

MTA (Master of Tourism Administration)

5 year Integrated Course in Master of Tourism Administration (MTA)

OBJECTIVES

- 1 To develop ready to be employed professionals in the sector of Tourism Administration
- 2 To develop researchers and consultants in the area of Tourism Administration
- 3 To develop Entrepreneurs in the field of tourism
- 4 To develop Teachers with core business competencies in the tourism sector
- 5 To develop Human Resources to act as think tank in the Tourism Administration sector
- 6 To develop Holistic managers with inter disciplinary knowledge
- 7 To develop Business Philosophers to propagate social responsibility

Eligibility for Admission

Candidate who have completed 2 years Pre-University course of Karnataka State or equivalent and have secured at least 50% of marks in the aggregate of all papers studied at the qualifying examination are eligible for admission into this course.

In the case SC/ST/Cat-I students, the minimum percentage of marks required shall be 45% in aggregate.

DURATION OF THE COURSE

The course of study for Integrated Course in MTA (Master of Tourism Administration) shall extend over a period of 5 academic years comprising of two semesters in each academic year.

MTA (Master of Tourism Administration) SYLLABUS

5 Years Integrated course leading to Master of Tourism Administration

Sl. No	I Semester
1	English Paper- I

	2	Language Paper- I
	3	Geography of Tourism
	4	Principles and Practices of Management
	5	Introduction to Tourism in India
	6	Fundamentals of Tourism and Hospitality
	7	Environmental Studies
	8	Study Tour
Sl. No	II Semester	
	1	English Paper -II
	2	Language Paper- II
	3	Geography of World Tourism
	4	Entrepreneurship Development
	5	Communication Management in Tourism
	6	Fundamentals of Food and Beverage Management
	7	Constitution of India
	8	Study Tour, Project Report & Viva

Sl. No	III Semester
1	Travel & Tourism Management- I
2	Tourism Product-I (Indian History and Heritage)
3	Tourism Principles and Policies- I
4	Tourism Marketing- I
5	Basics of Information Technology
6	Accommodation Management- I
7	Foreign Language- French-I
8	Study Tour

Sl. No	IV Semester
1	Travel & Tourism Management- II
2	Tourism Product-II (Karnataka History and Heritage)
3	Tourism Principles and Policies- II
4	Tourism Marketing-II
5	Information Technology and Tourism Information System
6	Accommodation Management -II
7	Foreign Language French-II
8	Study Tour, Project Report & Viva

Sl No	V Semester
1	Tourism Product-III (Archaeology & Culture)
2	Accounting for Tourism
3	Economics for Tourism
4	Food & Beverage Management
5	Health Tourism- I (Yoga)
6	Research Methodology

Sl No	VI Semester
1	Tourism Product-IV (Fine Arts of Karnataka)
2	Managing people for Tourism
3	Tourism Finance
4	Fares & Ticketing Management
5	Health Tourism-II (Ayurveda & Alternative System)
6	Marketing of Tourism Product

Sl No	VII Semester
1	Karnataka Tourism (Important Places)
2	Organisational Behaviour in Tourism
3	Sustainable Tourism
4	Tourism Laws (National and International)
5	E-commerce in Tourism
6	Cost and Management Accounting in Tourism
7	Internship, Training Report & ViVA

Sl No	VIII Semester
1	National Tourism (Important Places)
2	Consumer Behaviour in Tourism
3	Tourism Planning
4	Global Tourism
5	Supply Chain Management in Tourism
6	Foreign Language-Spanish
7	Study Tour (National/International),Project Report & ViVA

Sl No	IX Semester
1	Customer Relationship Management (CRM)
2	Corporate Governance and Ethics in Tourism
3	Logistic Management in Tourism
4	International Airlines Management
5	Introduction to Event management
6	Introduction to Hospitality Management

Sl No	X Semester
1	Media and Advertising
2	Global Distribution System(GDS)-AMADEUS GALILEO/SABRE
3	Global Events Planning and Management
4	Advanced Hospitality Management
5	Project Report and VIVA