.1	Overview of Online Travel Agencies (OTAs) and Their Market Impact	4	2
	2.2	Direct Booking vs. Third-Party Platforms: Pros & Cons for Tourism Businesses	4	2
	2.3	Dynamic Pricing and Revenue Management Strategies in Hospitality	4	2
	2.4	Role of Meta-Search Engines (Google Travel, Kayak, Skyscanner) in Travel Planning	4	2
	2.5	Payment Gateways, Security, and Digital Wallets in Tourism Transactions	4	2
3	**AI, Blockchain & VR in Tourism** (25 hours)			
	3.1	AI-Powered Chatbots and Virtual Assistants in Customer Service	5	3
	3.2	Blockchain for Secure Payments and Fraud Prevention in Travel Transactions	5	3
	3.3	Virtual Reality (VR) and Augmented Reality (AR) in Tourism Experiences	5	3
	3.4	AI in Personalization and Recommendation Engines for Travel Planning	5	3
	3.5	Smart Tourism and IoT-Enabled Smart Destinations	5	3
4	**Data Analytics for Tourism Insights** (10 hours.)			
	4.1	Role of Big Data in Tourism Decision-Making	2	4

	4.2	Predictive Analytics for Demand Forecasting in the Travel Industry	2	4
	4.3	Customer Sentiment Analysis Through Social Media and Online Reviews	2	4
	4.4	Geo-Analytics and Location-Based Services in Destination Management	2	4
	4.5	Ethical Considerations in Data Privacy and Tourism Analytics	2	4
5		**Customer Relationship Management (CRM) in Tourism** (10 hours)		
	5.1	CRM Strategies for Enhancing Customer Loyalty in Hospitality	2	5
	5.2	Use of AI and Automation in CRM for Personalizing Guest Experiences	1	5
	5.3	Omni-Channel Marketing and Customer Engagement in Travel Services	1	5
	5.4	Customer Retention Strategies in the Online Travel Sector	2	5
	5.5	Case Studies on Successful CRM Implementation in Tourism	2	5
	5.6	CRM Strategies for Enhancing Customer Loyalty in Hospitality	2	5

Teaching and Learning Approach	*Classroom Procedure (Mode of transaction)* *Interactive lectures, flipped classroom, Lecture-based Learning, Project-Based Learning, Experiential Learning, Peer Teaching, invited lecture, group discussions, Discussion- based Learning, Inquiry-Based Learning, Field based collection and interactions, Online Learning, Blended Learning, and other innovative learning approaches.*
Assessment Types	*MODE OF ASSESSMENT* *Continuous Comprehensive Assessment (CCA)* *Theory: Quiz, Oral Presentation, Self and Peer assessments, Written test, Open book test, Field study report/Group discussion. Any other method which may be required for specific course by the course faculty.* *Practical: Observation of practical skills, Industrial visits or Any other method as may be required for specific course by the course faculty.*

References (Journals & Books)
Journals
1. **Tourism Management – Covers digital strategies, AI, and tech innovations in tourism.**
2. **Journal of Travel & Tourism**
3. **International Journal of Tourism Research**
4. **Journal of Hospitality and Tourism Technology**
5. **Annals of Tourism Research**

Books

1. **Digital Marketing in Tourism and Hospitality – Edited by Evangelos Christou & Marianna Sigala**
2. **Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences – By Alan Fyall, Patrick Legohérel, Elisabeth Poutier**
3. **Big Data and Innovation in Tourism, Travel, and Hospitality – Edited by Marianna Sigala**
4. **Artificial Intelligence in Hospitality and Tourism – By Stanislav Ivanov & Craig Webster**
5. **Smart Tourism: Foundations and Developments – By Zheng Xiang, Daniel R. Fesenmaier**

Discipline/Programme	Commerce
Semester	06
Type of Course	DSE
Course Code	24UCOMDSE394
Course Title	**GLOBAL TOURISM & DESTINATION MANAGEMENT**
Course Level	300-399
Course Summary	This course provides students with a comprehensive understanding of tourism trends, sustainable practices, and destination management. It covers emerging tourism markets, the impact of digital transformation, and shifting consumer behaviors, particularly among Gen Z and Millennials. Students will learn sustainable and eco-tourism strategies, including community-based tourism, certification models, and addressing challenges like overtourism and climate change. The course also explores destination planning and development, from the life cycle of tourist areas to the role of technology and public-private partnerships in destination management. Finally, crisis management strategies for handling health, political, and economic crises, along with insights into tourism policy and the role of international organizations, are also examined.
Lecture/Tutorial/Practicum Hours	45 hours/0/ 30hours

Credits	Total	4	Theory	3	Practical	1

Pre-requisite, if any	Nil

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO
1	*Analyze global tourism trends, emerging markets, and the impact of digital transformation.*	An	
2	*Evaluate sustainable tourism practices and address challenges like overtourism and climate change.*	E	
3	*Apply destination planning models and strategies for competitive tourism development.*	A	
4	*Develop crisis management strategies for health, political, and economic crises in tourism.*	C	
5	*Assess the role of international organizations and policies in global tourism development.*	E	
Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)			

COURSE CONTENT

Module	Units	Course Contents	Hrs	CO No.
1		**Global Tourism Trends & Markets** (10 hours)		
	1.1	Emerging Tourism Markets: BRICS, ASEAN, and Beyond	1	1
	1.2	Impact of Digital Transformation on Tourism (AI, Big Data, Smart Tourism)	2	1
	1.3	Post-Pandemic Tourism Recovery and New Travel Patterns	1	1
	1.4	Changing Consumer Behavior: Gen Z and Millennial Travel Trends	3	1
	1.5	Role of MICE (Meetings, Incentives, Conferences, Exhibitions) in Global Tourism	3	1
2		**Sustainable & Eco-Tourism Strategies** (20 hours)		
	2.1	Principles and Practices of Sustainable Tourism Development	4	2
	2.2	Community-Based Tourism (CBT) and Local Economic Benefits	4	2
	2.3	Ecotourism Models and Best Practices Worldwide	4	2
	2.4	Certification and Accreditation in Sustainable Tourism (GSTC, LEED, EarthCheck)	4	2
	2.5	Challenges in Sustainable Tourism: Overtourism, Carbon Footprint, and Climate Change	4	2
3		**Destination Planning & Development** (25 hours)		
	3.1	Destination Life Cycle and Butler's Tourism Area Life Cycle (TALC) Model	5	3
	3.2	Infrastructure Development and Tourism Carrying Capacity	5	3
	3.3	Smart Cities and Technology-Driven Destination Management	5	3
	3.4	Branding and Positioning Strategies for Competitive Tourism Destinations	5	3
	3.5	Role of Public-Private Partnerships (PPP) in Tourism Development	5	3
4		**Crisis Management in Tourism** (10 hours.)		
	4.1	Risk Assessment and Disaster Preparedness in Tourism	2	4

	4.2	Managing Health Crises: COVID-19 and Future Pandemics	2	4
	4.3	Political Instability, Terrorism, and Security Issues in Tourism	2	4
	4.4	Crisis Communication and Reputation Management for Destinations	2	4
	4.5	Economic Crises and Their Impact on Tourism Demand	2	4
5		**Tourism Policy & International Organizations** (10 hours)		
	5.1	Role of UNWTO in Global Tourism Development and Governance	2	5
	5.2	International Air Transport Regulations: IATA's Role in Aviation and Tourism	1	5
	5.3	WTTC and Economic Impact of Tourism: Policies for Sustainable Growth	1	5
	5.4	Government Policies and Tourism Development Strategies	2	5
	5.5	Cross-Border Tourism Agreements and Regional Cooperation (Schengen, ASEAN, SAARC)	2	5
	5.6	Role of UNWTO in Global Tourism Development and Governance	2	5

A Practical Guide to Tourism Destination Management

Provides models, guidelines, and case studies on creating suitable environments and quality delivery in tourism destinations.

Teaching and Learning Approach	*Classroom Procedure (Mode of transaction)* *Interactive lectures, flipped classroom, Lecture-based Learning, Project-Based Learning, Experiential Learning, Peer Teaching, invited lecture, group discussions, Discussion- based Learning, Inquiry-Based Learning, Field based collection and interactions, Online Learning, Blended Learning, and other innovative learning approaches.*

Assessment Types	*MODE OF ASSESSMENT*
	Continuous Comprehensive Assessment (CCA)
	   Theory: Quiz, Oral Presentation, Self and Peer assessments, Written test, Open book test, Field study report/Group discussion. Any other method which may be required for specific course by the course faculty.
	   Practical: Observation of practical skills, Industrial visits or Any other method as may be required for specific course by the course faculty.

REFERENCES:

e-unwto.org

- **Marketing and Managing Tourism Destinations** by Alastair M. Morrison
An integrated textbook covering destination management and marketing, focusing on planning, implementation, and evaluation.

    amazon.com

- **Tourism Destination Management** by Wendy Perez
Explores various branches of tourism destination management and their practical applications.

    amazon.com

- **Advanced Introduction to Tourism Destination Management** by Chris Ryan Integrates macro and micro components of tourism destination planning, discussing impacts and management strategies.

    e-elgar.com

- **The New Tourist** by Paige McClanahan
Examines the complexities and impacts of modern tourism, addressing issues like overtourism and sustainable travel practices.

6. **Smart Tourism: Foundations and Developments – By Zheng Xiang, Daniel R. Fesenmaier**

Discipline/Programme	Commerce
Semester	06
Type of Course	DSE
Course Code	24UCOMDSE395
Course Title	**ARTIFICIAL INTELLIGENCE IN TOURISM: INNOVATION, APPLICATIONS & FUTURE TRENDS**
Course Level	300-399
Course Summary	This course explores how AI is transforming the travel and tourism industry. The course covers the fundamentals of AI and machine learning, including its evolution and applications in personalization, customer service, and decision-making. Students will examine AI's role in travel planning, booking, and enhancing customer experience through smart itineraries, chatbots, biometric check-ins, and AI-powered translations. The course also delves into AI's impact on marketing, revenue management, and pricing strategies in the hospitality and airline industries, with real-world case studies. Further, the course covers AI in smart tourism, sustainable tourism, and destination management, addressing AI's role in managing crowd safety and reducing environmental impact. Ethical and legal considerations of AI in tourism, including privacy, data protection, and workforce impacts, are also critically explored.
Lecture/Tutorial/Practicum Hours	45 hours/0/ 30hours

Credits		Total	4	Theory	3	Practical	1

Pre-requisite, if any	Nil

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO
1	*Analyze the fundamentals of AI and its applications in tourism, including personalization and predictive analytics.*	An	
2	*Evaluate the role of AI in travel planning, booking, and customer experience enhancement.*	E	
3	*Apply AI-driven strategies in marketing, revenue management, and pricing in tourism.*	A	
4	*Develop AI-driven solutions for smart tourism, sustainable tourism, and destination management.*	C	
5	*Assess the ethical and legal implications of AI in tourism, including privacy, data protection, and workforce impacts.*	E	
Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)			

COURSE CONTENT

Module	Units	Course Contents	Hrs	CO No.
1		**Introduction to AI in Tourism** (10 hours)		
	1.1	Fundamentals of Artificial Intelligence & Machine Learning in Tourism	1	1
	1.2	Evolution of AI Applications in the Travel & Hospitality Industry	2	1
	1.3	AI in Personalization & Customer Service (Chatbots, Virtual Assistants)	1	1
	1.4	Predictive Analytics & AI-Driven Decision Making in Tourism	3	1
	1.5	Future Trends: AI's Role in the Future of Tourism & Hospitality	3	1
2		**AI in Travel Planning, Booking & Customer Experience** (20 hours)		
	2.1	AI-Based Travel Recommendation Systems & Smart Itineraries	4	2
	2.2	Chatbots & Virtual Assistants in Travel Booking & Customer Service	4	2
	2.3	Facial Recognition & Biometric Check-ins at Airports & Hotels	4	2
	2.4	AI-Powered Translation & Multilingual Support in Global Tourism	4	2
	2.5	AI & Augmented Reality (AR) for Destination Experience Enhancement	4	2
3		**AI in Marketing & Revenue Management for Tourism** (25 hours)		
	3.1	AI in Digital Marketing: Personalization, Targeted Advertising & Chatbots	5	3
	3.2	Sentiment Analysis & Customer Insights from Online Reviews & Social Media	5	3
	3.3	AI-Driven Pricing Strategies & Dynamic Pricing Models in Hospitality & Airlines	5	3
	3.4	AI in Predicting Tourist Behavior & Travel Demand Forecasting	5	3
	3.5	Case Studies: AI in Hotel Chains, Airlines, and Online Travel Agencies (OTAs)	5	3

4		**Smart Tourism & AI-Driven Destination Management** (10 hours.)		
	4.1	Smart Cities & AI-Enabled Tourism Infrastructure	2	4
	4.2	AI in Sustainable Tourism: Reducing Environmental Impact & Managing Overtourism	2	4
	4.3	Crowd Management & Safety Enhancements Using AI in Tourist Attractions	2	4
	4.4	IoT, Big Data, & AI in Smart Hotels & Connected Travel Experiences	2	4
	4.5	Role of AI in Crisis Management & Emergency Response in Tourism	2	4
5		**Ethical & Legal Considerations of AI in Tourism** (10 hours)		
	5.1	Ethical Issues in AI-Driven Tourism: Privacy, Data Protection & Bias	2	5
	5.2	Impact of AI on Employment & Workforce in the Travel Industry	1	5
	5.3	Legal Frameworks Governing AI in the Tourism & Hospitality Sector	1	5
	5.4	AI & Consumer Rights: Transparency & Fairness in AI-Based Decision Making	2	5
	5.5	Case Study: AI in Tourism – Risks, Challenges & Regulatory Responses	2	5
	5.6	Ethical Issues in AI-Driven Tourism: Privacy, Data Protection & Bias	2	5

Teaching and Learning Approach	*Classroom Procedure (Mode of transaction)* *Interactive lectures, flipped classroom, Lecture-based Learning, Project-Based Learning, Experiential Learning, Peer Teaching, invited lecture, group discussions, Discussion- based Learning, Inquiry-Based Learning, Field based collection and interactions, Online Learning, Blended Learning, and other innovative learning approaches.*
Assessment Types	*MODE OF ASSESSMENT* *Continuous Comprehensive Assessment (CCA)* *Theory: Quiz, Oral Presentation, Self and Peer assessments, Written test, Open book test, Field study report/Group discussion. Any other method which may be required for specific course by the course faculty.* *Practical: Observation of practical skills, Industrial visits or Any other method as may be required for specific course by the course faculty.*

References

Journals:
1. **Tourism Management**
2. **International Journal of Contemporary Hospitality Management**
3. **Journal of Hospitality and Tourism Technology**
4. **Annals of Tourism Research**
5. **Journal of Travel**

Research Books:

1. **Artificial Intelligence in Hospitality and Tourism** – By Jasmin Pfeiffer & Stanislav Ivanov
2. **Big Data and Artificial Intelligence in the Travel Industry** – By Sorin Adam Matei & Adam Duhachek
3. **Smart Tourism: Bridging Tourism and IT Innovation** – By Zheng Xiang & Daniel R. Fesenmaier
4. **AI and the Future of Travel** – By Rob Lucas & Daniel Egger
5. **Tourism and Artificial Intelligence: The Fourth Industrial Revolution** – By Stanislav Ivanov & Craig Webste.

Discipline/Programme	Commerce
Semester	07
Type of Course	DSE
Course Code	24UCOMDSE445
Course Title	**TOURISM INFRASTRUCTURE & INTERNATIONAL RELATIONS**
Course Level	400-499
Course Summary	This course provides a comprehensive overview of the essential infrastructure elements that drive tourism growth and global competitiveness. Students will learn about the development and planning of airports, roads, public transport, and accommodation infrastructure, along with the role of public and private investments. The course also covers the influence of international organizations like UNWTO, IATA, and ICAO, as well as the impact of government policies, visa regulations, and international agreements on tourism. A key focus is on geopolitical issues, exploring how political instability, travel restrictions, and diplomacy shape global tourism trends, with case studies on Brexit and other significant events. Additionally, the course delves into sustainable tourism infrastructure and environmental policies, including green infrastructure, ecotourism, and climate change adaptation, while examining future trends like smart cities, hyperloop technology, and the post-pandemic tourism landscape.
Lecture/Tutorial/Practicum Hours	45 hours/0/ 30hours
Credits	Total	4	Theory	4	Practical	0
Pre-requisite, if any	Nil

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO
1	*Analyze the role of infrastructure in tourism growth and destination competitiveness.*	An	
2	*Evaluate the impact of government policies and international organizations on tourism development.*	E	
3	*Assess the influence of geopolitical issues on global tourism trends and international relations.*	E	
4	*Develop sustainable tourism infrastructure strategies and environmental policies.*	C	
5	Analyze case studies and emerging trends in tourism infrastructure and international relations.	C	
*Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)			

COURSE CONTENT

Module	Units	Course Contents	Hrs	CO No.
1		**Tourism Infrastructure Development & Investment** (10 hours)		
	1.1	Importance of Infrastructure in Tourism Growth & Destination Competitiveness	1	1
	1.2	Planning & Development of Airports, Roads, and Public Transport for Tourism	2	1
	1.3	Hospitality & Accommodation Infrastructure: Hotels, Resorts, and Alternative Lodging	1	1
	1.4	Role of Public & Private Investment in Tourism Infrastructure Projects	3	1
	1.5	Smart Cities & Sustainable Infrastructure for Future Tourism	3	1
2		**Government Policies & International Organizations in Tourism** (20 hours)		
	2.1	Role of UNWTO, IATA, ICAO, and WTTC in Global Tourism Development	4	2
	2.2	National Tourism Policies & Their Impact on Destination Branding	4	2
	2.3	Bilateral & Multilateral Agreements on Tourism Promotion & Trade	4	2
	2.4	Visa Regulations & Their Impact on International Travel Flows	4	2
	2.5	Tourism Taxation, Incentives, & Economic Policies for Tourism Growth	4	2
3		**Geopolitical Issues & Their Influence on Tourism** (25 hours)		
	3.1	Impact of Political Instability & Conflict on Global Tourism Trends	5	3
	3.2	Travel Restrictions & Their Economic Consequences (Sanctions, Trade Wars)	5	3
	3.3	Role of Diplomacy in Promoting Cross-Border Tourism & Cultural Exchange	5	3
	3.4	Case Studies: Brexit, Middle East Conflicts, Russia-Ukraine War & Tourism Impact	5	3
	3.5	Tourism as a Tool for Soft Power & International Relations	5	3

4		**Sustainable Tourism Infrastructure & Environmental Policies** (10 hours.)		
	4.1	Green Infrastructure Development & Environmental Impact Assessment	2	4
	4.2	Ecotourism & Sustainable Destination Planning	2	4
	4.3	Waste Management & Renewable Energy in Tourism Infrastructure	2	4
	4.4	Climate Change Adaptation Strategies for Tourism-Dependent Economies	2	4
	4.5	Global Best Practices in Sustainable Tourism Infrastructure Development	2	4
5		**Case Studies & Future Trends in Tourism Infrastructure & International Relations** (10 hours)		
	5.1	Case Study: Dubai's Tourism Infrastructure & Its Role in Economic Growth	2	5
	5.2	Case Study: China's Belt & Road Initiative & Its Tourism Impact	1	5
	5.3	Case Study: Schengen Agreement & Its Influence on European Tourism	1	5
	5.4	Emerging Trends: Hyperloop, Smart Airports, & Digital Infrastructure in Tourism	2	5
	5.5	Future of International Tourism Relations in a Post-Pandemic World	2	5
	5.6	Case Study: Dubai's Tourism Infrastructure & Its Role in Economic Growth	2	5

Teaching and Learning Approach	*Classroom Procedure (Mode of transaction)* *Interactive lectures, flipped classroom, Lecture-based Learning, Project-Based Learning, Experiential Learning, Peer Teaching, invited lecture, group discussions, Discussion- based Learning, Inquiry-Based Learning, Field based collection and interactions, Online Learning, Blended Learning, and other innovative learning approaches.*
Assessment Types	*MODE OF ASSESSMENT* *Continuous Comprehensive Assessment (CCA)* *Theory: Quiz, Oral Presentation, Self and Peer assessments, Written test, Open book test, Field study report/Group discussion. Any other method which may be required for specific course by the course faculty.* *Practical: Observation of practical skills, Industrial visits or Any other method as may be required for specific course by the course faculty.*

References (Journals & Books with Authors)
Journals:

1. Journal of Sustainable Tourism

2. Tourism Management
3. International Journal of Tourism Research
4. Annals of Tourism Research
5. Journal of Travel

Research Books:

1. Tourism Infrastructure and Sustainable Development – By Alisha Ali & Dieter K. Müller
2. The Economics of Tourism Destinations – By Norbert Vanhove
3. Geopolitics of Tourism – By Jafar Jafari & Larry Dwyer
4. Tourism and Diplomacy: Worlds Apart and Together – By Manuel Butler & Clara van Gool
5. Sustainable Tourism on a Finite Planet – By Megan Epler Wood

Discipline/Programme	Commerce
Semester	08
Type of Course	DSE
Course Code	24UCOMDSE446
Course Title	**ENTREPRENEURSHIP & INNOVATION IN TOURISM**
Course Level	400-499
Course Summary	This course equips students with the knowledge and skills needed to succeed as entrepreneurs in the dynamic tourism industry. Students will explore innovative tourism business models, such as successful startups and the role of emerging technologies like AI, VR, and blockchain. The course covers sustainable and community-based tourism models and the challenges and opportunities for entrepreneurs in emerging markets, along with crowdsourcing and the peer-to-peer economy (e.g., Airbnb, Uber). It also emphasizes business plan development, feasibility studies, and market research, guiding students in creating viable tourism ventures. Students will learn about franchise and partnership strategies, intellectual property protection, legal and ethical considerations, and leadership in tourism, preparing them to lead successful tourism businesses while navigating the challenges of the global market.
Lecture/Tutorial/Practicum Hours	45 hours/0/ 30hours

Credits	Total	4	Theory	4	Practical	0

Pre-requisite, if any	Nil

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO
1	*Analyze innovative tourism business models and the role of technology in shaping entrepreneurship.*	An	
2	*Develop a comprehensive business plan and feasibility study for a tourism venture.*	C	
3	*Evaluate franchise and partnership strategies in the global tourism industry.*	E	
4	*Assess legal and ethical considerations in tourism entrepreneurship.*	E	
5	*Apply leadership and strategic decision-making frameworks in tourism businesses.*	A	
Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)			

COURSE CONTENT

Module	Units	Course Contents	Hrs	CO No.
1		**Tourism Business Models & Startups** (10 hours)		
	1.1	Innovative Business Models in Tourism: Case Studies of Successful Startups	1	1
	1.2	Role of Technology in Shaping Tourism Entrepreneurship (AI, VR, Blockchain)	2	1
	1.3	Sustainable & Community-Based Tourism Business Models	1	1
	1.4	Challenges & Opportunities for Tourism Entrepreneurs in Emerging Markets	3	1
	1.5	Crowdsourcing and Peer-to-Peer (P2P) Economy in Tourism (e.g., Airbnb, Uber)	3	1
2		**Business Plan Development & Feasibility Study** (20 hours)		
	2.1	Key Components of a Tourism Business Plan: From Concept to Execution	4	2
	2.2	Market Research & Competitive Analysis for Tourism Enterprises	4	2
	2.3	Financial Projections & Funding Strategies for New Tourism Ventures	4	2
	2.4	Risk Assessment & Mitigation Strategies in Tourism Business Planning	4	2
	2.5	Case Studies of Feasibility Studies in Tourism Projects	4	2
3		**Franchise & Partnership Strategies** (25 hours)		
	3.1	Role of Franchising in the Global Hospitality & Travel Industry	5	3
	3.2	Benefits & Challenges of Tourism Business Partnerships	5	3
	3.3	Licensing & Brand Expansion Strategies in Tourism	5	3
	3.4	Public-Private Partnerships (PPPs) in Destination Development	5	3
	3.5	Case Studies of Successful Tourism Franchises (e.g., Marriott, Hilton, Thomas Cook)	5	3
4		**Legal & Ethical Considerations in Tourism** (10 hours.)		
	4.1	Intellectual Property Rights & Branding Protection in Tourism Startups	2	4

	4.2	Consumer Rights, Safety & Liability Laws in Tourism & Hospitality	2	4
	4.3	Ethical Issues in Tourism: Responsible Business Practices & CSR	2	4
	4.4	Labor Laws & Employment Regulations in the Tourism Sector	2	4
	4.5	Regulatory Frameworks for Digital Travel Businesses (e.g., Data Privacy, GDPR)	2	4
5		**Leadership & Strategic Decision-Making** (10 hours)		
	5.1	Entrepreneurial Leadership Styles & Their Impact on Tourism Businesses	2	5
	5.2	Crisis Leadership & Resilience in the Tourism Industry	1	5
	5.3	Decision-Making Frameworks for Tourism Entrepreneurs	1	5
	5.4	Managing Cultural Diversity & Workforce in Global Tourism Businesses	2	5
	5.5	Case Studies of Visionary Leaders in the Tourism Industry	2	5
	5.6	Entrepreneurial Leadership Styles & Their Impact on Tourism Businesses	2	5

Teaching and Learning Approach	*Classroom Procedure (Mode of transaction)* *Interactive lectures, flipped classroom, Lecture-based Learning, Project-Based Learning, Experiential Learning, Peer Teaching, invited lecture, group discussions, Discussion- based Learning, Inquiry-Based Learning, Field based collection and interactions, Online Learning, Blended Learning, and other innovative learning approaches.*
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References (Journals & Books with Authors)
Journals

1. Journal of Tourism Management
2. International Journal of Contemporary Hospitality Management
3. Annals of Tourism Research
4. Journal of Business Venturing
5. Harvard Business Review (HBR) on Entrepreneurship

Books

1. Entrepreneurship in Tourism – By John Swarbrooke
2. Tourism Business Frontiers: Consumers, Products, and Industry – By Dimitrios Buhalis & Carlos Costa
3. Franchising in the Hospitality Industry – By Conrad Lashley & Alison Morrison
4. Tourism Law: A Comparative Approach – By Alexander Trukhtanov & David Grant
5. Strategic Management for Tourism, Hospitality, and Events – By Nigel Evans