

Program Structure of BA (Tourism Administration)

1. Program Mission

The program aims at preparing students to work in the dynamic tourism by imparting holistic knowledge of tourism business processes. It also helps to develop a wide range of skills that can be applied to a variety of managerial and entrepreneurial roles in the expanding tourism industry. It aims at making students active industry centric lifelong learners in a diverse community in the globally-connected, technology fueled world as per the principles of Education 4.0 in the futuristic and emerging frontier areas of Tourism knowledge, learning and research.

2. Program Educational Objectives

- i. The Graduates will be able to demonstrate ability to recite the systematic knowledge of Travel and Tourism Industry and will be able to analyze & formulate new products & solutions for real life problems in Travel, Tourism & allied areas.
- ii. The Graduates will be able to Communicate proficiently in all dealings related tourism and critically analyze various issues/problems to develop solutions to improve processes, in tourism services.
- iii. The Graduates will be able to investigate global issues related to Travel industry and explore use of digital systems in capturing information and utilizing it for customer services.
- iv. The Graduates will be able to appraise with learning environment for engaging themselves to update with new knowledge in Tourism.

3. Program Learning Outcomes

- i. Graduates will recognize the new age knowledge of travel products & apply it in designing the services levels.
- ii. Graduates will develop and demonstrate skills on hospitality technology application to get access various sources to endorse the decision making in travel related services.
- iii. Graduates will recognize disruptive technologies related to travel industry, review and apply relevant problem solving methodology to formulate effective solutions.
- iv. Graduates will recognize travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders.
- v. Graduates will demonstrates sensitivity to diverse cultural issue related to Travel and Tourism industry.

4. Skills & Competencies

- Stress Management Skills
- Customer Service Skills
- Time Management
- Planning & Organising
- Communication Skills

Multi-Tasking S