

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS)
COIMBATORE-641 018**

**Learning outcomes based curriculum framework (LOCF)
For**

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT**

(Effective from Academic year 2021-2022 Onwards)



**POST GRADUATE AND RESEARCH
DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT
MAY-2021**

TABLE OF CONTENTS

S.NO.	TITLE	Page
1	PREAMBLE	3
2	INTRODUCTION	4
3	LEARNING OUTCOMES BASED APPROACH TO CURRICULUM PLANNING AND DEVELOPMENT	4
4	GRADUATE ATTRIBUTES	5
5	QUALIFICATION DESCRIPTORS IN COURSE	7
6	PROGRAMME LEARNING OUTCOMES	8
7	STRUCTURE OF MASTER OF TOURISM AND TRAVEL MANAGEMENT	10
8	TEACHING-LEARNING METHODOLOGIES	74
9	ASSESSMENT METHODS	75
10	KEYWORDS	77

Preamble:

Tourism, one of the fastest-growing industries in the world, provides employment opportunities for millions of people. India has been registering exponential growth in Tourism over the last several years. It is an effective instrument for earning revenue and foreign exchange, enhancing environment, preserving culture and tradition thereby facilitating overall development.

Tourism is a major engine of economic growth in most parts of the world. Several countries have transformed their economies using the tourism potential the fullest. Tourism has great capacity to create large scale employment of diverse kind - from the most specialized to the unskilled and all of us know that generation of massive productive employment opportunities is what India needs the most.

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sector in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations.

The growing influence of the tourism industry as an economic powerhouse and its potential as a tool for development are irrefutable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind. It supports environmental protection, champion's diverse cultural heritage and strengthens peace in the world.

MTTM is a 2 year intensive study programme that enables students to have practical and theoretical knowledge in various aspects of the travel and tourism industry. On completion of the

course the students are empowered to take up any job in the travel and tourism industry. The department invites eminent faculties from different universities and various sectors of the industry to groom the students to have a global perspective. The course provides job opportunities for the students in airlines, hotels, tour operations, air ticketing agencies, airports, travel agencies, event management companies etc.

1. Introduction

Master of Tourism and Travel Management programme consists of 90 credits spread over four semesters. This programme emphasizes both theoretical knowledge and practical exposure in tourism and is structured to provide knowledge and skills in depth necessary for the employability of students in industry, other organizations, as well as in academics.

2. Learning Outcomes Based Approach to Curriculum Planning

2.1 Nature and Extent of the Master of Tourism and Travel Management Programme

- Master of Tourism and Travel Management have been designed to provide theoretical knowledge and hands-on experience to the students in tourism and allied fields to equip them to manage tourism at different levels and to harness its varied benefits. The department offers comprehensive, rigorous and up-to-date curriculum specially designed to build quality human resource as per the needs of the industry and academics.
- During the course students are given basic knowledge of the subjects through a blend of lectures, case studies, role plays and other innovative instructional methods. The students will be taken on a National Level Tour for about 10 to 15 days to gain practical knowledge & exposure on all the aspects of tourism.
- The learning objectives include Destination selection, Tour Planning, Itinerary preparation, Ticket & Accommodation booking, and Transfer & Guide arrangements. Students are to be evaluated based on the components like active participation, involvement and punctuality. A precise post-tour report has to be submitted.

- Each candidate has to undergo internship in tourism and allied industries for a period of 45 days. Their performance during the period will be evaluated by the concerned mentors on various competencies like attitude, attendance, interest, understanding and involvement. An assessment report duly signed by the concerned head of the organization along with a certificate has to be submitted after the successful completion of internship.
- Each student has to undertake a research project in the final year which gives platform to undergo extensive research activities in tourism and allied sectors. It also facilitates the development of subject skills to acquire, select and synthesize relevant and appropriate knowledge in a critical manner.

2.2 Aims of Master's degree in Tourism and Travel Management

- To prepare graduates who are not only theoretically sound but also capable of using their practical skills. As a result, they can pursue their future career either in the core field or in the allied fields of tourism.
- Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.
- Provide insights into the process of developing and managing various tourism products.
- Enhance the knowledge of students in various areas related to tourism and how it affects the destination.
- Demonstrate the skills necessary to identify sales and marketing strategies for tourism industry.
- To impart knowledge which enhances teaching and research capabilities of the students.

3. Graduate Attributes in Tourism and Travel Management

- **Disciplinary Knowledge:** The proposed curriculum is expected to provide the students a sound knowledge of tourism and travel covering various aspects. As a result, they will not only appear appropriate for pursuing higher studies in the subject but also develop skill to apply the theoretical knowledge.

- **Critical Thinking:** The students should be able to critically analyze a unique tourism management issue, problem or opportunity faced by a tourism entrepreneur, small business enterprise, corporation, non-governmental organization, government agency, or destination management organization.
- **Problem Solving:** The proposed course is designed to enrich the students with ability to examine the various real time issues in a more practical manner.
- **Analytical Reasoning:** The students are expected to analyse and collect information from a variety of sources that helps to make informed decisions.
- **Research Related Skills:** The students should be able to develop original thinking for formulating new problems and providing their solutions. As a result, they will be able to develop research related skills.
- **Communication Skills and Team Work:** The students are expected to develop effective and confident Communication skill after completion of the course. They will have an ability to work in a team as well as in isolation.
- **Moral and Ethical Awareness:** After completion of the course, the students are expected to develop ethical and social responsibility as well. As a result, the students will be able to identify ethical issues and avoid unethical behavior.
- **Scientific Reasoning:** The students will be able to analyse, interpret and draw appropriate conclusions from both quantitative and qualitative data and critically evaluate ideas, evidence and experiences with an unbiased and consistent approach.
- **Reflective thinking:** The students should be sensitive to real experiences with respect to self, society and nation.
- **Information/Digital literacy:** The proposed course is expected to develop digital literacy among the students for using ICT in different learning situations. Digital literacy plays an important role in promoting the development of tourism.
- **Self-directed Learning:** The students are expected to be familiar with the fundamentals of tourism and travel, operations of the travel industry thereby creating tour packages

independently.

- **Multicultural Competence:** The students are expected to be aware of values and beliefs of different cultures and intercultural communication help tourists to understand and appreciate other cultures and at the same time to better understand their own culture.
- **Leadership Readiness/Qualities:** Leadership in travel and tourism industry encompasses motivating and guiding people to realize their potential and achieve tougher and challenging organizational goals. The students will be able to make decisions, and delegation of responsibilities.
- **Lifelong Learning:** The proposed course is designed to develop independent, coherent and decisive thoughts among the students.

4. Qualification Descriptors

The qualification descriptors for a Masters Degree in Tourism and Travel Management are:

- Demonstrate (i) a systematic, extensive, coherent knowledge of an academic field of study and its applications links to interdisciplinary areas of study with a critical knowledge of the subject and a number of emerging issues (ii) Skills in areas related to specialization and recent trends in Tourism.
- Offer comprehensive teaching and learning techniques including case studies, role-plays, group discussions, presentations, group research, and online webinars.
- To develop the students with professional and academic inputs to adapt to the requirements of the changing travel and tourism industry.
- Associate with various bodies and associations within tourism and allied industry in such a way they are equipped professionally in the respective field.
- Conduct, promote research activities in travel and tourism; publication of relevant research papers in the discipline.
- Participation in various exhibitions, travel trade fairs which helps in networking with people across the country. Participation in various

exhibitions, travel trade fairs which helps in networking with people across the country

- Develop a wide range of skills and create effective manpower to meet the challenges of the tourism industry.
- Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism and allied industry.

5. Programme Learning Outcomes for Master of Tourism & Travel Management

Upon successful completion of the MTTM Degree program the student should be able to:

I. Demonstrate:

i. a systematic, extensive and coherent knowledge and understanding of Travel and Tourism as a whole and allied sectors; interpret and evaluate tourism as a phenomenon and as a business system; explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision; identify and assess relationships and networks relative to building tourism capacity.

ii. select and deploy task-appropriate forms of oral, written, digital, and graphic communication; value and practice active listening, critical thinking, and critical reading; distinguish and produce forms of communication relevant to academia, business, government, and industry; assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.

iii. Contextualize tourism in broader cultural, environmental, political and economic dimensions of the society; critique tourism practices for their implications locally and globally; apply problem solving and critical analysis within diverse contexts.

II. Demonstrate comprehensive knowledge about materials, including current research, scholarly literature relating to essential and advanced learning areas pertaining to tourism and allied sectors; acknowledge philosophical perspectives to knowledge creation; evaluate and apply various research methods used in the context of tourism; propose and conduct research projects to upgrade tourism practice.

III. State skills in identifying information needs, collection of relevant data from wide range of sources, analysis and interpretation using contemporary methodologies in social sciences for formulating evidence-based solution, arguments and open new avenues in research.

IV. Show commitment for continuous personal and professional development, independence and reflective learning in the field of tourism and hospitality;

V. Comprehend general as well as specific knowledge pertaining to the dynamics of travel , tourism & hospitality industry components; understand, analyze and interpret information to make optimal decisions.

VI. Address one's own learning needs relating to current and emerging areas of tourism; plan, lead, organize and control resources for effective and efficient tourism operations; create, apply, and evaluate marketing strategies for tourism destinations and organizations; develop, evaluate and contribute to tourism policy and planning initiatives at Micro and Macro level.

VII. Apply problem solving knowledge in hospitality and tourism business; implement knowledge and skills associated with creative and critical thinking, reflect and express decision making ability to function efficiently in work place and society.

VIII. Exhibit travel and tourism related and transferrable skills, that are relevant to the job and employment opportunities

- i. Ability to work professionally and learn to adapt to the requirements of tourism and hospitality industry; contribute effectively and efficiently as a team member, in diverse environments, learning from and contributing to the learning of others.
- ii. Understand fundamental theories of management and leadership in tourism and hospitality industry; apply leadership principles to manage in a diverse hospitality business environment;
- iii. Apply relevant technology for the creation and management of tourism experiences; capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software including various CRS, GDS, SPSS, etc.,
- iv. Express commitment to ethical practices of tourism; lead with the knowledge, that foundation of tourism is based on the respect for the host culture with the responsibility to perpetuate unique values, traditions, and practices of that place; use facts of best practices for sustainability (economic, environmental, and cultural/social) in the industry.
- v. Actively engage in the world as global citizens; practice empathy and respect for diversity and multicultural perspectives; apply principles of sustainability to the practice of tourism in Regional, National and International context.

MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

PG - SCHEME OF EXAMINATIONS: CBCS PATTERN

(For the students admitted during the academic year 2021-2022 and onwards)

Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – I								
21MTT11C	CORE - I: Management Concepts & Organizational Behaviour	06	50	50	100	25	50	04
21MTT12C	CORE – II: Tourism Principles, Policies & Practices	06	50	50	100	25	50	04
21MTT13C	CORE - III: Tourism Resources in India	06	50	50	100	25	50	04
21MTT14C	CORE - IV: Global Tourism Geography	06	50	50	100	25	50	04
21MTT15C	CORE - V: Foreign Language - French	06	50	50	100	25	50	04
Semester – II								
21MTT21C	CORE – VI: Travel Agency & Tour Operations	06	50	50	100	25	50	04
21MTT22C	CORE – VII: eTourism & Digital Marketing	06	50	50	100	25	50	04
21MTT23C	CORE - VIII: Airlines and Airport Management	06	50	50	100	25	50	04
21MTT24C	CORE – IX: World Tourism Destinations	06	50	50	100	25	50	04
21MTT25C	CORE - X: Business Communication for Tourism	06	50	50	100	25	50	03

Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – III								
21MTT31C	CORE - XI: Destination Development and Management	06	50	50	100	25	50	04
21MTT32C	CORE - XII: Tourism Marketing	06	50	50	100	25	50	04
21MTT33C	CORE - XIII: Human Resource Management	06	50	50	100	25	50	04
21MTT34E	ELECTIVE – I: Research Methodology	06	50	50	100	25	50	04
21MTT35E	ELECTIVE – II: Managerial Economics for Tourism	05	50	50	100	25	50	03
21MTT36V	Internship / Professional Practices & Viva-Voce *	01	50	50	100	25	50	04
Semester – IV								
21MTT41C	CORE – XIV: Tourism Entrepreneurship	06	50	50	100	25	50	04
21MTT42C	CORE – XV: Eco Tourism & Sustainable Development	06	50	50	100	25	50	04
21MTT43C	CORE – XVI: Customer Relationship & Services Management	06	50	50	100	25	50	04
21MTT44E	ELECTIVE -III: Hospitality Management	05	50	50	100	25	50	03
21MTT45E	ELECTIVE – IV: Tour Guiding and Management	05	50	50	100	25	50	03
21MTT46V	Project & Viva-Voce / National Tour & Report **	02	50	50	100	25	50	10
Total Credits					2200			90

* Internship & Viva Voce – 80 Marks for Internship & 20 Marks for Viva Voce

** Project Report – 80 Marks for Internal & 20 Marks for External

National Tour – Compulsory component & a report need to be submitted post tour

Includes 25/40 continuous Internal Assessment Marks for Theory and Practical papers respectively

Project evaluation done by both Internal and External examiner for 80 Marks.

SEMESTER-I				
Core	Course code	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR		MTTM
I	21MTT11C			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Discuss the concepts, functions and objectives of management			
2	Explain leadership theories and styles			
3	Plan and take managerial decisions			
4	Integrate managerial competencies and skills.			
5	Demonstrate contemporary practices of organizational behavior.			
6	Explain spectrum of organization culture and cross-culture management.			
7	Infer the impact of technology on organization's efficiency.			
Unit:1 Management Concepts and Functions				
Management Concepts – Meaning – Functions - Nature and Levels in Management – Thoughts of Management - Managerial Roles and Skills - Manager and Environment of Tourism Business -Tasks of a Professional Manager. Case Studies of Managerial Skills – Sundar Pichai, Jack Ma, Bob Iger and Tim Cook.				
Unit:2 Planning & Organising				
Planning Process – Scope and Limitations – Short Range Vs. Long Range Planning – Characteristics of a Sound Plan – MBO, MBE - Organising: Organisation Structure & Design – Span of Control- Delegation of Authority and Decentralisation – Decision Making – Process - Approaches in Decision Making, Group Decision Making- Interdepartmental Coordination.				
Unit:3 Directing & Controlling				
Motivation – Motives – Characteristics of Motivation– Elements – Theories - Methods –Leadership: T Styles & Models – Communication- Process of Communication – Control System and Process – Choices in control - Staffing –Meaning &Types.				
Unit:4 Organizational Behaviour				
Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Management of Stress –Understanding Work Teams– Conflict Management -				

Selected case studies of Domestic & International Companies.	
Unit:5	Organisational Culture
Organisational Culture – Cross-Cultural Management - Change Management – Resistance to change - Knowledge Management – Dimensions and Process - Impact of Technology on Organization.	
Practical Exercise	
1. Conduct an event as a team in the World Tourism Day celebration. 2. Plan and execute an outdoor social activity.	
Pedagogy Strategies	
1. Management Games 2. Case study analysis 3. Team building & Group activities	
References	
1. Koontz, H., & Weihrich, H. (2010). Essentials of Management: An International Perspective. New Delhi: McGraw Hill 2. Drucker, P. F. (2006). Practice of Management. New York: Harper & Row. 3. Robbins, S.P., & Judge, T.A. (2013). Organizational Behavior. United Kingdom: Pearson Publication.	
Further Readings	
1. K. Aswathappa & Kariminder Ghuman (2017), Management Concepts Practice and Cases, McGraw Hill, New Delhi 2. Virmani.B.R. (2006), The Challenges of Indian Management, Response books, New Delhi. 3. Luthans, F. (2012). Organizational Behavior. Singapore: McGraw-Hill.	
Related Online Contents	
1	SWAYAM : https://swayam.gov.in/ a. https://onlinecourses.swayam2.ac.in/nou21_mg02/preview-Management Functions
2	e-PG-Pathshala : https://epgp.inflibnet.ac.in/ a. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/commerce/01._management_concept_and_organizational_behaviour/09._organizational_behaviour__an_introduction/et/4396_et_4396_et_09et.pdf -Management Concepts & Organisational Behaviour b. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23 P -13 – Organisational Behaviour c. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610 P – 03 – Organisational Behaviour

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓		✓	✓	✓	✓	
	2	Communication skills		✓	✓	✓			✓
	3	Critical thinking	✓	✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving	✓		✓	✓		✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness			✓		✓		✓

SEMESTER-I			
Core	Course code	TOURISM PRINCIPLES, POLICIES & PRACTICES	MTTM
II	21MTT12C		Syllabus 2021-22
Course Outcomes:			
On the successful completion of the course, student will be able to:			
1	Describe conceptual dimensions of Tourism Industry		
2	Demonstrate tourism structure and components		
3	Distinguish major deterrents of travel motivations in the modern era		
4	Assess the current trends in Domestic & International tourism and their impacts		
5	Examine the functioning of tourism organizations		
6	Differentiate the tourism policies& schemes		
7	Interpret the latest trends and practices of global tourism.		
Unit:1			
		Tourism –History, concepts & Theories	
Tourism-Meaning and Definitions – Tourist, Visitor, Traveler, Excursionist - Historical Development of Tourism, Interdisciplinary Approaches, Characteristics of Tourism, Types& Forms of Tourism, Tourism Systems- Leiper’s Geo-spatial Model, Butler’s Tourism Area Life Cycle (TALC)– Crompton’s Push and Pull Theory, Stanley Plog’s Allo-Centric and Psycho-Centric Model- Mathieson & Wall’s Travel Buying Behaviour Model.			
Unit:2			
		Structure & Components	
Tourism Industry: Structure and Components: Attractions – Accommodation – Activities – Accessibility – Amenities – Infrastructure and Superstructure - Hospitality - F&B–Shopping – Entertainment–Typology of Tourism– Classification of Tourists – Tourism Network – Horizontal and Vertical Integration in Tourism Business - Emerging areas of tourism – Niche tourism.			
Unit:3			
		Travel Motivations	
Major motivations and deterrents to travel -Tourism & Cultural Relationships, GIT, FIT, SIT& Affinity Group Travel, Bilateral & Multilateral Tourism, Growth of Social Tourism–Current trends in Domestic and International tourism– WTTC Travel & Tourism Competitive Index- Impacts of Tourism.			
Unit:4			
		Tourism Organisations	
Tourism Organizations: International, National and State Level- Roles and Functions: UNWTO, WTTC, ICAO, IATA, PATA, FHRAI, INTACH, AAI, ASI, Department of Tourism, Govt. of Tamil			

Nadu, ITDC, TTDC, KTDC.	
Unit:5	Tourism Policies & Schemes
Ministry of Tourism - National Tourism Policy & Action Plan - Major Tourism schemes of Govt. of India, Swadesh Darshan - PRASAD -Adopt a Heritage - Visa on Arrival - e-Visa, Marketing &Promotion - Incredible India 2.0 –Paryatan Parv – Atithi Devo Bhava.	
Practical Exercise	
1. Preparation of Destination specific Documentary 2. Chart work demonstrating the Tourism Organization	
Pedagogy Strategies	
1. Conventional Teaching Methods – Class-room teaching 2. ICT Tool – PPTs & Travel Documentaries.	
References	
1. Goeldner, C., & Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley. 2. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.	
Further Readings	
1. Jamal, T., & Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. Sage Publications, UK. 2. Sunetra Roday, et al., (2009). Tourism Operations and Management, Oxford University Press. 3. Tribe, J. (Ed.). (2009). Philosophical Issues in Tourism. Channel View Publications. UK. 4. Cooper, C. (2008). Tourism Principles and Practice. New Delhi: Prentice Hall.	
Related Online Contents	
1	SWAYAM : https://swayam.gov.in/ a. https://onlinecourses.swayam2.ac.in/nou21_ge15/preview - Management in Tourism b. https://www.unwto-tourismacademy.ie.edu/product/mooc
2	e-PG-Pathshala : https://epgp.inflibnet.ac.in/ a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827 - P – 12 – Tourism Planning and Sustainable tourism

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓		✓	✓	✓	✓	
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills	✓	✓			✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving			✓	✓			✓
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓	✓	✓		✓		✓

SEMESTER-I				
Core	Course code	TOURISM RESOURCES IN INDIA	MTTM	
III	21MTT13C		Syllabus	2021-22
Course Outcomes:				
On the successful completion of the course, student will be able to:				
1	Discuss the physiographic and demographic features of the country.			
2	Describe various natural and man -made resources.			
3	Illustrate the natural and socio-cultural diversities.			
4	Determine the unique tourism products of India.			
5	Recall social and cultural history of India.			
6	Assess the history and significance of world heritage sites.			
7	Justify the emerging tourism destinations in India			
Unit:1				
		Geographical Features of India		
Tourism Products – Definition – Types and Unique Features – Tourism Resources of India – Natural, Socio Cultural, Diversities in Land forms & Landscapes – Climate, Flora & Fauna.				
Unit:2				
		Natural Resources		
Wildlife Sanctuaries – National Parks – Biosphere Reserves – Mountains and Hill Stations – Islands – Beaches – Caves – Deserts of India, Wetlands & Ramsar Sites in India.				
Unit:3				
		Manmade Resources		
Museums – Forts – Palaces – Havelis- Art and Architecture – Handicrafts and Handlooms – Fairs & Festivals – Shopping – Theme Parks – Live Entertainment – Luxury Trains				
Unit:4				
		Heritage Sites		
Heritage Organisations: UNESCO, ASI, ICOMOS, INTACH - UNESCO World Heritage Sites in India – Indian Costumes – Cuisines – Major tourism circuits in India – Case studies of selected tourism destinations in India.				
Unit:5				
		Novel Tourism		
Emerging Tourism Destinations of India: Adventure Tourism – Ecotourism – Rural Tourism – Golf Tourism – Culinary Tourism - Tribal Tourism – Wine Tourism – Camping Tourism – Medical Tourism – MICE Tourism – Dark Tourism – Off – beat destinations.				

Practical Exercise	
<ol style="list-style-type: none"> 1. Heritage tour of Coimbatore 2. Prepare a documentary on any natural/cultural site. 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. National Tour 2. Video Presentation 3. Case Study Analysis 	
References	
<ol style="list-style-type: none"> 1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi. 2. Dixit, M. (2002), Tourism Products, New Royal Book Co, Lucknow. 3. Jacob, R. (2012), Indian Tourism Products, Abhijeet Publications, Delhi. 	
Further Readings	
<ol style="list-style-type: none"> 1. Stephen Ball (2007), Encyclopedia of Tourism Resources in India. 2. Negi, Sharad Singh. (2002), Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India. Indus Publishing Co. New Delhi. 3. Robinet Jacob. (2013). Places of Touristic Interest in India .Abhijeet Publications, Delhi. 	
Related Online Contents	
1	SWAYAM : https://swayam.gov.in/
	a. https://tourism.gov.in/whats-new/dekho-apna-desh-webinars-ministry-tourism - Dekhoapnadesh series. b. https://onlinecourses.swayam2.ac.in/cec20_ge18/preview - Tourism Resources of India
2	e-PG-Pathshala : https://epgp.inflibnet.ac.in/
	a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827 - P – 10 – Tourism Products of India

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge		✓		✓	✓	✓	
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking	✓	✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving			✓			✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		

SEMESTER-I				
Core	Subject code	GLOBAL TOURISM GEOGRAPHY	MTTM	
IV	21MTT14C		Syllabus	2021-22
Course Outcomes:				
On the successful completion of the course, student will be able to:				
1	Describe the features of Physical Geography			
2	Demonstrate the knowledge of IATA Traffic conference areas			
3	Assess Human Geography			
4	Explain Tourism Geography			
5	Assess the importance of various Transport System globally			
6	Recommend various Transport systems			
Unit:1				
Physical Geography				
Destination Geography, Physical Geography, Cultural Geography, Human Geography, World Continents, Water bodies, Tourism Landscapes, Countries & Major Cities, Season and Vegetation.				
Unit:2				
Place and Time				
Traffic Conference Area 1 and sub areas, Traffic Conference Area 2 and Sub areas, Traffic Conference Area 3 and Sub areas, World TimeZones, GMT Variation, InternationalDateLine.				
Unit:3				
Europe and Eurasia				
Physical & Human Geography - Western Europe - Eastern Europe, Transport in Europe - Budget Airlines, Eurail & Interrail, TGV and Cruise liners. Case Study of Rail Europe				
Unit:4				
The Old World, Asia and Oceania				
Physical & Human Geography - Central Asia, Southwest Asia and North Africa, Sub-Saharan Africa, South Asia, Southeast Asia, East Asia, Oceania: Australia, New Zealand, the Pacific Islands and Antarctica, Transport Systems				
Unit:5				
The Americas				
Physical & Human Geography - Anglo North America, Latin North America, South America, Transportation in North & South America				
Practical Exercise				
1. Map work, Problems on Calculation of Time.				
2. Complete Destination expert programs– 02				
Pedagogy Strategies				
1. Illustrations				

<p>2. You Tube Videos</p> <p>3. Chalk and Talk</p>	
Reference Books	
<p>1. IATA Module, 5.9 Edition.</p> <p>2. Alan A. Lew, C. Michael Hall and Dallen J. Timothy, (2008), World Geography of Travel and Tourism, Butterworth Heinemann, USA</p>	
Further Readings	
<p>1. Rachael Foster et al, (2016), Geography of the World, DK Publishing, Inc., New York</p> <p>2. Boniface B. & Cooper C (2009), Worldwide Destinations: The Geography of Travel & Tourism, Oxford Butterworth Heinemann, New Delhi.</p> <p>3. Rosemary Burton (1995), Travel Geography, Pitman Publishing, New Delhi.</p> <p>4. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.</p>	
Related Online Contents	
1	<p>NPTEL :https://onlinecourses.nptel.ac.in/</p> <p>a. https://onlinecourses.nptel.ac.in/noc21_bt44/preview -Conservation Geography</p>

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)					
			1	2	3	4	5	6
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓	✓		✓	✓	
	2	Communication skills	✓		✓	✓	✓	
	3	Critical thinking	✓	✓		✓		✓
	4	Research-related skills		✓		✓	✓	
	5	Analytical reasoning	✓		✓	✓	✓	
	6	Problem solving			✓	✓		✓
	7	Team work		✓	✓		✓	✓
	8	Moral and ethical awareness		✓	✓		✓	

SEMESTER-I				
Core	Course code	FOREIGN LANGUAGE – FRENCH	MTTM	
V	21MTT15C		Syllabus	2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Justify communication and writing skills in French			
2	Demonstrate French grammar and meaning of words			
3	Compose dialogues in French			
4	Prioritize tourism specific guest requirements			
5	Point out an event, thing or a situation			
6	Design and respond to email and letters			
Unit:1				
Basic Grammar				
Pronunciation - The Alphabet - Accents-Vowels& Consonants – Numbers – Time (24-hour clock)- Gender of Nouns–Articles - Subject Pronouns – Verb Conjugation: Group I, II & III Verbs, Auxiliary verbs (Etre&Avoir), Irregular verbs - Pronominal Verb – Adjectives – Demonstrative Adjectives, Possessive Adjectives – Negation – Preposition– Plural of Nouns				
Unit:2				
Fundamentals				
Days of the Week - Months of a Year–Nationality – Profession – Colors – Directions – Modes of Transport- Fruits & Vegetables – Courses of a French Menu - Common Hotel & Tourism Terminologies				
Unit:3				
Simple Conversations				
Meeting & Greeting, Introducing each other, Asking for directions, Shopping, Hobbies, Sports, Planning for a weekend, Talking about weather, Daily routine				
Unit:4				
Tourism-Specific Conversations				
Handling Room Reservation, Explaining hotel facilities, Apologizing for non-availability of rooms, Explaining a menu, Ordering Food and Beverage, Selling a tour package, Responding Guest’s complaint on website.				
Unit:5				
Descriptive Style				
Talking about future plans, Sharing shopping experience, Favorite vehicle, favorite actor/sports person, describing about a place (your city/tourist place), Writing a letter/email/invitation				
Practical Exercise				
1. Role-playing of different situations				

2. Understanding and responding to questions of a tourist	
Pedagogy Strategies	
1. Use of mobile apps like Duolingo, Tandem to demonstrate effective pronunciation	
2. Play video lectures that comes with reference books	
Reference Books	
1. R Chandrasekar, R Hangal, C Krishnan, C Le Ninan, A Mokashi (2011), A Votr� Service Vol.I, Hachette Publishers	
2. R Chandrasekar, R Hangal, C Krishnan, C Le Ninan, A Mokashi (2011), A Votr� Service Vol.II, Hachette Publishers	
3. K. Madanagobalane (2007), Synchronie I, Samhita Publications, Chennai	
Further Reading	
1. Eliane Kurbegov (2010), Basic French, McGraw-Hill Education	
2. Stanley (2008), First French Reader: A Beginner's Dual-Language Book, Dover Publications	
3. Collins Easy Learning Role	
4. Larousse Compact Dictionary: French-English/ English-French	
Related Online Contents	
1	SWAYAM : https://swayam.gov.in/
	a. https://onlinecourses.swayam2.ac.in/nou21_hs26/preview - Basic French : Course 1

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)					
			1	2	3	4	5	6
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓	✓	✓			✓
	2	Communication skills	✓		✓	✓	✓	
	3	Critical thinking		✓		✓		✓
	4	Research-related skills	✓	✓		✓	✓	
	5	Analytical reasoning	✓		✓		✓	
	6	Problem solving		✓	✓	✓		✓
	7	Team work		✓			✓	✓
	8	Moral and ethical awareness	✓	✓	✓		✓	

SEMESTER-II				
Core	Course code	TRAVEL AGENCY AND TOUR OPERATIONS		MTTM
VI	21MTT21C			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Discuss on travel agency and tour operation business			
2	Identify different forms of travel agency business, business set-up and income sources			
3	Judge operational aspects of travel agency and tour operation business			
4	Design and develop tour itinerary and do tour costing and quotation			
5	Plan product development, pricing and positioning			
6	Generate entrepreneurial qualities in the field of tourism			
Unit:1 Introduction to Travel Trade				
Evolution of Travel & Travel Trade – Emergence of Thomas Cook –Travel Intermediaries - Travel Distribution Channel & Linkages –Emergence of OTAs - Indian Travel Agents & Tour Operators				
Unit:2 Travel Agents and Tour Operators				
Differentiation and Interrelationship - Functions and Organizational Set-up –Sources of Income – Skills and Competencies of Travel Professionals - Setting-up a Travel Agency Business: Recognition from Government, IATA Accreditation - IATA TIDS –Business Diversification – Issues and Challenges				
Unit:3 Itinerary Planning and Development				
Meaning, Importance and Types of Itinerary - Resources and Steps for Preparing Itinerary - Do's and Don't's of Itinerary Preparation -Tour Brochure: Types and contents.				
Unit:4 Tour Packaging and Pricing				
Importance of Tour Packaging –Types of Tour Package - Tour Components - Tour Costing and Pricing - Pricing strategies – Tariffs & Confidential Tariffs - Preparation of Cost Sheet (FIT & GIT)- Preparation of Tour Quotation - Tour packages of India, USA, Europe, South Africa, Middle East, Far East Asia, Australia, New Zealand, Islands(Self-Study) - Preparation of Tour Profit Report				
Unit:5 Travel Trade Associations				
Objectives - Roles and Functions - Classification of Associations: International, National, State, Regional/Local- UFTAA, ASTA, TAAI, IATO, IAAI, OTOAI, ATOAI, TTM, KTM– Ethics of Travel Agency Business - Corporate Social Responsibility (CSR) in Travel Agency Business				
Practical Exercise				

<ol style="list-style-type: none"> 1. Itinerary Preparation – Domestic & International 2. Preparation of Tour Cost Sheet and Quotation 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Hands-on training on itinerary designing, tour costing and quotation drafting using MS-Office 2. Usage of tools - CDs, DVDs, manuals and brochures to portray tourism destinations 	
References	
<ol style="list-style-type: none"> 1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt.Ltd., New Delhi. 2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi. 	
Further Reading	
<ol style="list-style-type: none"> 1. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279. 2. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi. 3. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London. 4. Kapoor Bimal Kumar&Murali(2005), Travel Agency & Ticketing, Sterling Publishers,New Delhi. 5. Jag Mohan Negi (2006), Tourist guide &Tour Operation: -Kanishka PublishingHouse, New Delhi 6. Bhatia AK (2004), Tourism Development: Principles & Practices, Sterling Publishers, New Delhi. 7. PranNath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd,New Delhi 	
Related Online Contents	
1	SWAYAM : https://swayam.gov.in/ a. https://onlinecourses.swayam2.ac.in/nou21_ge15/preview - Management of Tourism
2	e-PG- Pathshala : https://epgp.inflibnet.ac.in/ a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827- P – 02 – Travel agency and Tour operations, Itinerary preparations

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)					
			1	2	3	4	5	6
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓	✓		✓	✓	✓
	2	Communication skills	✓		✓	✓	✓	
	3	Critical thinking	✓	✓				✓
	4	Research-related skills		✓		✓	✓	
	5	Analytical reasoning	✓		✓		✓	
	6	Problem solving			✓	✓		✓
	7	Team work		✓			✓	✓
	8	Moral and ethical awareness	✓		✓		✓	

SEMESTER-II			
Core	Course code	eTOURISM & DIGITAL MARKETING	MTTM
VII	21MTT22C		Syllabus 2021-22
Course Outcomes:			
On the successful completion of the course, student will be able to:			
1	Describe the role of information technology in tourism industry		
2	Examine ICT tools and their use in the industry		
3	Determine various distribution channels and business models of eTourism		
4	Assess the advancements in the field of tourism with the advent of IT		
5	Identify the digital marketing tools and electronic payment interfaces		
6	Differentiate contemporary practices of eTourism business		
7	Plan the future of eTourism business in a larger perspective		
Unit:1 eTourism– Introduction			
Introduction to eTourism, - Meaning - Scope - Benefits of eTourism, evolution of eTourism – Drivers of eTourism Business – Stakeholders - Strategic and Operational use of IT in Tourism – OTAs – Business Network of OTAs.			
Unit:2 Tourism Distribution System			
GDS: History & Evolution – CRS, HRS, HDS, GDS - Cases of Amadeus, Galileo, Sabre - Changing Business models of GDS - New Distribution Capabilities – eTourism Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) & Business to Government (B2G).			
Unit:3 Payment Systems			
Payment Systems in E-tourism – Payment Gateway - Payment Network -Payment types – Current trends - Quick payment systems – Role of Virtual Banks - Usage of eWallets - Cyber Security and Certification - Billing and Settlement Plan (BSP)			
Unit:4 Digital Marketing			
Introduction to Digital Marketing - Search Engine Optimisation (SEO) - Search Engine Marketing - Social Media Marketing - Web Analytics - Mobile Marketing - Blogging and Affiliate Marketing			
Unit:5 Future of eTourism			
Digital Marketing tools for Tourism Products& Services–Digital Analytics - Usage of Artificial Intelligence –Machine Learning - Virtual & Augmented Reality - Challenges for conventional business models & Competitive strategies.			

Practical Exercise	
<ol style="list-style-type: none"> 1. Technical Writing – Travel Blog 2. Destination Documentary – Promotional Video (To be published in Social Media) 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. ICT Tool – PPTs, Web content & Blogs 2. Official Video contents in YouTube pages & other Social Media platforms. 3. Demonstration using Gadgets – Mobile Applications (OTAs & Travel Intermediaries) 	
References	
<ol style="list-style-type: none"> 1. Buhalis D. (2004). eTourism: Information Technology for Strategic Tourism Management, Prentice Hall India. 2. Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall 3. Inkpen G. (2000). Information technology for Travel and Tourism, Addison Wesley 	
Further Readings	
<ol style="list-style-type: none"> 1. Chaffey, D. (2014). Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delh 2. Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications. 3. Sheldon P. (2002). Tourism Information Technology, CABI. 4. Buhalis, D., Laws E., (2001). Tourism Distribution Channels: Patterns, Practices and Challenges, co-editor, Thomson, London. 	
Related Online Contents	
1	e-PG- <i>Pathshala</i> : https://epgp.inflibnet.ac.in/ a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827- P -14 – Tourism and Hospitality Marketing

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓		✓	✓	✓	✓	
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking	✓	✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving		✓	✓	✓		✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		✓

SEMESTER-II			
Core	Course code	AIRLINES AND AIRPORT MANAGEMENT	MTTM
VIII	21MTT23C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Describe the aviation industry and air travel procedures.		
2	Explain various national and international aviation organisations.		
3	Judge functioning of air transportation across the world.		
4	Infer airline ticketing.		
5	Analyze the airport formalities and in-flight procedures.		
6	Appraise the process of Airport Management.		
7	Outline the concept and procedure of cargo handling and management.		
Unit:1 Aviation –History, Conventions &Organisations			
Aviation History- Chicago Convention- Warsaw Convention- Freedoms of the air- Open sky policy- Functions and role of ICAO, IATA, Federal Aviation Administration, DGCA and Airports Authority of India- Types of Airlines – Types of Aircrafts - Case Study of Boeing, Air Bus, ATR.			
Unit:2 Airlines Terminologies			
Airline Phonetics - Three letter City and Airport Code – Airline Designated Code – Types of Journeys – Fundamentals of Airline Ticketing – Special Fares – Miscellaneous Charges Order & its development, MPD, VMPD, EMD – Billing and Settlement Plan			
Unit:3 Airport Formalities			
Travel Documents- Airport Facilities – Check- in- Formalities – In-Flight Services – Classes of Service – Frequent Flyer Programs – Safety and Emergency Procedures- Special Passengers – Case Study on Airport Self- Service Technology (Changi Airport, Singapore).			
Unit:4 Airport Management			
Baggage – Types – Allowances – Excess Baggage and Oversized Baggage – Electronic goods – Dangerous goods – Prohibited Items – Security Check – Customs and Regulations – Immigration and			

Emigration Procedures.	
Unit:5	Air Cargo
Air Cargo – Cargo Operations – Booking Procedures – Charges – Capacity of Airlines – Cargo with special attention – Live Animal Regulation – Cargo Documentation: Air Way Bill – Irregularity Report – Cargo Manifesto – Cargo Transfer Manifesto – Cargo Associations & Organisations.	
Practical Exercise	
1. Visit to Airport 2. Visit to Aeronautical Institution	
Pedagogy Strategies	
1.Video Presentation 2.Case Study 3. Field Visit	
References	
1.Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi. 2.IATA Training Manual 3.Air Cargo Tariff Manual	
Further Readings	
1. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford2001 2. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000 3. IATA Live Animals Regulation Manual	
Related Online Contents	
1	SWAYAM : https://swayam.gov.in/ a. https://onlinecourses.swayam2.ac.in/nou21_ge16/preview- Tourism Marketing b. https://onlinecourses.swayam2.ac.in/nou21_ge15/preview- TS-03: Management in Tourism
2	e-PG- Pathshala : https://epgp.inflibnet.ac.in/ a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827 -P – 03 – Aviation Industry, Ticketing and frontier formalities.

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓		✓	✓	✓		
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills		✓	✓	✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving			✓	✓		✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		✓

SEMESTER-II				
Core	Course code	WORLD TOURISM DESTINATIONS	MTTM	
IX	21MTT24C		Syllabus	2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Identify, locate and describe major international destinations as part of the global competition for tourist dollars			
2	Assess social, cultural, political and environmental characteristics of destinations around the world.			
3	Describe the kinds of tourist activity and attractions unique to major international destinations			
4	Prescribe the international destination.			
5	Analyze the latest trends and practices of global tourism.			
Unit:1				
		Introduction to International Tourism		
Introduction to International Tourism & Leisure – Scope & Challenges of International Tourism – Leading countries in Tourist Receipts –Factors contributing to growth of International Tourism – Global destinations and social/cultural characteristics – Political, cultural and environment issues affecting world travel				
Unit:2				
		Destinations of North & South America		
Major tourism attractions of Canada, USA, Mexico, Brazil, Argentina, Peru, Chile, and Adjacent Islands of America				
Unit:3				
		Destinations of Europe		
Major tourism attractions of France, Italy, Germany, Switzerland, UK, Spain, Portugal, Belgium, Netherlands, Austria, Greece, and Scandinavia				
Unit:4				
		Destinations of Africa & Middle East		
Major tourism attractions of Kenya, South Africa, Zimbabwe, Madagascar, Mauritius, Seychelles, Egypt, Jordan, Cyprus, Qatar, Oman, Turkey, and UAE				
Unit:5				
		Destinations of Asia & Oceania		
Major tourism attractions of Nepal, Sri Lanka, Maldives, Singapore, Malaysia, Thailand, Cambodia, Vietnam, Hong Kong, Philippines, Indonesia, China, Russia, Japan, Australia, New Zealand, and Fiji				
Practical Exercise				
1. Complete two destination expert programs 2. Prepare two Itineraries connecting major destinations.				

Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Use of ICT tools to describe destinations including Videos and PowerPoint presentations 2. Game-based learning for remembering tourism attractions 	
References	
<ol style="list-style-type: none"> 1. Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi 2. Swain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices, Oxford University Press, New Delhi. 3. New Delhi. 	
Further Reading	
<ol style="list-style-type: none"> 1.Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK. 2. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London. 3. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London. 4. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics. 5. Lonely planet series 	
Related Online Contents	
1	<p>SWAYAM : https://swayam.gov.in/</p> <p>a. https://swayam.gov.in/explorer?searchText=Tourism</p> <p>b. https://onlinecourses.swayam2.ac.in/nou21_ge04/preview</p>
2	<p>Destination Expert Programs</p> <p>a. www.Travelbizmonitor.com</p> <p>b. www.thinkberries.com</p>

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)				
			1	2	3	4	5
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓	✓		✓	✓
	2	Communication skills	✓		✓	✓	✓
	3	Critical thinking	✓	✓		✓	
	4	Research-related skills		✓		✓	✓
	5	Analytical reasoning	✓		✓		✓
	6	Problem solving			✓	✓	
	7	Team work		✓	✓		✓
	8	Moral and ethical awareness	✓		✓		✓

SEMESTER- II			
Core	Subject code	BUSINESS COMMUNICATION FOR TOURISM	MTTM
X	21MTT25C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Outline the importance of Communication in Tourism Industry		
2	Demonstrate effective Non-Verbal Communication		
3	Plan oral communication skills		
4	Design Business Communication		
5	Demonstrate highest standards of personal grooming & self-confidence		
6	Develop employability Skills		
7	Integrate techniques and approaches for successful communication		
Unit:1 Introduction			
Introduction to Communication – Importance of communication – Types- Upward Communication- Downward Communication- Verbal communication- Nonverbal communication- Intrapersonal communication- Interpersonal Communication-Extra personal communication -Mass communication – Barriers-Methods of achieving effective communication.			
Unit:2 Non-verbal Communication			
Body language: Postures, Gestures, Signs & Symbols - Paralinguistic Features - Proxemics - Haptics Interpersonal effectiveness - Personality Development & Grooming – Stress Management.			
Unit:3 Oral communication skills			
Group Discussions - Leadership Skills –Team building - Participation in meetings and interviews - Designing and delivering presentations-Public Speaking – Debates –Etiquette (Social, Dining, Time, Gender) – Negotiation Skills			
Unit:4 Executive communications			
Preparing letters, Résumé, Proposals, Report Writing, Communication across cultures, Documentation, PR Communication, Communication challenges in today’s workplace.			
Unit:5 Communication and Technology			
Role of Technology, E Mails – E Mailing Skills, Video Conferencing, Social Media Communication, Digital Networking, Blogs and Vlogs, Content writing.			
Practical Exercise			

<ol style="list-style-type: none"> 1. Preparation of Resume, Covering Letter & Post Interview Thank You Letter 2. Create and Upload Profile into Job Portals(Naukri, JobStreet, Monster, LinkedIn) 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Power point Presentations 2. Inquiry based Instructions 3. Team building & Group activities 	
References	
<ol style="list-style-type: none"> 1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi. 2. Kumar Sanjay & Lata Pushp (2012), Communication Skills, Oxford University Press, New Delhi. 	
Further Readings	
<ol style="list-style-type: none"> 1. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai. 2. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi. 3. Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi. 4. Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai. 	
Related Online Contents	
1	SWAYAM : https://swayam.gov.in/ a. https://onlinecourses.swayam2.ac.in/nou21_lg05/preview - BAL-002: Communication Skills.
2	e-PG- Pathshala : https://epgp.inflibnet.ac.in/ a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23 - P - 07 - Business Communication

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge				✓	✓	✓	
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓				✓
	6	Problem solving	✓		✓	✓		✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓		✓				✓

SEMESTER-III			
Core	Subject code	DESTINATION DEVELOPMENT AND MANAGEMENT	MTTM
XI	21MTT31C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Describe the structure and components of tourism destination		
2	Infer policies and plans at the national and international level.		
3	Analyze the role of the local community in sustainable tourism development.		
4	Outline the factors that influence the tourism planning process		
5	Extrapolate the significance of Promotion and Publicity for a success of a Destination		
6	Judge the impact of Image on Destination		
Unit:1 Destination Development			
Types of destinations, characteristics of destinations – Destinations and Products – Tangible and Intangible Attributes - Destination Management systems – Destination Selection process – Destination Zoning – Destination Life Cycle, Destination Governance.			
Unit:2 Tourism planning			
Concept, meaning, Nature, Types of Tourism planning –Planning Process – National and Regional Tourism planning - Assessment of Tourism Potential – Planning for Sustainable Tourism Development – Environment Impact Assessment (EIA), Environmental Management Systems (EMS) – WTO Guidelines for planners – Destination Mapping - Approaches to Policy Implementation, Role of Implementing Agencies, Stakeholder.			
Unit:3 Destination Image			
Destination Image Formation Process – Measurement of Destination Image- Destination Branding- challenges of destination branding - Creating the Unique Destination Proposition- Destination Appraisal - Destination community and its importance – Doxey's Irridex - Market segment with growth potential - Carrying capacity Analysis - Case Study of God's Own Country and Definitely Dubai.			
Unit:4 Promotion and Publicity			
Destination Promotion and Publicity – Six A's Framework for tourism destinations – The dynamic wheel of tourism stakeholders – destination Marketing Mix – Destination Competitiveness – Distribution channels – Marketing communication and strategies - Role of DMO's and DMC's in destination marketing strategies.			
Unit:5 Institutional Support			
Institutional Support: National Planning Policies for Destination Development – L.K. Jha Committee -			

<p>Tourism Policy of India – 1982, 2002, National Action Plan- 1992 - Important Features of Five Year Tourism plans in India - Role of urban civic bodies – Town planning –local bodies, Public, Private Partnership (PPP) – Smart City Projects - TFCI - Case Study on Tourism Policy of Government of Tamil Nadu. Case study of DTDC, Govt. of Kerala</p>	
Practical Exercise	
<ol style="list-style-type: none"> 1. Identify a place near the domicile and suggest ways to develop as a tourism destination 2. Swachh Bharat (Cleaning campaign in any tourism destination) 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Outdoor Exploration 2. Case study analysis 3. Group activities and Discussions 	
References	
<ol style="list-style-type: none"> 1.C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication. 2. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices. Oxford University Press, New Delhi. 	
Further Reading	
<ol style="list-style-type: none"> 1. Destination Branding; Creating the unique Proposition,(2001), Nigel Morgan, Annette Pritchard & Roger Pride, Butterworth and Heinemann. 2. The Tourism Area Life Cycle; Applications and Modifications, (2006), Richard W. Buffer, Channel View Publications. 3. Tourism in Destination Communities, (2003), Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling CABI Publishing, USA. 4. Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing, 5. Likorish Leonard J, Development, Tourism Destination Policies and Perspectives. 	
Related Online Contents	
1	<p>e-PG- <i>Pathshala</i> :https://epgp.inflibnet.ac.in/</p> <p>a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827 - P - 13 - Destination Management</p>

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)					
			1	2	3	4	5	6
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓			✓	✓	✓
	2	Communication skills	✓	✓	✓	✓	✓	
	3	Critical thinking		✓		✓	✓	✓
	4	Research-related skills		✓		✓	✓	
	5	Analytical reasoning	✓		✓		✓	
	6	Problem solving		✓		✓		✓
	7	Team work			✓		✓	✓
	8	Moral and ethical awareness	✓		✓		✓	

SEMESTER-III			
Core	Course code	TOURISM MARKETING	MTTM
XII	21MTT32C		Syllabus
Course Outcomes:			
On the successful completion of the course, student will be able to:			
1	Relate the concepts, components, and functions of marketing		
2	Explain the elements of marketing environment and behavior pattern of consumer		
3	Develop an understanding of the strategies adopted in current marketing environment		
4	Demonstrate the marketing mix terminologies for tourism industry		
5	Infer new marketing trends in the tourism industry		
6	Appraise the marketing management in tourism industry		
7	Develop solid marketing skills which are required for the industry		
Unit:1			
Evolution of Marketing			
Marketing – Meaning & Importance - Evolution of Marketing - Marketing Functions – Characteristics of Tourism Products - Marketing of Tourism Product – Market Research – Market research Techniques - Market Situation Analysis			
Unit:2			
Marketing Environment			
Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning			
Unit:3			
Marketing Mix			
Tourism Marketing Mix - The 4 P’s of Marketing –Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P’s: People, Physical Evidence and Process.			
Unit:4			
Marketing of Tourism			
Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing strategies for known and lesser known destinations, Airlines, Hotels, Resorts, Travel Agencies, Online Travel Agencies - Events and other Tourism products – Case Studies of Incredible India 2.0, Malaysia – Truly Asia, Air Asia, Club Mahindra, Via.com			
Unit:5			
Marketing Skills for Tourism			

Developing Marketing Skills for Tourism - Self-Motivation-Team Building-Personality Development – Creativity -Technology in Tourism Marketing – Digital &Social Media Marketing – Case Studies of Innovative Marketing practices.

Practical Exercise

1. Register and participate in Tourism Webinars - 2
2. Preparation of Promotional Pamphlets& Posters

Pedagogy Strategies

1. Real time deliberations
2. Case studies
3. PPTs
4. Demonstration of Info-graphics

References

1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
2. Devashish Dasgupta (2011), Tourism Marketing, Pearson, New Delhi.
3. Fyall, A., & Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.

Further Readings

1. Kotler, P. (2006). Marketing Management. Delhi: PHI
2. Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York

Related Online Contents

- | | |
|---|--|
| 1 | SWAYAM : https://swayam.gov.in/
a. https://onlinecourses.swayam2.ac.in/nou21_ge16/preview- Tourism Marketing |
| 2 | e-PG- Pathshala : https://epgp.inflibnet.ac.in/
a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827- P - 14 - Tourism and Hospitality Marketing |

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓		✓		✓	✓	
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving	✓		✓	✓		✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		✓

SEMESTER-III			
Core	Course code	HUMAN RESOURCE MANAGEMENT	MTTM
XIII	21MTT33C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Relate the importance of human resources in an organization		
2	Distinguish the pre-requisite qualities and functions of HR manager		
3	Manipulate the techniques of effective procurement and utilization of human resources		
4	Develop knowledge about Human Resources Development in an organization		
5	Assess the techniques and strategies for employee retention management		
6	Analyze the modern-day trends in human resource management		
Unit:1 Introduction and Concepts of HRM			
Meaning & Definition–Scope of HRM –Organization and Functions of HRM, Personnel Management Vs. HRM –HRM Models - Strategic HRM-Evolution of HR practices in Indian Context			
Unit:2 HR & HR Planning			
HR Planning – Nature and Importance of HRP – Job Analysis – Job Evaluation - Employee Recruitment – Selection - Induction – Hierarchy of HR Department: Case Study of Mid-Sized and Large Company–HR Manager: Qualities, Roles and Functions			
Unit:3 Human Resource Development			
Human Resource Development: Concept - HRD Tools - Career Development: Training & Development – Evaluation of T&D Programs –Coaching and Mentoring – Performance Appraisal - Potential Appraisal - Personnel Empowerment – Time Management - Stress Management			
Unit:4 Employee Retention and Management			
Promotion and Transfers - Employee Attrition and Retention -Retirement and Separation –Employee Morale –Productivity –Change Management –Compensation: Concepts – Principles and Determinants of Compensation – Employee Relations –Compensation Issues in Tourism Sector – Case Study on Employee Attrition in Travel Industry.			
Unit:5 Contemporary Issues and New Dimensions			

Technology & HRM, Human Resource Information System (HRIS), Competency Standards in Tourism - Hiring Trends in Tourism Industry - Gender equality – Quality of Work Life (QWL) - Work-Life Balance – Ethical issues in HRM - Global trends in HR Practices

Practical Exercise

1. Visit to HR department of an organization
2. Create an account in LinkedIn and connect with HR managers in Tourism Industry

Pedagogy Strategies

1. Use of ICT Tools – PowerPoint Presentation
2. Offer invited lecture of a HR Manager from Hotel/Tourism Sector

References

1. Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam CS &Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw-Hill, New Delhi.

Further Reading

- 1.S.K. Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
- 2.Robert L. Mathis & John. H. Jackson (2005), HRM, South Western Pub.
- 3.Saiyadain S. Mirza (2003), HRM, TMH, New Delhi.
- 4.Dessler (2001), A Framework for HR Management, Pearson Education India.
- 5.Edmund Henry (2001), A Dictionary of HRM, Oxford University Press.

Related Online Contents

- | | |
|---|--|
| 1 | NPTEL : https://onlinecourses.nptel.ac.in/ |
| | <ol style="list-style-type: none"> a. https://nptel.ac.in/courses/110/105/110105069/- NOC: Principles of Human Recourses Management b. https://nptel.ac.in/courses/122/105/122105020/ - Human Recourses Management |
| 2 | e-PG- <i>Pathshala</i> : https://epgp.inflibnet.ac.in |
| | <ol style="list-style-type: none"> a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23P - 01 - Human Resource Management b. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610 - P - 04 - Human Resource Management |

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)					
			1	2	3	4	5	6
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓			✓	✓	
	2	Communication skills	✓		✓	✓	✓	
	3	Critical thinking		✓	✓	✓		✓
	4	Research-related skills		✓		✓	✓	
	5	Analytical reasoning	✓		✓		✓	✓
	6	Problem solving			✓	✓		✓
	7	Team work		✓	✓		✓	✓
	8	Moral and ethical awareness	✓		✓		✓	

SEMESTER-III				
Elective	Course code	RESEARCH METHODOLOGY	MTTM	
I	21MTT34E		Syllabus	2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Discuss the concepts, theories and methods of research			
2	Identify research problem and find solution using scientific methods.			
3	Demonstrate techniques of research and research methods			
4	Judge research skills that will help undertake research activities			
5	Develop data analyzing and interpreting skills			
6	Write proposal, papers and reports.			
7	Revive interest in the field of tourism research			
Unit:1				
Introduction to Research Methodology				
Meaning&Objectives of Research– Motivations in Research - Nature and Scope of Research - Types of Research – Research Approaches - Research Process – Criteria of Good Research				
Unit:2				
Defining the Research Problem				
Concept & need - Problem Identification - Steps in defining Problem - Review of Literature - Process - Hypotheses: Meaning, Characteristics& Functions - Types of Hypotheses - Formulation of Hypothesis &Testing.				
Unit:3				
Sampling and Data Collection				
Meaning of Sampling - Census Vs. Sampling - Principles, Need & Limitations of Sampling – Sampling Techniques- Probability and Non-Probability Sampling - Steps in Sampling–Data Collection: Primary and Secondary Data, Methods & Tools for Data Collection –Variables and their linkages - Questionnaire - Construction of Quality Questionnaire- Pilot Study – Preparation of Field Notes				
Unit:4				
Data Analysis and Interpretation				
Meaning - Tests, Level of Statistical Significance- Types of Analysis- Steps in Test of Significance- Parametric Vs Non-Parametric Tests - Parametric Tests: Z-Test, T-Test, Chi-Square - Non-Parametric Tests: Chi square as Goodness of Fit and Test of Independence, Sign Test - Usage of SPSS				
Unit:5				
Interpretation and Report Preparation				

Interpretation- Need, Techniques, and Precautions –Communicating Research Findings – Report writing techniques –Structure of Preparing Research Proposal – The art of writing research paper – Reference styles (APA, MLA) - Citation Index - Research Presentation - Plagiarism - Ethics in Research	
Practical Exercise	
1. Preparation of a research proposal 2. Paper Presentation in a Conference / Seminar	
Pedagogy Strategies	
1. Chuck-learning technique by offering stage-by-stage exercises 2. Use a combination of ICT tools plus chalk & talk demonstrative methods	
References	
1. C.R Kothari (2002), Research Methodology, Vishwa Prakashana, India. 2. R. Prabhu, T. Raju and V. Krishnapriya (2017), Research Methodology in Business Management, Vijay Nicole Imprints Pvt Ltd, Chennai.	
Further Reading	
1. Blaikie. N(2000), Designing Social Research, Polity Press, Canterbury, UK. 2. Marshall. L. Rossman. B (1999), Designing Qualitative Research, Sage Publication, New Delhi. 3. David de Vaus. (2002), Analyzing social sciences, Data, Sage Publication, New Delhi. 4. Malhotra.N.K. (2007), Marketing Research, An applied Orientation, Fifth Edition, PearsonEducation. 5. Babbie. E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA. 6. Joseph F, Haur, Robert & David. J (2004), Market Research, McGraw Hill, New Delhi. 7. Donald R Cooper & Pamela S Schindler (2006), Business Research Methods, McGraw Hill, New Delhi.	
Related Online Contents	
1	SWAYAM: https://swayam.gov.in/ a. https://onlinecourses.swayam2.ac.in/nou21_cm03/preview-MCO-03: Research Methodology and Statistical Analysis
2	e-PG- <i>Pathshala</i> : https://epgp.inflibnet.ac.in/ a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827- P – 15 – Tourism and Hospitality Research

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge		✓		✓	✓		
	2	Communication skills	✓		✓		✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills		✓			✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving		✓	✓	✓		✓	
	7	Team work		✓			✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		✓

SEMESTER-III			
Elective	Course code	MANAGERIAL ECONOMICS FOR TOURISM	MTTM
II	21MTT35E		Syllabus 2021-22
Course Outcomes:			
On the successful completion of the course, student will be able to:			
1	Describe the concepts and techniques of micro and macro economics		
2	Explain the functions of Central Bank and its policies		
3	Investigate the demand and supply in tourism		
4	Detect the current socio-cultural, economic, and environmental impacts of tourism business.		
5	Justify the policies and role of Government in promoting tourism		
6	Demonstrate the applications of Economics tools in managerial decision making.		
Unit:1 Introduction			
Introduction –Tourism Economics –Managerial Concepts – Micro and Macroeconomics - Liberalization, Privatization and Globalization – Global Market Trends – Fiscal and Monetary Policy – Role of Central Bank - National Income Analysis - GDP – GNP - Per Capita Income			
Unit:2 Tourism Demand			
Tourism Demand - Types of Tourism Demand - Determinants of Tourism Demand – Life Cycle Factors - Measurement of Tourism Demand- Tourism Demand Forecasting - Methods of Forecasting –Growth of Tourism Demand in India. Case study of GST and its Impacts on Tourism			
Unit:3 Tourism Supply			
Tourism Supply – Factors affecting supply- Break Even Analysis – Balance of Payments – Balance of Trade - Market Structure and Competition - Pricing in Tourism - Determinants of Price.			
Unit:4 Macro Economic Environment			
Macro Economic Environment – Inflation & Deflation Analysis - Government’s role in Tourism – Tourism Policies of Government of India: Role of Nidhi Aayog, Innovation & Start-Ups – Make in India - Public and Private Sectors in Tourism - Need for Public and Private Sector Co-operation in Tourism – FDI in Tourism			
Unit:5 Impact of Tourism			

Impact of Tourism - Economic impact - the Multiplier Effect –Tax Revenue (Case Study of GST on Tourism Products) - Displacement Effect - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method. Case study of Socio-economic impact of Tourism on Folk Artists in Kerala & Rajasthan

Practical Exercise

1. Record & evaluate the Foreign Exchange currency fluctuation and its economic impacts.
2. Debate on post-budget scenario

Pedagogy Strategies

1. Lecture cum Demonstration
2. Debate, discussion & deliberation
3. Visual Resource – Charts, Info-graphics, Models & Posters

References

1. Sipra Mukhopadhyay (2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi.
2. Dwyer, L., Forsyth, P., & Dwyer, W. (2010). Tourism Economics and Policy (Vol. 3). Bristol: Channel View Publications.

Further Readings

1. Chawla, R. (2004). Economics of Tourism & Development. New Delhi: Sonali Publications.
2. Varshney RL & Maheswari KL (2004), Managerial Economics, Sultan Chand, New Delhi.
3. Paul, J. (2010). Business Environment. New Delhi: The McGraw Hill.
4. Magazines & Journals – The Economist, The Week, Harvard Business Review, Economic and Political Weekly, India Today, Business Today, Business World, Outlook etc.,

Related Online Contents

- | | |
|---|--|
| 1 | NPTEL : https://onlinecourses.nptel.ac.in/ |
| | a. https://nptel.ac.in/courses/110/101/110101149/- NOC- Managerial Economics |
| 2 | e-PG- Pathshala : https://epgp.inflibnet.ac.in |
| | a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827 - P - 12 - Tourism Planning and Sustainable Tourism |
| | b. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23-P - 11 - Managerial Economics |

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)					
			1	2	3	4	5	6
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓					✓
	2	Communication skills	✓		✓		✓	
	3	Critical thinking	✓	✓		✓		✓
	4	Research-related skills		✓		✓	✓	
	5	Analytical reasoning	✓		✓		✓	
	6	Problem solving			✓	✓		✓
	7	Team work		✓			✓	✓
	8	Moral and ethical awareness	✓	✓	✓		✓	

SEMESTER-III			
Core	Course code	INTERNSHIP/PROFESSIONAL PRACTICES & VIVA-VOCE	MTTM
	21MTT36V		Syllabus 2021-22
<p>The students are sent to gain professional experience and hands on training to various tourism and related organizations of their own interest. This provides the first hand exposure about the various departments involved in the tourism sectors. It further helps students to understand customer services along with administrative, financial and marketing aspects of travel business. This will prepare them for the placement in the areas of their domain knowledge.</p> <p>Specification and Evaluation Methods:</p> <ol style="list-style-type: none"> 1. Each student shall have to undergo 45 Days (May-June) long training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. Simultaneously, the Branch Head/Executives will act as Mentor and assess the performance of trainees. 2. Internship Assessment Record will be provided to the students to register the day-to-day activities/learning. 3. At the end of every week, students have to get the Mentor's appraisal & feedback about their course work and performance. 4. Post the training session, students have to submit the Assessment Report along with the Internship completion Certificate duly signed by the competent authority. 5. Valuation of the Internship shall be conducted by a panel of experts during Viva-Voce examination. 			

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓			✓	✓	✓	
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving			✓	✓		✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		✓

SEMESTER-IV			
Core	Course code	TOURISM ENTREPRENEURSHIP	MTTM
XIV	21MTT41C		Syllabus 2021-22
Course Outcomes:			
On the successful completion of the course, student will be able to:			
1	Find the approaches and methods of entrepreneurship		
2	Distinguish entrepreneurial ventures and the techniques used		
3	Detect entrepreneurial opportunities in field of tourism and travel		
4	Develop small and viable projects that are feasible for implementation		
5	Organize the support from the Government and funding agencies.		
6	Justify the inspiring success stories in the sphere of travel and tourism.		
7	Summarize Intellectual Property Rights and their legal issues.		
Unit:1 Entrepreneurship – Theories			
Entrepreneurship – Theories & Approaches – Types of Entrepreneurs – Entrepreneurial Motivation – Entrepreneurial Climate–Entrepreneurial Development Process - Myths about Entrepreneurship – Role of Entrepreneurs in Economic Development			
Unit:2 Entrepreneurial Traits and Motivation			
Entrepreneurial Traits and Motivation - Characteristics and Qualities of an Entrepreneur - Entrepreneur Vs. Professional Management -Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses			
Unit:3 Entrepreneurship in Tourism			
Entrepreneurship in Tourism–Opportunity Identification–Idea Generation –Business Plan–Opportunity Recognition –Market & Competition Analysis - Feasibility Report–Funding Options – Implementation Schedule - Setting up a tourism enterprise: Steps, procedures, licenses, registration etc. Case studies of Successful Tourism Entrepreneurs.			
Unit:4 Institutional Support			
Financial Planning – Source of Finance - Bank Loans- Types of Loans -Financial Institutions for Small Enterprises – Financial Institutions and their role – SIDBI – NSIC – SFCs – SSSIC –TFCI - Commercial Banks –Govt. of India Initiatives - Skill India, Make in India, Start-Up India – DIC - Entrepreneurial Development Institutes in India.			
Unit:5 Managing Growth			

Business Integration – Venture Creation and Management - Business Failure-Causes for failure-Revival of Sick Enterprises - Development of Women Entrepreneurs –Role of Tourism in Women empowerment - Case Study of Successful Women Entrepreneurs - Intellectual Property Rights.

Practical Exercise

1. Participate in Entrepreneur Summit
2. Register with Entrepreneurship Development and Innovation Institute, Govt. of Tamil Nadu.

Pedagogy Strategies

1. Audio-Visual Aid - Documentaries on Entrepreneurs,
2. Project-based learning
3. Serious games and simulations.

References

1. Vasanth Desai (2003), Dynamics of Entrepreneurial Development and Management, Himalaya Publication House, New Delhi
2. Kuratko, D.F. & Hodgetts, R.M. (2008), Entrepreneurship. New York: Harcourt College Publishers.

Further Readings

1. Stephen Page, Jovo Ateljeve (2009), Tourism Entrepreneurship: International Perspective, Butterworth-Heinemann, London.
2. Melodi Botha, Felicité Fairer, Wessels (2006), Tourism Entrepreneurship, Berendien Lubbe, Juta and Company Ltd, Canada.
3. Peter F. Drucker (1995), Innovation & Entrepreneurship, Harper & Row, New York.
4. Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House.

Related Online Contents

- | | |
|---|---|
| 1 | e-PG- <i>Pathshala</i> : https://epgp.inflibnet.ac.in/ |
| | a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827- P-16 – Hospitality Entrepreneurship and Legal Environment |

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓			✓	✓	✓	
	2	Communication skills	✓		✓		✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓	✓	
	6	Problem solving	✓		✓	✓		✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓				✓		✓

SEMESTER-IV				
Core	Course code	ECO TOURISM & SUSTAINABLE DEVELOPMENT	MTTM	
XV	21MTT42C		Syllabus	2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Recognize the meaning and concept of ecology and environment			
2	Design the theories and practices of ecotourism			
3	Determine the problems of sustainable development, ecotourism and identify solutions			
4	Design sustainable tourism development			
5	Justify various policies and process for sustainable tourism development			
6	Assess the importance of local community participation in sustainable tourism development			
7	Propose underlying objective of UN's Sustainable Development Goals			
Unit:1				
Fundamentals of Ecology				
Fundamentals of Ecology- Basic Laws & Ideas in Ecology- Function and Management of Ecosystem- Biodiversity and its Conservation-Pollution –Types – Ecological Foot print -Relationship between Tourism & Environment.				
Unit:2				
Ecology & Tourism				
Ecotourism- Evolution, Principles and Functions of Ecotourism - Mass Tourism Vs. Ecotourism - Typology of Ecotourists - Ecotourism Activities - Guidelines & Regulations – Quebec Declaration 2002 - Oslo Declaration 2007.				
Unit:3				
Ecotourism Policies and Planning				
Ecotourism Development - Resource Management - Socio- economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism - Responsible ecotourism - EIA - Environment Audit.				
Unit:4				
Sustainable Development				
Sustainable Development- Conservation - Protected Area Management through Ecotourism - Stakeholder Engagement –Local Community Participation - Types of Participation, Issues and Challenges – Pro-poor Tourism -Sustainable Ecotourism Projects –Impacts - Case Studies of best ecotourism practices - Parambikulam Tiger Reserve, Periyar National Park, Thenmala Eco- Project, Masai-Mara, Costa Rica				

Unit:5	Role of International Agencies
Sustainable Tourism Development Agencies- Role of the National and International Ecotourism Society – UNWTO, UNDP, WWF, TIES, United Nations SDGs - Agenda–Sustainable Development Policies of Department of Environment & Forest - Government of India.	
Practical Exercise	
<ol style="list-style-type: none"> 1. Visit an Ecotourism destination. 2. Create awareness on Eco- Friendly Practices among Peers. 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Guided Learning 2. Case study analysis 3. Group and Individual activities 	
References	
<ol style="list-style-type: none"> 1. Ballantyne, R.and Packer, J. (2013). International andbookonEcotourism.EdwardElgarPublishingLtd. UK 2. Fennel,D. A.(2002),EcotourismPolicyandPlanning.USA:CABIPublishing. 3. Fennell,D.A.(2008).EcotourismThirdEdition.NewYork:RoutledgePublication. 4. Goodwin,H.(2011).TakingResponsibilityforTourism.GoodfellowPublishers Limited. 	
Further Readings	
<ol style="list-style-type: none"> 1.Honey.(2008).EcotourismandSustainableDevelopment:WhoOwnsParadise?2ndEdition.Washington, DC:IslandPress. 2. Strange,T.,andBayley,A.(2008).SustainableDevelopment.LinkingEconomy, Society,Environment.Paris:OECD. 3. Weaver,D.(2001).TheEncyclopediaofEcotourism.London:CABIPublication 	
Related Online Contents	
1	e-PG- <i>Pathshala</i> : https://epgp.inflibnet.ac.in/
	a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827- P – 12 – Tourism planning and Sustainable tourism

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓	✓			✓	✓	
	2	Communication skills	✓		✓				✓
	3	Critical thinking		✓		✓			
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving			✓	✓			✓
	7	Team work		✓			✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		

SEMESTER-IV				
Core	Course code	CUSTOMER RELATIONSHIP & SERVICES MANAGEMENT		MTTM
XVI	21MTT43C			Syllabus 2021-22
Course Outcomes:				
On the successful completion of the course, student will be able to:				
1	Write the CRM concepts and practices			
2	Explain CRM techniques for managing customers.			
3	Illustrate the ways of managing customer database.			
4	Distinguish the success factors in relationship management.			
5	Analyze services marketing and quality management			
6	Demonstrate the ways of improving service quality.			
7	Summarize the emerging trends in CRM and eCRM			
Unit:1	Customer Relationship Management Fundamentals			
Evolution and Purpose of Relationship Marketing – Types of CRM- Customer Relationship Management in Tourism – Customer Acquisition and Retention – Customer Loyalty – Customer Profitability and Value Modeling – CLC Vs. CLV – Customer Satisfaction Measurement – Customer Feedback and Service Recovery – Success Factors in CRM.				
Unit:2	Managing Customer Data			
Managing and Sharing Customer Data – Customer Information Databases – Ethics and Legalities of Data Use- Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis – Personalization and Collaborative Filtering.				
Unit:3	Service Marketing			
Marketing of Services – Tourism as a Service – Classification of Services – Building Service Aspirations – Consumer Behaviour in Service Encounters – Service Design and Development				
Unit:4	Service Quality			
Service Quality and CRM – Factors influencing customer expectation and perception- Types of Service Capacity – Process – Types and Causes of Service Quality Gaps – Measuring and Improving Service Quality – Strategies to Resolve the Gaps.				
Unit:5	Emerging Trends			

Emerging Technologies in CRM – eCRM - Benefits - Tools - Applications in Market – Sales Force Automation – Data Handling in eCRM – eCRM Project Implementation- Customer relationship management practices in tourism industry.	
Practical Exercise	
<ol style="list-style-type: none"> 1. Visit an organization and document the CRM practices. 2. Student data collection & segregation / segmentation using open source CRM tools 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Case Study Analysis 2. Group Activities 	
References	
<ol style="list-style-type: none"> 1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi 2. Urvashi Makkar & H Kumar, (2012), Customer Relationship Management, McGraw Hill, Delhi 3. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi 	
Further Readings	
<ol style="list-style-type: none"> 1. Zeithamal, Parasuraman & Berry – Delivering Quality Service, The Free Press, New York 2. Andry Silmore (2001), Services Marketing & Management, Resonse Books, Sage Publications, New Delhi 3. Jagdish Sethi, Etal (2000), Customer Relationship and Management, John Wiley and Sons. 	
Related Online Contents	
1	SWAYAM : https://swayam.gov.in/
	a. https://onlinecourses.swayam2.ac.in/nou21_ge16/preview- Tourism Marketing
2	e-PG- Pathshala : https://epgp.inflibnet.ac.in/
	a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827- P-16 - Tourism and Hospitality Marketing

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓			✓	✓	✓	
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving	✓			✓		✓	
	7	Team work		✓			✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		✓

SEMESTER-IV			
Elective	Course code	HOSPITALITY MANAGEMENT	MTTM
III	21MTT44E		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Describe the history, growth and structure of hospitality industry		
2	Distinguish the hierarchy and functions of each department in a hotel		
3	Design the operational aspects that will occur from guest reservation to check-out		
4	Interpret process of revenue management and evaluation of hotel's performance		
5	Identify the contemporary trends and issues in hotel industry		
6	Propose a career in the field of hospitality		
Unit:1 Evolution of Hotel Industry			
Introduction to Hospitality Industry – Definition of Hotel - Evolution and Growth of Hotels - Classification of Hotels–Star Categorization of Hotels & Role of HRACC - Facilities offered by a star hotel - Alternative Accommodations			
Unit:2 Major Departments and Functions			
Organizational Structure of a Hotel –Major departments & functions: Front Office, Housekeeping, Food & Beverage Service, Food Production& Patisserie, Maintenance& Engineering, Accounts, Human Resources, Security, Sales and Marketing, Purchases			
Unit:3 Stages of Guest Cycle			
Types of Guest Rooms - Hotel Tariff Plans and Types -Room Reservations – Check in & Check out Procedure - Handling Groups, CIP, VIP& Repeat Guests - Handling Messages - Handling Guest Complaints - Billing and Settlement – Lost & Found - Left Luggage Procedure			
Unit:4 The Economics of Hotel Business			
Hotel Investment Decision – Brand Competition – Franchise Relationship - Evaluating Hotel's Performance– Yield Management - Methods of Evaluation: Occupancy Ratio, Average Daily Rate (ADR), Average Room Rate per Guest, RevPAR, Market Share Index, Evaluation based on Guest – Affiliate Network			

Unit:5	Contemporary Trends & Issues
<p>Recent trends in Hotel Booking – Career in Hospitality Industry – Corporate Social Responsibility in Hospitality Business – Modern day Hotels around the World - Future of Hospitality Industry – Famous Hotel Chains of the World.</p>	
Practical Exercise	
<ol style="list-style-type: none"> 1. Visit to a Five Star Hotel 2. Register and do a Hotel Expert Programme 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Demonstrate using role-play methods 2. Use of PowerPoint presentation and video tutorials 	
References	
<ol style="list-style-type: none"> 1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi 2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping Operations and Management. 	
Further Reading	
<ol style="list-style-type: none"> 1. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi. 2. Jatashankar R Tewari (2009), Hotel Front Office Operations and Management, Oxford Publication New Delhi. 3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi. 4. Sudheer Andrews, (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay. 	
Related Online Contents	
1	<p>e-PG- <i>Pathshala</i> : https://epgp.inflibnet.ac.in/</p> <ol style="list-style-type: none"> a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827 <ul style="list-style-type: none"> • P - 04 – Food Production, Operation and Management • P – 05 - Food and Beverage service • P – 06 – Hotel House keeping • P – 07 – Front office operations and Management

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)					
			1	2	3	4	5	6
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓			✓		✓
	2	Communication skills	✓		✓	✓	✓	
	3	Critical thinking		✓		✓		✓
	4	Research-related skills		✓		✓	✓	✓
	5	Analytical reasoning	✓		✓		✓	
	6	Problem solving	✓		✓	✓		✓
	7	Team work		✓	✓			✓
	8	Moral and ethical awareness	✓		✓		✓	

SEMESTER- IV				
Elective	Subject code	TOUR GUIDING AND MANAGEMENT	MTTM	
IV	21MTT45E		Syllabus	2021-22
Course Outcomes:				
On the successful completion of the course, student will be able to:				
1	Describe Tour guiding as a profession			
2	Distinguish the duties of a tour guide efficiently			
3	Judge the responsibilities of a tour guide.			
4	Determine challenging situations during Tours			
5	Integrate the Functions of a Tour Guide.			
6	Prepare themselves competently for the role of Tour Guide			
Unit:1				
Tour Leadership				
Introduction to Tour leadership -Tour escorting as a profession - Characteristics of Tour Manager Profession - Requisites of Tour Manager – Role of a Tour Guide- Difference between Tour Manager and Tour Guide – Challenges faced by a Tour Manager.				
Unit:2				
Tour Manager –Duties & Responsibilities				
Pre-tour Preparation – Understanding client profile, Tour Manager File & Kit, Departure checklist At the Airport - Meet &Greet, Briefing, Assist in Check-In, Emigration &Immigration, Baggage check &Customs At Hotel - Check In, Rooming List, Meal requests, Special requirements, Bill Settlement &Check out On a Train/Cruise- Embarkation, Initial Briefing, Duties Aboard Ship, Train, Disembarkation				
Unit:3				
On-tour Responsibilities of Tour Manager				
On-tour Operation – Assembling the group, Destination Briefing, Itinerary Explanation, Co-ordinating with guide & coach driver, Co-ordinating with Restaurants for Lunch & Dinners - Responsibilities at a Sightseeing Point- Handling MICE requirements, gala-evening - Selling Optional-tours - Handling special requests				
Unit:4				
Tour Guide				
Roles and Responsibilities, Qualities of a Tour Guide, Preparing for Sightseeing, Briefing the itinerary, Commentary & Storytelling, Map Reading, Guiding Scenario - Walking Tours, Monuments, Museums, Archeological sites, Nature trails – Entertaining the crowd, Ethical and Professional Considerations – Steps to becoming a licensed tour guide in India				
Unit:5				
Group management and situation handling				

<p>Understanding Cross-Cultural differences, Group control and Setting Limits, dealing with FAQs, typical Day-to-Day Problems, Handling grievances, group conflicts and complaints, handling difficult tourists, handling emergency situations. Handling Shopping aspects - Commissions - Ethics, Safety of guests, Departure preparations: Briefing, Tour Conclusion and feedback, Tools of the trade.</p>	
Practical Exercise	
<ol style="list-style-type: none"> 1. Role play of various situations 2. Visit & describe a Monument/ Religious site/Museum and record the activity 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Outdoor Exploration 2. Case study analysis 3. Team building & Group activities 	
References	
<ol style="list-style-type: none"> 1. The Professional Guide (1993), Pond, K.L., Van Nostrand Reinhold, New York. 2. Essential Travel Guide (2014), Shalu Sharma, Pearson, New Delhi 3. Handbook for Tour Guides (2013), Chowdhary, Nimit, Matrix Publishers, New Delhi. 	
Further Reading	
<ol style="list-style-type: none"> 1. India – Eyewitness Travel (2012), Roshan Dalal et.al., Dorling Kindersley Limited, London 2. Handbook of On-Job-Training for Tour Guide in Tourism Industry (2013), Giyoto, The State Islamic Institute of Surakarta 	
Related Online Contents	
1	<p>SWAYAM :https://swayam.gov.in/</p> <ol style="list-style-type: none"> a. https://onlinecourses.swayam2.ac.in/nou21_ge04/preview - TS-2: Tourism Development Products Operations And Case Studies
2	<p>e-PG- <i>Pathshala</i> :https://epgp.inflibnet.ac.in/</p> <ol style="list-style-type: none"> a. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827- P – 09 - Tour Guiding Essentials

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)					
			1	2	3	4	5	6
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓	✓		✓	✓	✓
	2	Communication skills	✓	✓	✓		✓	
	3	Critical thinking	✓	✓		✓		✓
	4	Research-related skills		✓		✓	✓	
	5	Analytical reasoning	✓		✓		✓	
	6	Problem solving			✓	✓		✓
	7	Team work					✓	✓
	8	Moral and ethical awareness	✓		✓		✓	

SEMESTER-IV				
Core	Course code	PROJECT & VIVA-VOCE / NATIONAL TOUR & REPORT	MTTM	
	21MTT46V		Syllabus	2021-22
<p>A Project report / Dissertation at Post Graduate level gives platform for the students to undergo extensive research activities in tourism and allied sectors. It also facilitates the development of subject skills to acquire, select and synthesise relevant and appropriate knowledge in a range of historical evidence in a critical manner. It is hoped that this exercise would develop transferable skills with independence of mind, communication skills and ability to work in a self- disciplined way.</p> <ol style="list-style-type: none"> 1. Students will be given an opportunity to select the topics relevant to Tourism and Allied sector. 2. They will be taught the importance of questionnaire construction, sample selection, methodology, administration of research tools and report writing. 3. They will be given hands on training on the preparation of project proposal <p>Specification and Evaluation Methods</p> <ol style="list-style-type: none"> 1. Projects must be related to a topic relevant to the syllabus. 2. Proper style of bibliography and references should be followed by the students. 3. The project report shall be between 30 and 50 pages, word processed in 12 point font (double spaced) in A4 size paper. 4. The project report should be submitted before the end of 4th semester examination. 5. Valuation of the project shall be conducted by a panel of experts during the viva-voce examination. 				

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES:

			Course Level Outcomes (CLO)						
			1	2	3	4	5	6	7
Program Level Outcomes (PLO)	1	Disciplinary Knowledge	✓			✓	✓	✓	
	2	Communication skills	✓		✓	✓	✓		✓
	3	Critical thinking		✓		✓		✓	
	4	Research-related skills		✓		✓	✓		✓
	5	Analytical reasoning	✓		✓		✓		✓
	6	Problem solving			✓	✓		✓	
	7	Team work		✓	✓		✓	✓	
	8	Moral and ethical awareness	✓		✓		✓		✓

7. Teaching Learning Process

The teaching learning processes play the most important role in achieving the desired aims and objectives of the undergraduate programs in Tourism and Travel Management as elaborated in detail in the Learning Based Curriculum Framework (LOCF).

- Necessary and sufficient infrastructural facilities for the class rooms, laboratories and libraries equipped with adequate modern and modular furniture and other requirements.
- Modern and updated computer laboratory equipment is needed for the undergraduate programme.
- Recent reference and text books for the libraries are to be updated
- Sufficient infrastructure for ICT and other facilities needed for technology-enabled

learning like computer facilities, PCs, laptops, Wi-Fi and internet facilities with all the necessary software.

- Sufficient number of teachers in permanent position to do all the class room teaching and perform and supervise the computer laboratory experiments to be done by the students.
- All the teachers should be qualified as per the UGC norms and should have good communication skills.
- Sufficient number of technical and other support staff to run the laboratories, libraries, equipment and maintain the infrastructural facilities like buildings, electricity, sanitation, cleanliness etc.
- Teachers should make use of all the approaches for an efficient teaching-learning process i.e., class room teachings with lectures using traditional as well as electronic boards.

(i) Use of smart class rooms for simulation and demonstration for conveying the difficult concepts and tools in class room teaching and laboratories,

(ii) Teaching should be complimented with student's seminar to be organized very frequently,

(iii) Guest lectures and seminars/workshops should be arranged by eminent teachers to be invited by the concerned college/university/HEI.

iv) Open-ended project work should be given to all students individually or in group to 2-3 students depending upon the nature of the course,

(v) Teaching load should be managed such that the teacher has enough time to interact with the students to encourage an interactive/participative learning.

8. Assessment Methods

In the undergraduate education of Tourism and Travel Management leading to the B.A. TTM degree, the assessment and evaluation methods focus on testing the conceptual understanding of the basic ideas, development of managerial skills and techniques retention and ability to apply the knowledge effectively. Since the learning objectives are defined clearly for each course in detail, it is easier to design methods to monitor the progress in achieving the learning objectives during the course and test the level of achievement at the end of the course.

- The courses offered in the undergraduate B.A. TTM are the first courses at the

college/university level; the priority should be given to Formative Assessment for monitoring the progress towards achieving the Learning Objectives while keeping its weightages lower than Summative Assessments. This is to assure that the students know their strengths and weaknesses periodically through the results of Formative Assessments and make amends for the gaps in their knowledge without affecting their final grades in any significant way. In this context it is suggested that 25-30% weightage be given Formative Assessments in case of theory components while 30-40% weightage be given to the Laboratory/Field work/Projects/Case Study/Dissertation components of the various courses. Moreover, use of more than one method of Assessment in each course is highly recommended.

- Some of the methods suggested for Theory Component with regard to Formative Assessment are i) Regular Tutorial assignments ii) Seminar presentations iii) Performance in group discussions iv) Problem based longer assignments (other than tutorials) v) True/False Tests vi) Multiple Choice Tests vii) Short Answer Tests viii) viva-voce tests ix) Any other innovative tests in the context of the course.
- In the case of substantive Summative Assessment for the theory papers, can be a combination of the following i) Mid-Semester test ii) Seminar Report iii) Individual /Team Project report iv) Oral Presentations of Seminar/Projects v) Viva -Voce Examination on the above reports.
- End Semester closed book examination in the pattern of a) Multiple Choice b) Short Answer c) Long Answer. End Semester Open Book Examination in the form of a) Peer review by a group of experts by written and oral examinations, b) Any other innovative method depending upon the nature of the course.
- Laboratory Experiments / Field work / Projects / Case Study / Dissertation can be assessed for Formative Assessment through i) Regular evaluation of Lab. experiments regarding written report of each experiment and Viva-Voce on each experiment, ii) Mid semester examination.
- At the end, the main purpose of TTM teaching should be to impart objective knowledge to students in concrete, comprehensive and effective way. Here, effectiveness implies gaining knowledge and skill which can be applied to solve practical problems as well as attaining capability of logical thinking and imagination which are conducive to new

knowledge and new discoveries. The student shall embrace the curriculum in a way which would incite imagination and imbibe a spirit of enquiry in them, so that in future they will opt for further investigations or research. Needless to say, there should be a continuous evaluation system for the students. This will enable the teachers not only to ascertain the overall progress of learning by the students, but also to identify the students who are slow learner and for whom special care should be taken. An appropriate grading system is the 'relative grading system' can also be envisaged for certain papers, introducing a competitive element among the students. All in all, the teacher should act as a facilitator and guide and not as a guardian of curriculum.

- HEIs can design their own ways and methods to quantify the assessment and evaluation based on the above methods. It would then be converted to the letter grades by the procedure described by the template given by the UGC.
- Once the letter grade for a course is obtained for a course, it should be done for all the courses offered by the student. Once the letter grades for all the courses are accumulated, then a CGPA should be calculated by quantifying the letter grades as described by the template provided by the UGC.

9. Key Words

- Attractions
- Accommodation
- Adventure tourism
- Business tour
- Baggage
- Cruises

- Culinary tourism
- Customer Relationship Management
- Destination Management Company
- Explorer
- Ecotourism
- Free Independent Travellers
- Ground Transportation
- Heritage Hotels
- Itinerary planning
- Inbound tour operator
- Incentive Tour
- Lost and found baggage
- Market Segment
- Outbound Tour Operator
- Packages
- Search Engine Optimisation
- Tour operator
- Wanderlust
- Waitlist
- Zoning

MODEL QUESTION PAPER

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), COIMBATORE-18

End Semester Examination November – 2021

**1 Semester MTTM- Master of Tourism and Travel Management – Tourism Principles,
Policies and Practices**

Duration: 3hours

Max. Marks: 50

PART – A
Answer All Questions

i) Multiple choice

(5x1 =5)

1. 'Multiplier Effect' is associated with _____ impacts of Tourism.
 - a) Environmental
 - b) Cultural
 - c) Social
 - d) Economic
2. 'Destination Management Company' is a _____
 - a) Wholesaler
 - b) Retailer
 - c) GSA
 - d) Supplier
3. IATA was formed in the year?
 - a) 1945
 - b) 1955
 - c) 1946
 - d) 1956
4. Taverns and Inns refers to historic _____
 - a) Transport systems
 - b) Accommodations
 - c) Attractions
 - d) None of the above
5. First Tourism Policy was framed in the year?
 - a) 1982
 - b) 1984
 - c) 1999
 - d) 1987

(ii) Very Short Answers

(3 * 2= 6)

Answer any Three Questions

6. What are the types of tourism?

7. Write a note on FIT
8. Write a note on visitors
9. Describe the note on Attraction
10. Write a note on IATA

PART – B

(3 * 5 =15)

Answer All the Questions

11. (a) List down the trending forms of tourism.
(or)
(b) Discuss the pros and cons of GIT and FIT packages.

12. (a) Write a brief note on early tourist attractions.
(or)
(b) Trace the accommodation options during medieval and renaissance periods.

13. (a) Explain the advantages of enrolling a travel agency with a regional tourism organization
(or)
(b) Give a brief account on ITDC and IATO.

14. (a) Explain various levels of tourism distribution with suitable examples.
(or)
(b) Describe the role of consolidators in tourism distribution. Name two examples.

15. (a) Explain the nature and process of tourism planning.
(or)
(b) Illustrate the influence of political environment on tourism development.

PART - C

(3 * 8 =24)

Answer All the Questions

16. Give an account of travel during pre-historic and medieval era.

17. Explain the objectives and responsibilities of IATA and ICAO.

18. Describe the consequences of lack of tourism planning or poor tourism planning.

19. Discuss the points to be considered while developing tourism potential of a destination.

20. Explain the role of various stakeholders in Tourism Distribution Channel.