

<b>PIUI 7007</b>	<b>Telecom and Tourism Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>		3	0	0	3
<b>Pre-requisites/Exposure</b>	Graduate and Marketing concepts				
<b>Co-requisites</b>	Good Command in MS Word and MS Powerpoint				

### Course Objectives

1. Providing a solid introduction to tourism and telecom sector.
2. Finding specific business models, but will use the various model to apply the theoretical and analytical concepts presented in the lectures and readings.
3. Key principles governing tourism, telecom & other soft Infra planning, investment, operations and maintenance.
4. Students are expected to learn about the dynamics of the structure of the industry and about the role of factors such as economies of scale, network externalities and regulation.

### Course Outcomes

On completion of this course, the students will be able to

<b>CO1</b>	Understanding the issues & challenges in the Tourism, Telecom & other Soft Infra Sector
<b>CO2</b>	To develop skills required for Tourism, Telecom and other Soft Infra planning & formulation.
<b>CO3</b>	Analyzing optimization techniques for Tourism, Telecom and other Soft Infra Planning & Pricing.
<b>CO4</b>	Integrate the processes for Tourism, Telecom and other Soft Infra project execution and control.
<b>CO5</b>	To learn the contracting process.

### Catalog Description

Even though tourism is a cultural activity, its business aspect is also an important element. This course provides students with the fundamental knowledge concerning marketing, human resources management, financial management, destination planning, policy, environment and prospects in the tourism industry. Real life cases will also be discussed in order to give students a relatively comprehensive understanding of the tourism industry. Also ability to think logically and report on situations in an orderly manner, are important as a manager needs to develop a close working relationship with the architect, client, engineer and other members of the professional team.

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## Course Content

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### **Unit I: 9 lecture hours**

Introducing the World's Largest Industry, Tourism, Marketing to the Traveling Public, Delivering Quality Tourism Services, Bringing Travelers and Tourism Service Providers Together

### **Unit II: 9 lecture hours**

Transportation, Accommodations & Food and Beverage, Attractions and Entertainment & Destinations, Economic and Political Impacts of Tourism, Environmental and Social/Cultural Impacts of Tourism, Exploring the Future of Tourism

### **Unit III: 9 lecture hours**

Introduction to Telecom & Basics, Telecom Policy, Virtualization, Software Defined Networks, Software Defined Data Centers, Wireless, Mobile, Connected World, Telematics, Broadband, Micro-economics, Platforms, Sides, Network Effect and business model

### **Unit IV: 9 lecture hours**

Economics of Soft Infra: Physical relationships, Economic relationships, Efficiency of resource use, Technological change, Risk and uncertainty, Theory of consumer behaviour, Economics of market demand, Elasticities of demand

### **Text Books and Journals**

1. Report on Tourism Infrastructure and Services.
2. Cook: Tourism: The Business of Travel, 3rd edition (c) 2006 Pearson Education.
3. PPP Toolkits

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:**

<b>Components</b>	<b>Presentation/Assignment/Projects etc</b>	<b>ESE</b>
<b>Weightage (%)</b>	<b>50</b>	<b>50</b>

### **Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	Understanding the issues & challenges in the Tourism, Telecom & other Soft Infra Sector	PO 1,2,4,7,8,9,10, 11,13, 14
<b>CO2</b>	To develop skills required for Tourism, Telecom and other Soft Infra planning & formulation.	PO 1,2, 3, 7,8,9,10, 11,14
<b>CO3</b>	Analyzing optimization techniques for Tourism, Telecom and other Soft Infra Planning & Pricing.	PO 1,2, 3, 8,9,10, 11, 13,14
<b>CO4</b>	Integrate the processes for Tourism, Telecom and other Soft Infra project execution and control.	PO 4,5, 8,12,13, 14
<b>CO5</b>	To learn the contracting process.	PO 1,2, 3, 4,8,13,14

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO5
PO 1	3	3	3	2	3
PO 2	3	3	3	2	3
PO 3	2	3	3	2	3
PO 4	3	2	2	3	3
PO 5	2	2	2	3	2
PO 6	2	2	2	2	2
PO 7	3	3	2	2	2
PO 8	3	3	3	3	3
PSO 9	3	3	3	2	2
PSO 10	3	3	3	2	2
PSO 11	3	3	3	2	2
PSO 12	2	2	2	3	2
PSO 13	3	2	3	3	3
PSO 14	3	3	3	3	3

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO 12	PO13	PO14
		Students will demonstrate strong conceptual knowledge and execution in soft and hard infrastructure planning, development, management, financing, regulation and governance.	Students will demonstrate effective understanding of infrastructure planning and development, utility & energy management, urban transportation including metro rail, e-vehicle with charging and other modes of urban surface transportation, water supply and sewerage, smart city planning and effective financing urban infrastructure.	Students will demonstrate analytical skills to understand issues with remedial solutions relating to urban infrastructure. of soft and hard infrastructure	Students will exhibit the ability to integrate planning, construction & development, operation & management, financing, regulation and governance of urban infrastructure projects and facilities.	Students will exhibit the ability to integrate technical, economic, social and regulatory frameworks for urban infrastructure sector planning and resource management.	Students will exhibit deployable skills pertinent to urban hard and soft infrastructure sector and smart city development and management.	Students will be able to develop and evaluate alternate managerial choices and identify optimal solutions.	Students will demonstrate effective application capabilities of their conceptual understanding to infrastructure planning, development and management.	Students will be able to exhibit effective decision-making skills, employing analytical and critical thinking ability for planning, development and management of soft and hard infrastructure.	Students will demonstrate effective oral and written communication skills in the professional context.	Students will be able to work effectively in teams and demonstrate team-working capabilities.	Students will exhibit leadership and networking skills.	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the context of urban planning, development and management including cost effective financing and good governance.	Students will demonstrate employability traits in line with the needs of changing hard and soft urban infrastructure sector.

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1=weakly mapped  
2= moderately mapped  
3=strongly mapped

### Model Question Paper

<b>Name:</b>			
<b>Enrolment No:</b>			
<b>Course: PIUI 7007-Telecom and Tourism Management</b>			
<b>Programme: MBA UISC</b>		<b>Semester: Even</b>	
<b>Time: 03 hrs.</b>		<b>Max. Marks:100</b>	
<b>Instructions:</b>			
<b>Section A</b> (each carrying 2 marks); Attempt all questions from <b>Section B</b> (each carrying 5 marks). Any <b>Two Questions</b> from <b>Section C</b> (carrying 15 marks). Case Study <b>Section D</b> ( 30 Marks)			
<b>Section A ( )</b>			
<b>Define the following</b>			
1	Define tourism.	[2]	CO1
2	Name the world's largest National Park.	[2]	CO5
3	Name the World's Longest Beach.	[2]	CO2
4	Where is the famous Golden Gate located?	[2]	CO2
5	Why is Sagarmatha National Park famous for ?	[2]	CO3
6	Masai Mara National Park located in which country?	[2]	CO1
7	For which reason Gulmarg, Kashmir is famous for?	[2]	CO2
8	Tourism contributes maximum amount of India's GDP. (T/F)	[2]	CO4
9	What is Silk route ?	[2]	CO4
10	Why is Himalayan Railway famous for?	[2]	CO2
<b>SECTION B (Attempt all Questions)</b>			
11	Service and Tourism go hand in hand. Why?	[5]	CO4

12.	Critically evaluate challenges and opportunities for Tourism industry.	[5]	CO2
13.	Identify the three major foundations for understanding tourism.	[5]	CO5
	Tourism has developed an important part of the Economic foundation of many countries. Explain with an example.	[5]	CO1
<b>SECTION C (Attempt any Two Questions)</b>			
14.	Explain the importance of segmenting the tourism management.	[15]	CO4
15.	Evaluate service quality model for a tourism industry with help of service encounter diagram.	[15]	CO4
16.	Explain how a Financial Consortium and a project SPV is created. Support the answer with a Block Diagram	[15]	CO5
<b>SECTION D</b>			
	Prepare an EOI document for preparing an Integrated Green SEZ for a place of your choice. All assumptions and points should be clearly mentioned.	[30]	CO3