



Dr. Bhimrao Ambedkar University

NAAC A+, UGC-Entitled, NIRF

MBA Travel & Tourism

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 48,500

Dr. Bhimrao Ambedkar University

Dr. Bhimrao Ambedkar University's Centre for Distance & Online Education (DBRAU CDOE) provides flexible and accessible higher education through online learning. It carries forward the academic legacy of Dr. Bhimrao Ambedkar University, Agra, established in 1927. The Centre supports students, working professionals, and learners who are unable to attend regular classroom programs. DBRAU is UGC recognized and NAAC 'A+' accredited, reflecting its commitment to academic excellence. CDOE aims to make higher education affordable, inclusive, and accessible to learners across India while promoting skill development, innovation, and academic growth.

MBA Travel & Tourism

Highlights

- ◆ Covers tourism management, hospitality, travel operations, aviation, destination marketing and sustainable tourism.
- ◆ Enables learners to pursue the programme through a flexible online format.
- ◆ Includes a four-week Summer Internship/OJT, field study and dissertation.
- ◆ Introduces digital and e-tourism, global tourism case studies and international travel concepts.
- ◆ Includes entrepreneurship development and startup and innovation concepts related to the tourism industry.

Learning outcomes

- ◆ Develop an understanding of tourism operations, travel agencies, hospitality and destination management.
- ◆ Build skills in designing travel itineraries, planning tourism experiences and understanding associated costing considerations.
- ◆ Gain knowledge of tourism marketing, destination promotion and selling techniques for service-oriented businesses.
- ◆ Develop familiarity with digital tourism, e-tourism and IT applications used in tourism enterprises.
- ◆ Strengthen research, analytical and decision-making skills through field study, research methodology, case studies and dissertation work.

Eligibility Criteria

Candidates must have passed Graduation in any stream from a recognized university. A minimum of 50% Aggregate (45% for reserved categories).

A passion for travel and cultural exchange is highly valued.

Curriculum Overview

Semester I (6 subjects)

- ◆ Principles Of Management
- ◆ Organizational Behaviour
- ◆ Basics Of Tourism And Hospitality
- ◆ Tourism Circuits And Attractions
- ◆ Tourism Economics
- ◆ Communication & Soft Skills

Semester II (7 subjects)

- ◆ Financial Management
- ◆ Human Resource Management
- ◆ Travel Agency And Tour Operations
- ◆ Aviation Management
- ◆ Tourism Marketing
- ◆ Selling Skills For Service Industry
- ◆ Summer Internship-OJT (4 Weeks)

Semester III (7 subjects)

- ◆ Ecotourism And Rural Entrepreneurship
- ◆ Event Management
- ◆ Itinerary Planning And Costing
- ◆ Digital And E-Tourism
- ◆ Heritage And Cultural Tourism
- ◆ Entrepreneurship Development
- ◆ Field Study And Report



Curriculum Overview (continued)

Semester IV (7 subjects)

- ◆ Global Tourism Selected Case Studies
- ◆ Startup & Innovation In Tourism Industry
- ◆ Research Methodology
- ◆ Tourism Law And Regulatory Systems
- ◆ IT Skills For Tourism Enterprises
- ◆ Foreign Language (French)
- ◆ Dissertation And Viva Voce

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration Fee	₹ 500	—	₹ 500
Exam Fee	₹ 3,000	₹ 3,000	₹ 6,000
Program Fee	₹ 21,000	₹ 21,000	₹ 42,000
Total	₹ 24,500	₹ 24,000	₹ 48,500