

**SYLLABUS AND REGULATION FOR
MASTER OF ARTS (TOURISM ADMINISTRATION 2023 – 25)**

**REGULATIONS AND STRUCTURE OF THE MASTER OF ARTS TOURISM
ADMINISTRATION DEGREE (FULL-TIME) SYLLABUS UNDER THE CBSC
FOR ALL AFFILIATED COLLEGES UNDER UTKAL UNIVERSITY.**

W.E.F 2023-24



**UTKAL UNIVERSITY, VANI VIHAR
BHUBANESWAR, ODISHA**

ADMISSION

Minimum qualification for admission into the M.A. (Tourism Administration) degree (full-time) shall be: -

- I. A bachelor's degree in any discipline of this university or any other University which has been recognized by the Academic Council as equivalent thereof, provided that the candidate shall be required to undergo an entrance test for the purpose of selection for admission into the course.
- II. The duration of the course shall be two academic years spread over four semesters i.e. two semesters in each academic year - July to December & January to May respectively.
- III. No student shall be ordinarily admitted into the course six weeks after the date of reopening of the University department and any student who wants to be admitted after the prescribed period shall apply to the university through the post graduate council and if allowed, shall have the percentage of his lectures counted from the date fixed by the syndicate.
- IV. A candidate shall be required to have **75 per cent** of attendance during the year and condonation may be granted only to the extent of **15 per cent** in exceptional cases, provided that the syndicate may grant condonation of shortage in attendance to the extent of 2 per cent when a candidate represents the University or the State on deputation for specific purposes to be recorded in writing.
A candidate will be required to take a total of **thirty (28)** papers having One hundred eight credits spread to four semesters.

Salient feature of Programme

This programme has been designed to help the students to learn and acquire theoretical knowledge and practical skills in tourism, travel, the hospitality sector and allied disciplines.

Pedagogy

The modern and appropriate teaching pedagogy such as lectures, presentation, participations, demonstration, destination visit, project have been adopted to enhance the hands-on experience of the students.

Curriculum

A well-defined industry and research-oriented syllabus has been designed to provide comprehensive and contemporary theoretical and practical knowledge to the students to cater to the needs of tourism industry as well as tourism fraternity.

Examination

1. The CBSC (Choice Based Credit System) examination shall have an internal system of valuation (theory & practical wherever applicable) with the teacher council of the concerned Depts., Utkal University functioning as the Conducting board.

2. Each semester examination shall consist of a Mid semester examination (theory 1 hour duration, practical 3 hours duration for departments having practical) and end semester examination (theory 3 hours, practical 6 hours wherever applicable). End semester and Mid semester examinations shall have the weightage of 30% and 70% respectively.
3. The Mid semester examination for each paper shall be conducted and valued by the teacher/teachers or any external faculty teaching that paper in the department. A student who fails to appear in a Mid semester examination will be allowed to take the same examination with the next batch of students only **ONCE**. There will be **NO** provision to reappear in a Mid-semester examination for improvement.
4. A candidate failing in any End semester examination will be allowed to appear in the End semester examination of that semester conducted for the next batch of students and shall be allowed to continue in next higher semester. However, the candidate has to pass and/or improve (subject to clause 5) all the four End semester examination within four academic years from the year of admission into the first semester.
5. A candidate who has passed a semester examination may repeat for improvement only once in one or more papers of that semester examination.
6. For passing a semester examination a candidate must secure 30% marks in each theory paper (Mid + End semester examination) and 40% marks in each practical paper (i.e. 28 out of 70) in the End semester examination.
7. Grading System in each paper (Mid + End semester examinations) in a semester:

Grade	Mark Secured from 100	Points
O	100-90	10
A+	89-80	9
A	79-70	8
B	69-60	7
C	59-50	6
D	49-40	5
E	39-30	4
F	Below 30	0

N.B. A student must secure Grade E or above to pass in each paper.

8. A student's level of competence shall be categorized by a GRADE POINT AVERAGE to be specified as:

SGPA-Semester Grade Point Average

CGPA- Cumulative Grade Point Average

9. In addition to the **POINTS**, marks/percentage will also be awarded and shall also be reflected in the Mark Sheet.

10. Repeat Examination:

- a) A student has to clear back papers (i.e. in the paper/papers one has failed) by appearing at subsequent two semester examinations (which means that a student will get maximum 3 chances to clear the back papers in any semester examination.
- b) A student may appear improvement (repeat) in any number of papers in the immediate subsequent examination. The higher marks shall be retained.
- c) and improvement must be completed within 4 academic years from the date of admission.
- d) There shall not be any distinction between repeat and improvement.
- e) A student appearing in a repeat and/or improvement examinations not entitled for the Gold Medal.

MATA Course Outline

First Semester

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA -101	Foundation of Tourism	30	70	100	4
MTA-102	Management Concept and Organization Behavior	30	70	100	4
MTA-103	Global Tourism Geography	30	70	100	4
MTA-104	Tourism Marketing	30	70	100	4
MTA-105	Business Communication	30	70	100	4
MTA-106	Cultural History of India	30	70	100	4
MTA-107	Tourism Business Environment	30	70	100	4
MTA-108	Destination Visit-1 and Group Presentation	Internal evaluation		100	2
TOTAL				800	30

Second Semester

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-201	Travel Agency and Tour Operation Business	30	70	100	4
MTA-202	Cultural Tourism Product Of India	30	70	100	4
MTA-203	Computer and Management Information System	30	70	100	4
MTA-204	Basic Accounting	30	70	100	4
MTA-205	Tourism Transport Services	30	70	100	4
MTA-206	Destination Planning and Development	30	70	100	4
MTA-207	Hospitality Management	30	70	100	4
MTA-208	Destination Visit-2 :National/International and Group Presentation	Internal evaluation		100	2
TOTAL				800	30

Third Semester

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-301	Natural Tourism Products of India	30	70	100	4
MTA-302	Research Methodology	30	70	100	4
MTA-303	Special Interest Tourism	30	70	100	4
MTA-304	Itinerary Planning and Tour Packaging	30	70	100	4
MTA-305	Elective-1	30	70	100	4
MTA-306	Elective-2	30	70	100	4
MTA-307	Elective-3	30	70	100	4
MTA-308	Summer Training Report and Viva-Voce	Internal evaluation		100	4
TOTAL				800	32

Fourth Semester

CODE	Name of the paper	Internal Marks	End Semester	Total Marks	Credit
MTA-401	Elective-4	30	70	100	4
MTA-402	Elective-5	30	70	100	4
MTA-403	Elective-6	30	70	100	4
MTA-404	Project and Viva-voce	Internal evaluation		100	4
TOTAL				400	16

Electives Third Semester:(Any Three)

- Digital Marketing
- Tour Leadership Management
- Forex Management
- Airport Operations and Management
- Medical and Wellness Tourism
- Event Planning and Management

Fourth Semester:(Any Three)

- Tourist Behaviour
- Computerized Reservation System
- Management of Adventure Tour Operations
- Entrepreneurship Startup and Incubation
- Meetings, Incentives, Conventions and Exhibitions
- Foreign Language-French