

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

**Learning outcomes-based Curriculum Framework
(LOCF) for**

B. A. Tourism and Travel Management

(Effective from Academic year 2021-2022 Onwards)



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

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Preamble:

Over the past decades the higher education system of our country has undergone substantial structural and functional changes resulting in both quantitative and qualitative development of the beneficiaries. Such changes have gained momentum with the introduction of Choice Based Credit System (CBCS) which further expects learning outcome-based curriculum in order to maximize the benefits of the newly designed curriculum. The learning outcome-based curriculum will definitely help the teachers of the discipline to visualize the curriculum more specifically in terms of the learning outcomes expected from the students at the end of the instructional process. It is pertinent to mention here that the purpose of education is to develop an integrated personality of the individual and the educational system provides all knowledge and skills to the learner for this.

Tamil Nadu State Council for Higher Education (TANSCH) has formed the State Integrated Boards of Studies, which, with great diligence and expertise has devised the mandatory areas that have to be covered for three-year under graduation and two-year post graduation courses to realize the facilitation of the mobility of faculty and students from one university to another and to easily solve the problem of equivalence among courses. Great care has been taken so that these areas would take 75% of the course content and the remaining 25% can be decided by the individual institutions. The areas that must be covered by the student that are mandatory for earning the degree to have due value has been worked out so that the student will gain enough depth of knowledge in the subject concerned. 25% percent of the syllabus should be designed by the institutions, and the areas covered under this also must have a weightage of 25%. This gives the autonomous institution seamless liberty on every Board of Studies (BOS) to innovate and experiment, and more importantly, it is here that the institution devises appropriate strategies by which (i) to make creative and critical applications of what has been learnt in the mandatory components, and (ii) to meaningfully connect the learners to the career demands and expectations. It is essential that the theoretical subject knowledge of the students must be translated into practical hands-on experience.

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.

This intensive and comprehensive undergraduate program is spread over three years. This dynamic curriculum prepares the student's to adapt to the evolving trends and demands of today's Tourism and Travel industry. Teaching pedagogy includes: interactive lectures and other forms of extension activities such as presentations, discussions and field visits. The program has a strong Institute and Industry Interface through guest talks, seminars, panel discussions etc.

1. Introduction

B.A. Tourism and Travel Management programme consists of 140 credits spread over six 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.

1.1 Course Structure – Types of Courses.

The following types of courses are offered under CBCS-LOCF:

1. **Core Courses (CC).** A core course is a compulsory course. A student of Tourism and Travel Management has to take 15 such Tourism and Travel Management courses over six semesters.
2. **Elective Courses (EC).** An elective course is a course that is to be chosen from a specified set of courses. These courses are of two types.

Discipline Specific Electives (DSE). These are elective courses that provide advanced undergraduate training in specialized areas of Tourism and Travel Management. A set of 4, semester-specific, courses of this kind are offered in the fifth and sixth semesters of the Undergraduate programme.

Generic Electives (GE). These courses, in disciplines other than Tourism and Travel Management, are intended to broaden the training of a student in the Zoology Undergraduate programme. A student of Tourism and Travel Management will take one such course, offered by another department, in each of Semester V to VI.

3. **Ability Enhancement Compulsory Course (AECC).** Two such courses are to be taken, one in Semester I (Environmental Studies) and one in Semester II (Value Education– Gandhian Thoughts).

4. **Skill Enhancement Course (SEC).** A student is to take one such course each in Semester III through Semester VI. Besides, an individual/group project in Semester VI.

2. Learning Outcomes Based Approach to Curriculum Planning

2.1 Nature and Extent of the B. A. Tourism and Travel Management Programme

- B.A. 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 in 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 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.

2.2 Aims of Bachelor's degree Programme in Tourism and Travel Management

- 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.

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. When developing tourism-based business, it's important to conduct market research to have a comprehensive understanding of the industry, customers, competition and growth strategy.
- **Communication Skills and Team Work:** The students are expected to develop effective and confident Communication skill after completion of the course. Communication has been characterized as the most important and one of the most used of all skills in every industry and particularly in tourism.
- **Moral and Ethical Awareness:** After completion of the course, the students are expected to develop ethical and social responsibility as well. Tourist must have good ethics which focuses on the environment, local people and economy.

- **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 Bachelor's degree in Tourism and Travel Management will

- 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.

- Demonstrate skills in travel and tourism that are relevant to the industry.
- Apply knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- Understand the main concepts and theories pertaining to tourism studies; the framework of the system using different pedagogy.
- Focus on enhancing professional skills to prepare for employment in the industry. Applying different situation specific responsibilities required for tour manager to handle emergency situations.
- Address one's learning needs relating to contemporary and emerging areas of study.
- Inculcate all the desired skills of standard operating procedures & service provisions to meet the needs of today's customer by providing desired services required in Tourism industry.
- Address one's learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- Apply one's knowledge and skills in new contexts; identify and analyze problems; seek solutions in real time situations; and fulfill guest requirements.
- Explore the selected issues that currently influence the tourism industry both locally and globally.
- Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism and allied industry.

5. Programme Learning Outcomes in B. A. Tourism and Travel Management

Upon successful completion of B.A. 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 related to capacity building in tourism.

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 business, government, and industry; assess, evaluate, and employ appropriate communication tools for discussions within and among teams and members, various audiences, decision-making meetings, and corporate communication tasks.

iii. Contextualize tourism in broader cultural, environmental, political and economic dimensions of the society; assess 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 trends, scholarly literature relating to essential and advanced learning areas pertaining to tourism and allied sectors; evaluate and apply knowledge in the context of tourism;

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

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; 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.

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. Demonstrate 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 respectfully 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 the tourism and hospitality industry; apply leadership principles to manage in a diverse hospitality business environment;
- iii. Apply relevant technology for the production 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 and GDS platforms.
- iv. Demonstrate commitment to ethical practices of tourism; lead with the knowledge that the foundation of tourism is based on the respect for the host culture with the responsibility to perpetuate the unique values, traditions, and practices of that place; use knowledge of best practices to further sustainability (economic, environmental, and cultural/social) in the industry.
- v. Actively engage as global citizens; practice empathy and respect for diversity and multicultural perspectives; apply principles of sustainability practices in tourism in all possible contexts.

B.A. TOURISM AND TRAVEL MANAGEMENT
UG - SCHEME OF EXAMINATIONS: CBCS PATTERN
 (For the students admitted during the academic year 2021-2022 and onwards)

Part	Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – 1									
I	21TAM11L	Part - I: Language:Tamil - I	06	50	50	100	20	40	03
II	21ENG12L	Part - II: English - I	06	50	50	100	20	40	03
III	21BTM13C	Core - I : Tourism Principles and Practices	05	50	50	100	20	40	04
III	21BTM14C	Core - II: Fundamentals of Travel	05	50	50	100	20	40	04
III	21BTM15A	Allied - I: Management Concepts For Tourism	06	50	50	100	20	40	05
IV	21ENV1GE	Value Education – Environmental Studies	02	50	50	100	20	40	02
Semester – II									
I	21TAM21L	Part - I: Language:Tamil - II	06	50	50	100	20	40	03
II	21ENG22L	Part - II: English - II	06	50	50	100	20	40	03
III	21BTM23C	Core - III: Tourism Resources in India	05	50	50	100	20	40	04
III	21BTM24C	Core - IV: World Tourism Destinations -I	05	50	50	100	20	40	04
III	21BTM25A	Allied - II: Global Tourism Geography	06	50	50	100	20	40	05
IV	21VAL2GE	Value Education– Gandhian Thoughts	02	50	50	100	20	40	02

Part	Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – III									
I	21TAM31L	Part - I: Language:Tamil - III	06	50	50	100	20	40	03
I	21ENG32L	Part - II: English - III	06	50	50	100	20	40	03
III	21BTM33C	Core - V: Cultural Heritage of India	04	50	50	100	20	40	04
III	21BTM34C	Core - VI: World Tourism Destinations-II	04	50	50	100	20	40	04
III	21BTM35A	Allied - III: Hospitality Management	06	50	50	100	20	40	05
IV	21BTM36S	Skill Based Subject - I: Communication Skills for Tourism	04	50	50	100	20	40	03
Semester – IV									
I	21TAM41L	Part - I: Language:Tamil - IV	06	50	50	100	20	40	03
I	21ENG42L	Part - II: English - IV	06	50	50	100	20	40	03
III	21BTM43C	Core - VII: Travel Agency and Tour Operations Management	04	50	50	100	20	40	04
III	21BTM44C	Core - VIII: Emerging Trends in Tourism	04	50	50	100	20	40	04
III	21BTM45A	Allied - IV: Ecotourism	06	50	50	100	20	40	05
IV	21BTM46S	Skill Based Subject - II: Tour Guiding	04	50	50	100	20	40	03
V	21EXA4GE	@ Extension Activities: NCC/NSS/SPORTS/YRC	-	-	-	-	-	-	01

Part	Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – V									
III	21BTM51C	Core - IX: Airlines And Airport Management	06	50	50	100	20	40	04
III	21BTM52C	Core - X: Basic Airfares And Ticketing	06	50	50	100	20	40	04
III	21BTM53C	Core – XI: eTourism	06	50	50	100	20	40	04
III	21BTM54C	Core - XII: Tourism Marketing	05	50	50	100	20	40	04
IV	21BTM55S	Skill Based Subject - III: Tourism Business Environment	04	50	50	100	20	40	03
IV	21BTM5EL	Non-Major Elective Paper - I: Introduction to Travel & Tourism	03	50	50	100	20	40	02
Semester – VI									
III	21BTM61C	Core - XIII: Tourism Entrepreneurship	06	50	50	100	20	40	04
III	21BTM62C	Core - XIV: Human Resource Management	06	50	50	100	20	40	04
III	21BTM63C	Core -XV: Customer Relationship Management	06	50	50	100	20	40	04
III	21BTM64V	Internship & Viva Voce / Project / National Tour & Report *	04	50	50	100	20	40	15
IV	21BTM65S	Skill Based Subject - IV: Business Tourism	05	50	50	100	20	40	03
IV	21BTM6EL	Non-Major Elective Paper - II: Airport Formalities	03	50	50	100	20	40	02
Total/Credits						3600			140

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

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

@ No External Examination. Only Continuous Internal Assessment (CIA)

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	TOURISM PRINCIPLES AND PRACTICES	BA - TTM
I	21BTM13C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Describe the origin and development of tourism.		
2	Explain various motivational factors of tourism.		
3	Distinguish various elements & components of tourism business		
4	Assess the impact of tourism industry in a larger perspective.		
5	Invent the role of various organization & stakeholders in global tourism development		
Unit:1			
Tourism – Meaning & Historical Development			
1. Introduction –Tourism, Tourist, Visitor, Traveler & Excursionist			
2. Historical Development – Roman Empire, Trade Routes, Grand Tour& Renaissance			
3. Paid Holidays and Concept of Annual Holidays& VFR			
4. Tourism Systems & Tourism Network			
Unit:2			
Structure of Tourism			
1. Characteristics of Tourism			
2. Structure and Components of Tourism			
3. Typology of Tourism			
4. Types & Forms of Tourism			
Unit:3			
Travel Motivations			
1. Travel Motivations			
2. Crompton’s Push and Pull Theory			
3. GIT, FIT & Affinity Group Travel			
4. Factors influencing the Growth of Tourism			
Unit:4			
Impact of Tourism			
1. Demand and Supply in Tourism			
2. Impacts of Tourism			
3. Tourism Area Life Cycle(TALC)			
4. Present trends in Domestic and Global tourism			
Unit:5			
Tourism Organisation			
1. Need for Tourism Organization–UNWTO, WTTC, ICAO, IATA,PATA& UFTAA			
2. Tourism Organizations in India – TAAI, IATO, FHRAI, Ministry of Tourism			
3. National Tourism Policy, Tourism development schemes of Govt. of India			
4. State Government’s role in Tourism development – DoT, Govt. of Tamil Nadu			

Practical Exercise
1. Preparation of Flow chart of Tourism Organisation
Pedagogy Strategies
1. ICT Tools - PPTs, Video clips 2. Demonstration of Tourism Models using Info-graphics.
Books Recommended for Reference:
1. Swain, S. K., & Mishra, J. M. (2012), Tourism: Principles and Practices. Oxford University Press. 2. SunetraRoday, Archana Biwal, Vandana Joshi (2009), Tourism: Operations and Management, Oxford University Press.
Further Readings
1. A.K. Bhatia (2008), International Tourism Management, Sterling Publications, New Delhi. 2. PranNath Seth (2003), Successful Tourism Management, Sterling Publications, New Delhi.

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-I				
Core	Course code	FUNDAMENTALS OF TRAVEL		B.A. TTM
II	21BTM14C			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Discuss the concepts and requirements of travel			
2	Outline air travel and the required documents			
3	Examine documents and procedures of travel			
4	Identify international currencies and regulations			
5	Justify the airport procedures and security aspects			
Unit:1 Basic Travel Documents				
1. Passport – Definition, Types, Features, and Documents required				
2. Visa – Definition, Types, Documents required, Reasons for Visa Refusal				
3. Air Ticket - Types, Reading & Interpreting an Air Ticket				
4. Permanent Resident Card, OCI/PIO Card, Seaman Book, Health Certificate				
Unit:2 Miscellaneous Travel Documents				
1. Travel Insurance – Need & Coverage, Service Providers				
2. Boarding Pass - Frequent Flyer Cards				
3. Citizenship – Types of Citizenship, Methods of Acquisition				
4. Familiarization with Travel Information Manual (TIM)				
Unit:3 Foreign Exchange Regulations				
1. Forex Rates: Spot Rate (Inter-Bank Rate & Market Rate), Forward Rate, Cross Exchange Rate				
2. Currency Types – Purchase and Sales Procedure, Forward Buying, G3 Currencies				
3. FERA and FEMA Acts				
4. Travelers Cheque, International Currency Cards				
Unit:4 Introduction to Airport				
1. Airport – Types, Facilities offered				
2. Airport Do's and Don'ts				
3. Immigration and Emigration – Procedures and Forms				
4. Airport Customs – Green & Red Channels, Customs Duty				
Unit:5 Security Procedures				
1. Baggage, Baggage Tags and Stickers				
2. Frisking, Electronic Security Check, Thermal Cameras and Sensors				
3. Eye Scanning and Biometrics				
4. Airport Quarantine				
Practical Exercise				

1. Note the currency exchange rates of key currencies for a month and calculate the average
2. Collect the photocopy of at least two travel documents mentioned above.
Pedagogy strategies
1. Live demonstration of travel documents, foreign currency, tags and stickers for better understanding
2. Use of ICT tools – PowerPoint and Videos
Books Recommended for Reference:
1. Kamra, K.K. and Chand, Mohinder (2002), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, and Distributors, New Delhi.
2. Swain, S. K., & Mishra, J. M. (2012), Tourism: Principles and Practices, Oxford University Press.
Further Reading
1. Ratandeeep Singh (2008), Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi..
2. IATA Training Manual, 5.9 Edition

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-I				
Allied	Course code	MANAGEMENT CONCEPTS FOR TOURISM		B.A. TTM
I	21BTM15A			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Describe the basic concepts of management.			
2	Infer the various functional areas of management in tourism industry.			
3	Identify the management process in tourism organization.			
4	Categorize leadership qualities.			
5	Prioritize the social responsibilities of business.			
6	Assess the interests of various stakeholders in the business.			
7	Explain the latest business trends in global environment.			
Unit:1 Concepts of Management				
1. Meaning – Role, Functions, Importance and Process 2. Principles – Taylor’s and Fayol’s 3. Management and Administration, Levels of Management 4. Managerial Ethics.				
Unit:2 Planning				
1.Planning – Nature , Characteristics 2. Importance – Steps, Types 3. Objectives - Setting 4. Process of Management by Objectives (MBO)				
Unit:3 Organizing				
1. Nature and Purpose of Organizing 2. Formal and Informal Organisation 3. Organisation Structure and Process 4. Delegation and Decentralization				
Unit:4 Management Functions				
1.Directing – Scope ,Creativity 2. Leadership – Styles and Qualities 3. Motivation – Types – Maslow , X&Y Theory 4. Communication – Types, Process and Barriers				

Unit:5	Recent Trends
<ol style="list-style-type: none"> 1. Control – System and Process 2. Staffing – Meaning and Types 3. Current Global Environment 4. Best Management practices around the world 	
Practical Exercise	
<ol style="list-style-type: none"> 1. Conduct of Managerial Games/ Activities 	
Pedagogy Strategies	
<ol style="list-style-type: none"> 1. Management Quiz 2. Managerial Games 3. Debates 	
Books Recommended for Reference:	
<ol style="list-style-type: none"> 1. Harold Koontz and Heinz Weihrich (2012), Essentials of Management: An International Perspective, MC Graw Hill Education 2. T. Ramasamy (2017), Principles of Management, Himalaya Publishing House. 3. Ramesh B Rudani (2013), Principles of Management, Tata McGraw Hill 	
Further Readings	
<ol style="list-style-type: none"> 1. Koontz & O'Donnel, Essentials of Management, Tata McGraw Hill, New Delhi 2. Durai, P. (2015). Principles of Management, Text and Cases. New Delhi: Pearson Education 3. Peter F Drucker, The Practice of Management, McGraw Hill, New York 	

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	TOURISM RESOURCES IN INDIA		BA TTM
III	21BTM23C			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Discuss different types of tourism resources in India.			
2	Outline the various typologies of tourism resources			
3	Explain different types of natural & man- made resources.			
4	Identify socio cultural diversities of the country.			
5	Assess the significance and methods of preservation of environmental resources.			
6	Categorize sites of national and international importance.			
7	Identify and manage emerging tourism destinations in India			
Unit:1 Indian Physiography				
<ol style="list-style-type: none"> 1. Introduction to Indian Geography 2. Location and Landscapes 3. Indian States and Union Territories 4. Natural and Manmade Resources 				
Unit:2 Natural Resources				
<ol style="list-style-type: none"> 1. Mountains and Hill Stations 2. Beaches 3. Islands 4. Caves and Deserts 				
Unit:3 Environmental Resources				
<ol style="list-style-type: none"> 1. Protected Areas -Wildlife Sanctuaries 2. National Parks and Reserves 3. Biosphere Reserves 4. Wetlands 				
Unit:4 Manmade Resources				
<ol style="list-style-type: none"> 1. Museums and Art Galleries 2. Forts, Palaces and Havelis 3. Houseboats & Cruises 4. Mountain & Luxury Trains 				
Unit:5 Novel Tourism				
<ol style="list-style-type: none"> 1. Adventure, Sports, Agri, Rural & Tribal tourism 				

2. Tourism Circuits
3. Emerging Tourism Destinations in India
4. India – Land of All Seasons and Reasons

Practical Exercise

1. Explore nearby natural tourist attraction.
2. Map Work

Pedagogy Strategies

1. Field visit
2. Video Presentation

Books Recommended for Reference:

1. Indian Tourism Products, Robinet Jacob, Abhijeet Publications, Delhi.
2. Gupta, SP, Lal. K, and Bhattacharya, M. (2002): Cultural Tourism in India, ,New Delhi: DK Print

Further Readings

1. Punja S, Great Monuments of India, Hong: Odyssey Guides
2. Singhanian.N (2015), Indian Art and Culture, McGraw Hill Education
3. Bisht, R S (2002), National Parks of India, Publication Division

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 - I		B.A. TTM
IV	21BTM24C			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Restate the significance and factors contributing to International Tourism			
2	Identify, locate and describe major tourist destinations of Asia and Oceania			
3	Select various existing and emerging tourism attractions in these destinations of the region.			
4	Infer the capitals, currency and key fast facts about the countries			
5	Recommend the best possible air connectivity and itinerary options from India			
6	Describe the kinds of tourist activity that are unique to major international destinations			
7	Analyze the latest trends and practices in International tourism.			
Unit:1 Introduction to Destinations of the Asia				
1. Introduction to International Tourism 2. Tourism in Asia - Factors contributing to the growth of International Travel in Asia 3. Association of South Asian Nations (ASEAN) 4. SAARC Countries				
Unit:2 Destinations & Tourism attractions of West Asia				
1. Turkey – UAE 2. Armenia – Azerbaijan 3. Cyprus – Jordan – Israel 4. Kuwait – Oman – Qatar – Saudi Arabia				
Unit:3 Destinations & Tourism attractions of Central, South & North Asia				
1. Uzbekistan – Kazakhstan 2. Bhutan – Nepal 3. Sri Lanka - Maldives 4. Russia				
Unit:4 Destinations & Tourism attractions of East Asia & South East Asia				
1. Hong Kong – Macau 2. China - Japan 3. Singapore – Malaysia – Thailand - Myanmar 4. Cambodia – Vietnam – Philippines – Indonesia				
Unit:5 Destinations & Tourism attractions of Oceania				
1. Australia 2. New Zealand 3. Fiji				

4. Papua New Guinea – Kiribati – Solomon Islands
Practical Exercise
<ol style="list-style-type: none"> 1. Complete one Destination Expert Programme 2. Map marking of all the destinations mentioned in the syllabus
Pedagogy strategies
<ol style="list-style-type: none"> 1. Use of ICT Tools – PowerPoint Presentation 2. Use of conventional tools – Wall Maps, Globe and Atlas
Books Recommended for Reference:
<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.
Further Reading
<ol style="list-style-type: none"> 1. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London. 2. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London. 3. Lonely Planet Series 4. World Atlas & IATA Books 5. Tour Brochures & Destination Manuals

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				
Allied	Course code	GLOBAL TOURISM GEOGRAPHY		B.A. TTM
II	21BTM25A			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Describe the relationship of geography with tourism and travel			
2	Identify various types of Geography in Tourism			
3	Categorize various time zones and calculate time across borders			
4	Judge transport systems of the world			
5	Locate major cities, Countries and Continents			
6	Classify major tourism destinations across the world.			
7	Design itinerary for International Tourists.			
Unit:1 The Physical World				
1. Moving Continents 2. Physical Geography – Mountains, Rivers & Deserts 3. Season and Vegetation. 4. Cultural Geography, Destination Geography				
Unit:2 Map Reading				
1. Basics of Map reading – Latitudes, Longitudes, Hemispheres 2. Introduction to Cartography – GIS, Remote Sensing, Navigation tools & Applications 3. Countries, Major Cities, Major Airports 4. Three letter City Codes, Airport Codes, Country Codes: Coding and De-Coding				
Unit:3 Time and Tourism				
1. World Time Zones 2. 24 hour Time Clock, GMT, UTC, DST 3. International Date Line- Role and Importance 4. Time Calculation- Elapsed time calculation				
Unit:4 World Transportation I				
1. Transportation modes 2. Transport in North America – Trans- Canadian, Pan American Highways, Amtrak, Airlines, Ferries and Cruise liners 3. Transport in South America- Airlines, Tren a las Nubes, La Trochita 4. Transport in Africa- Airlines, Baz Bus, Safari Tours				
Unit:5 World Transportation II				
1. Transport in Europe - Budget Airlines, Eurail & Interrail, TGV and Cruise liners				

2. Transport in Far East- Trans-Siberian Railways, Bullet Trains, Cruise liners
3. Transport in Middle East – Railways & Roadways, Airlines
4. Transport in Australia- Airways, Commuter rails, Cruise liners.

Practical exercise

1. Map Work- World Continents and Countries

Books Recommended for Reference:

1. IATA Module, 5.9 Edition.
2. Rachael Foster et al, (2016), Geography of the World, DK Publishing, Inc., New York

Further Reading

4. Boniface B. & Cooper C (2009), Worldwide Destinations: The Geography of Travel & Tourism, Oxford Butterworth Heinemann, New Delhi.
5. Rosemary Burton (1995), Travel Geography, Pitman Publishing, New Delhi.
6. IATA Module, 5.9 Edition.
4. Alan A. Lew, C. Michael Hall and Dallen J. Timothy, (2017), World Geography of Travel and Tourism, Butterworth Heinemann, USA

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	CULTURAL HERITAGE OF INDIA		B.A. TTM
V	21BTM33C			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Recognize the cultural and heritage tourism destinations in India.			
2	Discuss the importance of culture and heritage of India.			
3	Illustrate the architectural marvels of the country.			
4	Differentiate the art forms, customs and traditions.			
5	Discuss the history and importance of heritage sites.			
6	Detect various arts and performing arts of India.			
7	Interpret the fairs and festivals of India			
Unit:1	Culture and Heritage			
1. Cultural and Heritage Tourism – Sites. 2. Religions in India 3. Pilgrimage Tourism In North India - Destinations 4. Pilgrimage Tourism in South India – Destinations				
Unit:2	Heritage Sites			
1. Introduction to UNESCO, ICOMOS, ASI & INTACH 2. UNESCO Heritage sites in South India 3. UNESCO Heritage sites in North India 4. Monuments				
Unit:3	Art Forms			
1.Introduction to Arts and Performing Arts 2. Music- Forms - Music Festivals 3. Dance - Forms - Dance Festivals 4. Paintings – Types				
Unit:4	Indian Architecture			
1.Architecture in South India 2. Architecture in North India 3. Sculptures 4. Handicrafts- Handlooms – Types				
Unit:5	Indian Traditions			

1. Fairs – Religious and Cultural
2. Festivals – Religious and National.
3. Indian Cuisine – Types – Prominent Dishes
4. Indian Costumes – Regional.

Practical Exercise

1. Prepare a documentary on a heritage site.
2. Visit any Fair/ Festival.

Pedagogy Strategies

1. National Tour
2. Video Presentation

Books Recommended for Reference:

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi
2. Jack Randall (2011), Heritage Tourism, DPH – New Delhi
3. S.P. Gupta, Cultural Tourism In India, Indraprastha Museum of Art and Archaeology, New Delhi

Further Readings

1. J.K. Chopra (2014), Indian Heritage and Culture, Unique Publishers
2. Basham, A L (2004), The Wonder that was India , Picador(L) Basham, A L (2007), A Cultural History of India, Oxford University Press.
3. Dixit, Manoj and Yadav, Charu Sheela (2006): Tourism in India, Lucknow: New Royal Publisher

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	WORLD TOURISM DESTINATIONS - II	B.A. TTM
VI	21BTM34C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Identify, locate and describe major destinations of America, Europe, Africa & Island destinations		
2	Describe the existing and emerging tourism attractions in these destinations.		
3	Recognize the capitals, currency and key fast facts about the countries		
4	Infer the best possible air connectivity and itinerary options from India		
5	Describe the kinds of tourist activity that are unique to major international destinations		
6	Justify International Agreements for free-trade that includes tourism		
Unit:1 Destinations & Tourism attractions of The Americas			
1. Canada – Alaska 2. USA – Mexico 3. Brazil – Argentina – Peru - Chile 4. Adjacent Islands			
Unit:2 Destinations & Tourism attractions of Europe			
1. United Kingdom – Scandinavian Countries 2. France – Italy – Germany 3. Switzerland – Spain – Portugal 4. Belgium – Netherlands – Austria – Greece			
Unit:3 Destinations & Tourism attractions of Africa			
1. Egypt – Morocco 2. South Africa 3. Kenya – Zimbabwe 4. Seychelles - Mauritius – Madagascar			
Unit:4 Islands Destinations& Attractions			
1. Bora Bora – Vancouver 2. Hawaiian Islands – Hayman Island 3. Ko Samui – Palawan 4. Mykonos – Santorini			
Unit:5 International Trends on Tourism Trade			
1. Leading countries in Tourist Receipt 2. Emerging Destinations of the World 3. Free-trade zones of European Union, North American Free Trade Agreement (NAFTA) 4. Organizations that promote International Agreements on Tourism Trade			

Practical Exercise
<ol style="list-style-type: none"> 1. Complete one Destination Expert Programme 2. Map marking of all the destinations mentioned in the syllabus
Pedagogy strategies
<ol style="list-style-type: none"> 1. Use of ICT Tools – PowerPoint Presentation 2. Use of conventional tools – Wall Maps, Globe and Atlas
Books Recommended for Reference:
<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.
Further Reading
<ol style="list-style-type: none"> 1. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London. 2. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London. 3. Lonely Planet Series 4. World Atlas & IATA Books 5. Oxford Encyclopedia 6. Tour Brochures & Destination Manuals

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				
Allied	Course code	HOSPITALITY MANAGEMENT		B.A. TTM
III	21BTM35A			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Describe the essentials of hospitality management			
2	Classify the hotel types and chains			
3	Separate various departments and their functioning in the hotel			
4	Judge the operational aspects of key departments			
5	Assess suitable career options in hospitality industry			
Unit:1 Introduction to Hospitality				
1. Introduction to Hospitality Industry, Hotel - Definition, Evolution and Growth				
2. Classifications of Hotels – Star Categorization & Role of HRACC				
3. Famous Hotels Chains of the world				
4. Facilities offered - Major Departments				
Unit:2 Front Office Department				
1. Front Office –Sections, Hierarchy, Duties and Responsibilities				
2. Types of Rooms - Tariff and Meal plans				
3. Room Reservations				
4. Check in and Checkout Procedures – Left luggage procedure				
Unit:3 Food Production & Patisserie				
1. Food Production & Patisserie – Sections, Hierarchy, Duties and Responsibilities				
2. Types of Menu, Courses of Menu				
3. Menu Planning & Pricing				
4. Famous Cuisines of the World				
Unit:4 Food & Beverage Service Department				
1. F&B Department – Hierarchy, Duties and Responsibilities				
2. F&B Outlets and Functions				
3. Room Service				
4. Types of Services				
Unit:5 Housekeeping Department				
1. Housekeeping Department – Sections, Hierarchy, Duties and Responsibilities				
2. Coordination with other departments				
3. Public Areas of a Hotel				
4. Lost and Found procedure				

Practical Exercise
<ol style="list-style-type: none"> 1. Visit to a four/five-star hotel 2. Collect room tariffs of five hotels and compare the rates
Pedagogy Strategies
<ol style="list-style-type: none"> 1. Use of ICT Tools – Hotel Video CDs & DVDs, PowerPoint Presentation 2. Demonstration using physical brochures, flyers and manuals
Books Recommended for Reference:
<ol style="list-style-type: none"> 1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi 2. G. Raghubalan & Smritee Raghubalan: 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.


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- III			
Skill Based Subject	Course code	COMMUNICATION SKILLS FOR TOURISM	B.A. TTM
I	21BTM36S		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Discuss the role of communication in tourism industry.		
2	Recall the basics of business communication.		
3	Organize their employability skills		
4	Test business writing skills		
5	Transform their Soft Skills		
6	Integrate skills and communicate confidently to handle situation effectively		
Unit:1 Introduction			
<ol style="list-style-type: none"> 1. Grammar-Sentences, Punctuation and Parts of Speech. 2. Listening – Barriers, Improving Listening Abilities 3. Reading- Essentials of Reading Improving Reading Skills 4. Introduction to Communication - Role & Importance 			
Unit:2 Soft Skills for Tourism			
<ol style="list-style-type: none"> 1. Ice-breaking, Rising to the occasion 2. Meetings and Greetings 3. Etiquette- Social and Telephone 4. Body Language- Zones, Gestures, Expressions and Postures 			
Unit:3 Employability Skills			
<ol style="list-style-type: none"> 1. Bio Data, Resume, Curriculum Vitae& Digital Portfolio 2. Interview - Types, Dress Code, Facing an Interview, Closing and Follow-up. 3. Presentation - Types, Essentials of Effective Presentations 4. Group Discussion- Importance, Do's and Don'ts 			
Unit:4 Business Writing			
<ol style="list-style-type: none"> 1. Letters - Types and Drafting 2. Emails, Covering letters, Follow-ups. 3. Writing in workplace – Circulars, Proposals, Reports, 4. Industry Jargons – Tourism, Airports and Hotels. 			
Unit:5 Business Communication			
<ol style="list-style-type: none"> 1. Public Speaking and Video Conferencing 2. Negotiation Skills – Stages and Elements. 3. Team Building – Approaches, Importance, Effectiveness 4. Social Networking – Importance and Types. 			

Practical exercise
<ol style="list-style-type: none"> 1. Preparation of Resume 2. Mock Interviews, Group activities.
Books Recommended for Reference:
<ol style="list-style-type: none"> 1. Gearing up for a Career- Volume 1 by TANSICHE 2. Anjaneesethi, Bhavana Adhikari (2011), Business Communication, McGraw Hill, New Delhi.
Further Reading
<ol style="list-style-type: none"> 1. Bovee, Thill & Schatzman (2016), Business Communication Today, Pearson, New Delhi. 2. 21 Days of Effective Communication (2018) Ian Tuhovsky, Positive Psychology Coaching Series 3. Improve your Communication Skills (2011) Alan Barker, Kogan Page Limited, UK 4. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.

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	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT		B.A. TTM	
VII	21BTM43C			Syllabus	2021-22
Course Level Outcomes:					
On the successful completion of the course, student will be able to:					
1	Describe the set-up and working mechanism of the travel trade.				
2	Examine the products and services offered by travel intermediaries				
3	Design and develop tour itinerary and do tour costing and quotation.				
4	Organize the skills necessary for tour operation business.				
5	Devise plans to become an entrepreneur in tourism.				
Unit:1					
Introduction to Travel Trade					
1. Introduction – Travel Agent, Tour Operator, Principal Service Provider					
2. Historical background of Travel Trade					
3. Types of Travel Agents, Tour Operators					
4. Distribution Channel & Linkages					
Unit:2					
Business Set-up and Functions					
1. Functions of a Tour Operator, Travel Agency					
2. Sources of Income					
3. Setting up a Travel Agency – Accreditation					
4. Diversification of Business					
Unit:3					
Itinerary & Brochure Designing					
1. Itinerary: Definition, Steps for preparation					
2. Resources for Preparing an Itinerary					
3. Tour Brochure: Types and contents					
4. Tour Booking Conditions					
Unit:4					
Tour Packaging & Pricing					
1. Tour Components and Packaging					
2. Tour Costing - Preparation of Cost Sheet					
3. Tour Pricing - Pricing Strategies					
4. Preparation of Tour Quotation - Tour Profit Report					
Unit:5					
Contemporary trends in Travel Trade					
1. Travel Trade Associations – Role and Functions – Classification					
2. Impact of technology on travel agency business					
3. Future of travel wholesaling and retailing					
4. Ethics in Travel Trade					

Practical Exercise
<ol style="list-style-type: none"> 1. Itinerary Preparation 2. Preparation of Tour Costing and Quotation
Pedagogy Strategies
<ol style="list-style-type: none"> 1. Hands-on training for designing itinerary, tour costing and quotation drafting using MS-Office 2. Usage of tools - CDs, DVDs, manuals and brochures
Books Recommended for Reference:
<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. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296. 2. Kapoor BK and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi. 3. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi 4. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi. 5. PranNath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi

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-IV			
Core	Course code	EMERGING TRENDS IN TOURISM	BA - TTM
VIII	21BTM44C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	State the emerging trends in tourism across the world		
2	Discuss various niche tourism products and their relevance		
3	Interpret the role of technological advent in easing the travel procedures.		
4	Identify the destination selection and travel behavior pattern of tourist		
5	Conclude the contemporary issues associated with travel and tourism industry		
Unit:1			
		Niche Tourism Products-I	
<ol style="list-style-type: none"> 1. Wellness Tourism – Medical & Health 2. Eco, Wildlife, Adventure & Social Tourism 3. Sports and Its impacts on Tourism 4. Film tourism, International Events & Bleisure travel 			
		Unit:2	
		Niche Tourism Products-II	
<ol style="list-style-type: none"> 1. Agri, Rural & Cultural tourism 2. Gastronomy, Culinary & Food tourism 3. Ancestry, Art tourism 4. Coastal & Lighthouse tourism 			
		Unit:3	
		Technical Advent	
<ol style="list-style-type: none"> 1. Internet of Things (IoT), Mobile bookings 2. Online Travel Agents & Travel Automations 3. Travel blogs & Vlogs 4. Transport Technology 			
		Unit:4	
		Travel Behaviour	
<ol style="list-style-type: none"> 1. The Experience Economy, Back-packing 2. Short weekend getaways , Solo trips 3. Budget travel, Offbeat destinations 4. Personalised & Special Interest tourism 			
		Unit:5	
		Contemporary Issues	
<ol style="list-style-type: none"> 1. Geo-Political Conflicts, Terrorism and Natural Disasters 2. Climate Change & Resource Use Issues 3. Epidemic Diseases 4. Roll of International Organizations in strengthening tourism – BRICS, SAARC, BCIM, Commonwealth Nations & ASEAN 			
Practical Exercise			

<ol style="list-style-type: none"> 1. Identification & Presentation on Niche Tourism Products 2. Participation in the Road show
<p>Pedagogy Strategies</p>
<ol style="list-style-type: none"> 1. ICT Tools – PowerPoint Presentation 2. Video tutorials on Niche Tourism products 3. Case study analysis
<p>Books Recommended for Reference:</p>
<ol style="list-style-type: none"> 1. Hall, M, Cooper, C (2007) Contemporary Tourism; An International Approach, Elsevier, Netherlands 2. Anil Varma, (2011). Emerging Trends In Tourism, SBS Publishers and Distributors Pvt Ltd.
<p>Further Readings</p>
<ol style="list-style-type: none"> 1. Conrady, Roland, Buck, Martin (2012). Trends and Issues in Global Tourism 2012. Springer, Berlin 2. Pearce, D.G. and Butler, R.W. (1999). Contemporary issues in tourism development, Routledge.

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-IV			
Allied	Course code	ECOTOURISM	B.A. TTM
IV	21BTM45A		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	Distinguish the relationship between ecology and tourism		
3	Examine the theories and practices of ecotourism		
4	Point out various approaches and practices for sustainable tourism development		
5	Assess the objective of achieving sustainable development		
Unit:1 Fundamentals of Ecotourism			
1. Ecotourism-Introduction & Definition, Principles			
2. Functions & Advantages of Ecotourism			
3. Eco tourists -Types & Characteristics			
4. Ecological Foot Prints			
Unit:2 Tourism &Ecology			
1. Biodiversity			
2. Core & Buffer Zones, Coastal Zone Management			
3. Eco Hotspots in India- Activities			
4. Case Studies on Corcovado National Park, Costa Rica, Thenmala Eco-Project.			
Unit:3 Sustainable Development			
1. Sustainable development– Meaning, Concept & Benefits			
2. Significance of Sustainable ecotourism planning			
3. Mass tourism, Carrying capacity, Community based Ecotourism			
4. Environment Audit-EIA.			
Unit:4 Development of Ecotourism			
1. The impact of Ecotourism on environment			
2. World Ecotourism Summits			
3. Relevance of responsible tourism			
4. Ecotourism and Conservation			
Unit:5 National & International Organisations for Eco Tourism Promotion			
1. Eco-friendly Practices			
2. Role of the National & International Ecotourism Societies-UNWTO, WWF, UNDP			
3. United Nation's Sustainable Development Goals – Aims & Objectives			
4. Ecotourism Policies of Government of India			
Practical Exercise			
1. Visit to an Ecotourism destination			

Pedagogy Strategies
<ol style="list-style-type: none"> 1. Case study analysis 2. Documentaries – Successful Ecotourism Projects
Books Recommended for Reference:
<ol style="list-style-type: none"> 1. Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd. 2. Fennell, D. A. (2002). Ecotourism Policy and Planning. USA: CAB International. 3. Fennell, D. A. (2008). Ecotourism Third Edition. New York: Routledge Publication. 4. Goodwin, H. (2011). Taking Responsibility for Tourism. Woodhead: Goodfellow Publishers Limited.
Further Readings
<ol style="list-style-type: none"> 1. Honey, M. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press. 2. Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD. 3. Tiwari, S.K., & Upadhyay, R.K. (2017). Conservation of Degraded Wetland System of Keoladeo National Park, Bharatpur, India. Ecological Complexity, pp74-89. 4. Weaver, D. (2001). The Encyclopedia of Ecotourism. London: CAB International

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-IV			
Skill Based Subject	Course code	TOUR GUIDING	B.A. - TTM
II	21BTM46S		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Associate the scope of tour guiding as a career option.		
2	Develop to deliver key skills of a Tour Guide		
3	Specify itineraries		
4	Justify the Code of Conduct of Tour Guides		
5	Modify Situations in Tour Guiding		
6	Devise Tour guiding Techniques		
7	Propose leadership skills		
Unit:1 Tour guiding			
<ol style="list-style-type: none"> 1. Introduction to tour guiding and tour escorting 2. Difference between tour guiding and tour escorting 3. Role of a tour guide 4. Characteristics of a tour guide 			
Unit:2 Guiding Techniques			
<ol style="list-style-type: none"> 1. Tour guiding in India 2. Steps to becoming a tour guide 3. Understanding the dynamics of tour guiding 4. Mechanics of tour guiding 			
Unit:3 Practical guiding			
<ol style="list-style-type: none"> 1. Guiding at a monument 2. Guiding at a religious site 3. Guiding on a coach 4. Practical Tips&Tools of Trade 			
Unit:4 Situation Handling			
<ol style="list-style-type: none"> 1. Handling difficult tourists 2. Handling questions 3. Handling emergencies 4. Helping in Shopping 			
Unit:5 Managing guiding business			
<ol style="list-style-type: none"> 1. Tour guiding as a business 2. Tour Guide Vs Interpreters 3. Professional Requirements & Challenges 4. Code of Conduct for tour guides in India (MoT). 			

Practical exercise
1. Describing a Destination
Pedagogy Strategies
1. Demonstration - Travel Blogs, Travel Dairies & Virtual Tours 2. Usage of Tour Guiding Apps
Books Recommended for Reference:
1. Handbook for Tour Guides (2013), Chowdhary, Nimit, Matrix Publishers , New Delhi:. 2. Code of Conduct of Tour Guides, Ministry of Tourism.
Further Reading
1. How to Start a Tour Guiding Business (2005), Mitchell, G.E., The GEM Group Ltd, Charleston. 2. The Professional Guide (1993), Pond, K.L., Van Nostrand Reinhold, New York. 3. Handbook of On-Job-Training for Tour Guide in Tourism Industry (2013), Giyoto, The State Islamic Institute of Surakarta 4. India – Eyewitness Travel (2012), Roshan Dalal et.al., Dorling Kindersley Limited, London

			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-V				
Core	Course code	AIRLINES AND AIRPORT MANAGEMENT	B.A. TTM	
IX	21BTM51C		Syllabus	2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Describe the structure and functions of airline industry			
2	Infer various regulations and regulating bodies of air transport			
3	Operate the process and procedures related to air travel			
4	Outline immigration, emigration and international travel			
5	Interpret the contemporary trends in civil aviation			
Unit:1				
Introduction to Air Transport				
1. History of Aviation				
2. Warsaw Convention				
3. The Chicago Convention & ICAO				
4. Bilateral Agreements - Freedoms of the Air, Open Sky Policy				
Unit:2				
Airline Terminology and Classification				
1. Common Air Transport Terms and Definitions				
2. Air Transport Abbreviations and Meanings				
3. Types of Airlines & Aircrafts				
4. Parts of an Aircraft				
Unit:3				
Airport Procedures				
1. Airport Facilities – Domestic, International				
2. Immigration, Emigration and Customs				
3. Air Traffic Control (ATC)				
4. Airport Management, Ground Handling Companies (GHC's)				
Unit:4				
In-flight Services & Procedures				
1. Baggage – Types, Allowances, Excess Baggage and Oversized Baggage				
2. In-flight Service and Seating Arrangements				
3. Classes of Service				
4. Special Passengers				
Unit:5				
Air Travel Regulations				
1. Electronic Goods, Dangerous Goods & Prohibited Items				
2. DGCA, AAI				
3. Frequent Flyer Programs				
4. Contemporary trends in Civil Aviation				

Practical Exercise
<ol style="list-style-type: none"> 1. Visit to Airport 2. Subscribe to blogs and pages offering latest airline trends
Pedagogy Strategies
<ol style="list-style-type: none"> 1. Use of ICT Tools – PowerPoint Presentations, Videos 2. Demonstration of Airline Forms, Tags, Stickers and FFP cards
Books Recommended for Reference:
<ol style="list-style-type: none"> 1. Handbook of Global Aviation Industry and Hospitality services, Ratandeep Singh, Kanishka Publishers, New Delhi, 2008. 2. Travel and Ticketing Management, Manjeet Singh, Sublime Publications, Jaipur, 2003
Further Reading
<ol style="list-style-type: none"> 1. IATA Training Manual, 5.9 Edition 2. Air Cargo Tariff Manual 3. Wells. A, Airport Planning and Management, 4th Edition, McGraw-Hill, London, 2000

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-V				
Core	Course code	BASIC AIRFARES AND TICKETING		B.A. TTM
X	21BTM52C			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Discuss the international airfares, regulations and travel formalities.			
2	Infer fares for one way and round trip journey.			
3	Distinguish world time zones.			
4	Interpret components of fare construction.			
5	Point out various air travel documents.			
6	Design air ticketing department of a travel agency.			
7	Reorganize miscellaneous charges related to air ticket booking.			
Unit:1 IATA Areas of the World				
1. Basics of Ticketing – Airline Phonetics , IATA Traffic Conference Areas and Sub-Areas				
2. Major Cities, City Codes, Airport and Airport codes.				
3. Global Indicators- Types.				
4. World Time Zones, International Date Line, Daylight Saving Time.				
Unit:2 Basics of Journey				
1. Introduction to Journey, Types and Anatomy				
2. Currency Regulation and Currency Codes				
3. NUC Conversion Factors				
4. General Rules				
Unit:3 Fare Construction				
1. Introduction to Fare Construction				
2. One Way Fare Construction				
3. Maximum Permitted Mileage, Ticketed Point Mileage, EMA, EMS				
4. Higher Intermediate Point, Local Currency Fare				
Unit:4 RT/CT Fare Construction				
1. Introduction to RT, CT journey				
2. RT/CT Fare Construction, Steps				
3. Back Haul Check				
4. CTM Check, Secondary Fares & Excursion Fares.				
Unit:5 Documentation				

<ol style="list-style-type: none"> 1. Miscellaneous Charges Order, Multiple Purpose Document, VMPD & EMD 2. Distribution & Sale of Airline tickets 3. Billing and Settlement Plan 4. Introduction to Air ticketing Software
Practical Exercise
<ol style="list-style-type: none"> 1. Map Work 2. Chart work on city and airport codes.
Pedagogy Strategies
<ol style="list-style-type: none"> 1. Lecture Method 2. Video Presentation
Books Recommended for Reference:
<ol style="list-style-type: none"> 1. IATA Module, 5.9 Edition. 2. Jagmohan Negi (2005), Air Travel Ticketing and Fare Construction, Kanishka, New Delhi.
Further Readings
<ol style="list-style-type: none"> 1. Davidoff, D.S. and Davidoff, P.G. (2002). Air Fares and Ticketing. New York: Prentice Hall. 2. Jeanne Semer- Purycki (2002), International Travel Fares and Ticketing, Prentice Hall, USA. 3. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributers (P) Ltd.

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-V			
Core	Course code	eTOURISM	B.A. TTM
XI	21BTM53C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Summarize the information and communication technologies in tourism.		
2	Discriminate the managerial aspects of electronic business in tourism.		
3	Illustrate various distribution systems associated with eTourism business		
4	Design the process of developing various e-business models		
5	Infer the advantages of digital marketing and payment interfaces		
6	Judge the present trends and future of eTourism business		
Unit:1	History & Evolution		
1. E-tourism - Definition, Introduction, Drivers, Components			
2. Historical Development			
3. Stakeholder of eTourism			
4. Operational use & benefits of eTourism			
Unit:2	Distribution System		
1. Computer Reservation System (CRS)			
2. Hotel Reservation System (HRS) & Hotel Distribution System (HDS)			
3. Global Distribution System (GDS)			
4. New Distribution Capability (NDC) & Destination Management System (DMS)			
Unit:3	Business Models		
1. eTourism Typologies & Business Models			
2. Electronic Payment Systems			
3. Billing & Settlement Plan (BSP)			
4. Cyber Security and Certification			
Unit:4	Digital Marketing		
1. Online Travel Agencies (OTAs)			
2. Online Booking Trends & Challenges			
3. Digital Marketing & Mobile Marketing			
4. Role of Social Media			
Unit:5	Future of eTourism		
1. Customer Retention Challenges & Strategies			
2. Cloud Computing & Database Management			
3. Artificial Intelligence & Machine Learning			
4. Issues, challenges & Future of eTourism			

Practical Exercise
<ol style="list-style-type: none"> 1. Follow twitter handles of travel bloggers and present the best. 2. Collection of student data and segmenting them based on specific command
Pedagogy Strategies
<ol style="list-style-type: none"> 1. Demonstration using Gadgets – Mobile Applications (OTAs & Travel Intermediaries) 2. Demonstration of booking process using open source travel applications/software.
Books Recommended for Reference:
<ol style="list-style-type: none"> 1. Buhalis D. (2004), eTourism: Information Technology for Strategic Tourism Management, Prentice Hall India. 2. Fesenmaier D., Klein, S., and Buhalis, D., (2000), Information & Communication Technologies in tourism, Springer-Verlag, Wien-New York.
Further Readings
<ol style="list-style-type: none"> 1. Zheng Xiang et. al., (2021). Handbook of e-Tourism, Springer International Publishing, Switzerland AG 2. Buhalis, D., Laws E., (2001), Tourism Distribution Channels: Patterns, Practices and Challenges, co-editor, Thomson, London. 3. Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall

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-V			
Core	Course code	TOURISM MARKETING	B.A. TTM
XII	21BTM54C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Associate the conceptual background of marketing with special Books Recommended for Reference: to tourism.		
2	Demonstrate the concept of Marketing Mix and its relevance in Tourism		
3	Examine the Product Mix dimensions & strategies for effective tourism marketing		
4	Combine different techniques for effective marketing distribution system		
5	Rearrange the latest trends, techniques and challenges in Tourism Marketing		
Unit:1 Introduction			
1. Marketing: Definition, Need, Process 2. Evolution of Marketing 3. Functions & Approaches of Marketing 4. Importance of Marketing in Tourism			
Unit:2 Marketing Mix			
1. Services Marketing and Types 2. Nature and Characteristics of Tourism Services 3. Tourism Marketing Environment 4. Tourism Marketing Mix			
Unit:3 Product			
1. Product Decision Making 2. Product Mix Dimensions 3. Product Strategies 4. Product Life Cycle			
Unit:4 Place & Price			
1. Market Segmentation 2. Targeting 3. Positioning & Branding 4. Pricing – Concept, Influencing Factors & Strategies			
Unit:5 Promotion			
1. Distribution Channels for Tourism 2. Promotional Mix 3. Sales Promotion Techniques 4. Issues and Challenges in Tourism Marketing			

Practical Exercise
1. Design, develop and market a product using social media.
Pedagogy Strategies
1. Case study discussion 2. Real time deliberations
Books Recommended for Reference:
1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi. 2. Victor Middleton et. al., (2009). Marketing in Travel and Tourism, Routledge
Further Readings
1. Kotler Philip (2006), Marketing Management, PHI, Delhi. 2. Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.

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-V			
Skill Based Subject	Course code	TOURISM BUSINESS ENVIRONMENT	B.A. TTM
III	21BTM55S		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Recognize the concepts of Business Environment with Books Recommended for Reference: to tourism industry.		
2	Extrapolate the Micro and Macro business environment and market structure		
3	Differentiate the demand and supply factors of tourism business environment		
4	Justify the economic impact & multiplier effects of tourism industry		
5	Prescribe policies and investment avenues for tourism business.		
Unit:1 Introduction			
<ol style="list-style-type: none"> 1. Business Environment – Nature, Scope & Types 2. Micro and Macroeconomics, LPG 3. Business Environment and Market Structure 4. Role of Central Bank - Fiscal and Monetary Policies. 			
Unit:2 Tourism Demand			
<ol style="list-style-type: none"> 1. Demand Analysis - Meaning of Demand & Law of Demand 2. Determinants of Demand 3. Demand Forecasting and its methods. 4. Growth of Tourism Demand in India 			
Unit:3 Tourism Supply			
<ol style="list-style-type: none"> 1. Supply - Meaning and Law of Supply 2. Determinants of Supply 3. Factors Affecting Supply 4. Pricing & Determinants of Price 			
Unit:4 Economic Impact of Tourism			
<ol style="list-style-type: none"> 1. Inflation and Deflation 2. Balance of Trade (BOT) and Balance of Payments(BOP) 3. Tourism Multiplier Effects 4. Costs and Benefits of Tourism to Community 			
Unit:5 Tourism Investments			
<ol style="list-style-type: none"> 1. Tourism Policies & Five Year Plans for Tourism Development 2. Role of Public and Private Sector in Tourism 3. FDI, Green Field Investment 4. Impacts of Tourism on Indian Economy 			

Practical Exercise
1. Study the budget allotment of tourism projects & schemes 2. Analyze the import and export pattern and currency fluctuation
Pedagogy Strategies
1. Case study discussion on various business policies 2. Real time deliberations based on Union & State Budget
Books Recommended for Reference:
1. SipraMukhopadhyay (2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi. 2. Varshney RL & Maheswari KL (2004), Managerial Economics, Sultan Chand, New Delhi.
Further Readings
1. Drivedi DN (2001), Managerial Economics, Vikas, New Delhi. 2. Maddala(2004), The Economics of Leisure & Tourism, Oxford Butterworth-Heinemann, New Delhi. 3. Romila Chawla (2004), Economics of Tourism & Development, Sonali Publications, New Delhi. 4. Magazines & Journals – The Economist, The Week, Harvard Business Review, Economic and Political Weekly.

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-V				
NME	Course code	INTRODUCTION TO TRAVEL & TOURISM		B.A. TTM
I	21BTM5EL			Syllabus
2021-22				
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Describe the concepts and requirements of travel			
2	Distinguish various types and forms of tourism			
3	Illustrate various documents and procedures of travel			
4	Justify the role and functions of Travel facilitators			
5	Summarize the fundamentals of Tour planning and Itinerary preparation			
Unit:1		Introduction to tourism and travel		
<ol style="list-style-type: none"> 1. Introduction and Definition – Tour, Tourism 2. Difference between Traveler, Tourist, Visitor, Excursionist 3. Structure & Components of Tourism 4. Types of Tourism – Domestic, Inbound, Outbound 				
Unit:2		Transportation Network		
<ol style="list-style-type: none"> 1. Role of transport in Tourism – Road, Rail, Water & Air 2. Transport - Major International Highways 3. Major Railway Networks - India's Luxury & Mountain Trains 4. Water Transport – Luxury Cruises 				
Unit:3		Travel documents		
<ol style="list-style-type: none"> 1. Passport – Definition and Types 2. VISA - Definition and Types 3. Travel Insurance, Health Certificates 4. Citizenship – Types, OCI, PIO, RP. 				
Unit:4		Travel facilitators		
<ol style="list-style-type: none"> 1. Travel Agent - Types of Travel Agent, Major Travel Agent 2. Functions of a Travel Agent 3. Tour Operators – Types, Major Tour Operators 4. Package Tours & Types 				
Unit:5		Introduction to Tour packages		
<ol style="list-style-type: none"> 1. Tour Itinerary – Meaning & Definition 2. Itinerary planning 3. Components of a Tour Package 4. Latest trends in travel industry 				

Practical Exercise
1. Tour Planning & Itinerary preparation
Pedagogy Strategies
1. Usage of Tour Brochures, CDs & DVDs 2. ICT Tool – PPTs & Videos
Books Recommended for Reference:
1. A.K.Bhatia (2008), International tourism management (Revised edition), sterling publication pvt. New Delhi. 2. Jagmohan negi (2005), air travel ticketing and fare construction, Kanishka, New Delhi. 3. K.P Jha (2011), International tourism management, ALP Books, New Delhi. 4. IATA (2008), Foundation course textbook, 5.9 edition, Montreal.
Further Readings
1. Jagmohan negi – travel agency and tour operations. 2. Holloway J.C (2002), The business of tourism, prentice hall, London.

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-VI			
Core	Course code	TOURISM ENTREPRENEURSHIP	B.A. TTM
XIII	21BTM61C		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Identify the basic concepts, characteristics and functions of entrepreneurship and need of tourism entrepreneurship		
2	Discuss types of entrepreneurship.		
3	Determine the development of women entrepreneurs and their contribution.		
4	Infer the qualities, traits and motivational factors to become entrepreneurs.		
5	Appraisethe process of start-ups, venture promotion, idea generation for prosperous business		
6	Propose the procedures for setting-up small scale business enterprises		
Unit:1 Entrepreneurship – Introduction			
1. Entrepreneurship - Definition, Structure & Concepts 2. Nature, Growth and Importance 3. Classification and Types 4. Theories of Entrepreneurship			
Unit:2 Entrepreneur			
1. Entrepreneurial Traits & Myths 2. Entrepreneurial Motivation 3. Qualities of an Entrepreneur 4. Development of Women Entrepreneurs			
Unit:3 Project Management			
1. Project Identification 2. Project Formulation 3. Budget and Planning Process 4. Financial Institutions support			
Unit:4 Tourism Projects			
1. Process of Tourism Entrepreneurial Development 2. Search for a Tourism Business Idea 3. Institutions in Aid of Entrepreneurship Development 4. Standardization & Quality Control			
Unit:5 Small Scale Enterprises			
1. Steps in starting Small Enterprises 2. Small Scale Industry- Ownership types, Incentives & Subsidies 3. Sickness of Small Scale Industry and Remedies 4. Problems of Entrepreneurship			

Practical Exercise
1. Preparation of innovative & feasible business plan
Pedagogy Strategies
1. Audio-Visual Aid - Documentaries on Entrepreneurs, 2. Project-based learning
Books Recommended for Reference:
1. Vasanth Desai (2003), Dynamics of Entrepreneurial Development and Management, Himalaya Publication House, New Delhi. 2. Stephen Page, JovoAteljeve (2009), Tourism Entrepreneurship: International Perspective, Butterworth-Heinemann, London.
Further Readings
1. Peter F. Drucker (1995), Innovation & Entrepreneurship, Harper &Row, New York. 2. Melodi Botha, Felicité Fairer, Wessels, Berendien Lubbe (2006), Tourism Entrepreneurship, Juta and Company Ltd, Canada.

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-VI				
Core	Course code	HUMAN RESOURCE MANAGEMENT		B.A. TTM
XIV	21BTM62C			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Reproduce the importance and functions of human resources management			
2	Show various managerial skills necessary for tourism industry			
3	Extrapolate the techniques of man power planning to the utilization of human resources			
4	Design Human Resources Development techniques			
5	Interpret global HR trends and issues.			
Unit:1 Introduction to HRM				
1. HRM – Introduction, Meaning and Definition				
2. Evolution of HR Practices				
3. Scope and Functions of HRM -				
4. Organizational structure of HR Department – Role of HR Managers				
Unit:2 HR Planning Functions				
1. Human Resource Planning –Meaning and Definition				
2. Job Analysis, Job Evaluation				
3. Recruitment and Selection				
4. Induction				
Unit:3 Human Resource Development				
1. HRD – Concept and Definition, Tools				
2. Training & Development				
3. Coaching & Mentoring				
4. Performance Appraisal, Potential Appraisal				
Unit:4 Employee Retention and Management				
1. Compensation – Rewards & Incentives				
2. Employee Attrition & Retention				
3. Promotion & Transfers				
4. Employee Morale – Empowerment				
Unit:5 HR Trends in Tourism				
1. Competency standards in Tourism				
2. Hiring Trends & Expectations				
3. Work-Life Balance – Gender Equality				
4. Latest trends in HRM				
Practical Exercise				

<ol style="list-style-type: none"> 1. Visit to HR Department of an organization 2. Create a LinkedIn account and upload your resume.
<p>Pedagogy Strategies</p>
<ol style="list-style-type: none"> 1. Use of ICT Tools – PowerPoint Presentation 2. Conventional Chalk& Talk teaching methods
<p>Books Recommended for Reference:</p>
<ol style="list-style-type: none"> 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.
<p>Further Reading</p>
<ol style="list-style-type: none"> 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.

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-VI					
Core	Course code	CUSTOMER RELATIONSHIP MANAGEMENT		B.A. TTM	
XV	21BTM63C			Syllabus	2021-22
Course Level Outcomes:					
On the successful completion of the course, student will be able to:					
1	Reproduce the customer relationship process and strategies used.				
2	Discuss the best CRM practice and customer management methodology.				
3	Infer the importance of customer loyalty and retention.				
4	Point out operational and analytical CRM.				
5	Design suitable CRM practices for an organization.				
6	Justify the legal and ethical issues in CRM.				
7	Summarize the emerging trends in CRM across the world.				
Unit:1					
		Introduction			
1.Introduction to CRM					
2. Concepts, Evolution and Importance					
3. Components of CRM, Benefits, CRM as strategic marketing tool					
4. CRM Issues and Problems					
Unit:2					
		Managing Customer Lifecycle			
1. Customer Loyalty, Customer retention,					
2. Customer Profitability and Value Modeling					
3. Channel Optimization					
4. Customer Satisfaction Measurement					
Unit:3					
		Operational CRM			
1. Sales Force Automation					
2. Sales Process					
3. E- Commerce and customer relationships					
4. ERP, SCM & SRM.					
Unit:4					
		Analytical CRM			
1. Managing and sharing customer data					
2. Customer information database					
3. Ethics and legalities of data use					
4. Warehousing and data mining					
Unit:5					
		CRM Implementation			

1. Defining success factors
2. Preparing a business plan
3. Managing customer relationships
4. Future of CRM

Practical Exercise

1. Develop a Google form to collect data from customers

Pedagogy Strategies

1. Case Study Analysis
2. Video Presentation

Books Recommended for Reference:

1. Urvashi Makkar, Harinder Kumar Makkar, Customer Relationship Management, TATA McGraw Hill, New Delhi.
2. Devashish Dasgupta (2011), Tourism Marketing, Pearson, Delhi.
3. Leon G.Schiffman, Leslie Lazar Kanuk, Ramesh Kumar. S (2010), Consumer Behaviour, Pearson, New Delhi.

Further Readings

1. Alok Kumar Rai (2012), CRM: Concepts and Cases (II Ed.)-PHI Learning
2. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
3. Sheth J N, Parvatiyar A. and Shainesh G. (2001): Customer relationship management: Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education.

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 – VI				
-	Course code	INTERNSHIP & VIVA VOCE / PROJECT / NATIONAL TOUR & REPORT *		B.A. TTM
-	21BTM64V		Syllabus	2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Detect the functional aspects of the industry			
2	Analyze the departments, functions, job roles and responsibilities of travel agency			
3	Integrate the social and professional skills that are required for the industry			
4	Design project work on the desired field			
5	Identify airport procedures, hotel formalities and other travel related aspects			
Internship & Viva Voce:				
<p>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.</p>				
Project				
<p>1.A project on the selected area of tourism research has to be undertaken during the sixth semester & report of the same to be submitted by the students. A presentation on the report should be made.</p> <p>2.The project report shall be between 30 to 50 pages word processed in 12 point front (single spaced) in A4 size paper.</p> <p>3.The project report should be submitted before the end of the sixth semester examination.</p> <p>4.Valuation of the project shall be conducted by a panel of examiners not less than two (one external and one internal).</p> <p>5. Viva Voce examination will be conducted to examine the quality of the project work.</p>				
National Tour				
<p>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</p>				

Planning, Itinerary Preparation, Ticket & Accommodation booking, Transfer and 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.

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 – VI			
Skill Based Subject	Course code	BUSINESS TOURISM	B.A. TTM
IV	21BTM65S		Syllabus 2021-22
Course Level Outcomes:			
On the successful completion of the course, student will be able to:			
1	Describe the functioning of Tourism components		
2	Discover buyers and suppliers		
3	Categorize the roles and responsibilities of various intermediaries and their functions		
4	Drive Volunteers and Sponsorship		
5	Organize and manage events.		
6	Support participants of various events		
Unit:1 Introduction			
<ol style="list-style-type: none"> 1. History and Definition 2. Characteristics and Structure of Business Tourism 3. Typology of MICE 4. Benefits. 			
Unit:2 Historical Development			
<ol style="list-style-type: none"> 1. The great empires of Egypt, Persia, Greece and Rome 2. The medieval trade fairs & Silk Route 3. The industrial age and business travel 4. Early and Late twentieth century 			
Unit:3 The Geography of Demand			
<ol style="list-style-type: none"> 1. Demand and Supply Side of Business Tourism 2. Buyers, Types, Intermediaries 3. Suppliers, Types, Intermediaries 4. NTO- National Tourism Organizations 			
Unit:4 Role of Services			
<ol style="list-style-type: none"> 1. Destinations, Venues 2. Accessibility 3. Accommodation 4. Ancillary Services 			
Unit:5 Travel Industry Fairs			
<ol style="list-style-type: none"> 1. ITB- Berlin, World Travel Market 2. FITUR- The International Tourism Trade Fair, PATA Travel Mart 3. Travel and Tourism Fair, India International Travel Mart 4. Confederation of Indian Industry -Events, Tamil Nadu Travel Mart 			

Practical exercise
1. Participation on any MICE activity, 2. Visit to MICE venue.
Pedagogy Strategies
1. MICE related Videos, Info-graphics, PPTs
Books Recommended for Reference:
1. John Swarbrooke and Susan Horner (2001), Business Travel and Tourism, Butterworth-Heinemann, Melbourne. 2. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
Further Reading
1. George Fenich (2011), Meetings, Incentives, Conventions and Expositions, Pearson. 2. Swarbarook and Hooner (2007), Business Tourism, Routledge. 3. Devashish Dasgupta (2011), Tourism Marketing, Pearson, Delhi. 4. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.

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-VI				
NME	Course code	AIRPORT FORMALITIES		B.A. TTM
II	21BTM6EL			Syllabus 2021-22
Course Level Outcomes:				
On the successful completion of the course, student will be able to:				
1	Describe fundamentals of Airport procedures and formalities			
2	Classify airports and airlines			
3	Differentiate In-flight & Airport services			
4	Infer Airport Passenger handling procedures			
5	Propose documents required for Air travel			
Unit:1	Basics of Airline Industry			
	<ol style="list-style-type: none"> 1. Introduction to Airline Industry 2. Common Air Transport Terms and Definitions 3. Air Transport Abbreviations and Meanings 4. Types of Airlines & Aircrafts 			
Unit:2	Airport facilities			
	<ol style="list-style-type: none"> 1. Introduction to Airport – Domestic, International 2. Airport Facilities 3. Departure Formalities 4. Arrival Formalities 			
Unit:3	Airline Services			
	<ol style="list-style-type: none"> 1. Classes of Service 2. In-Flight Service 3. Special Passengers 4. Frequent Flyer Programs 			
Unit:4	Airport Procedures			
	<ol style="list-style-type: none"> 1. Baggage 2. Prohibited Items & Dangerous Goods 3. Customs & Duty 4. Foreign Exchange 			
Unit:5	Contemporary Trends			
	<ol style="list-style-type: none"> 1. Leading Airlines of the world 2. Charter Flights & Chopper service 3. Career opportunities in Airline Industry 4. Latest trends in Civil Aviation 			

Practical Exercise
1. Industrial Visit – Airport
Pedagogy Strategies
1. Demonstration using travel documents, forms & Tags 2. ICT Tools – Videos, PPTs
Books Recommended for Reference:
5. K.P. Jha (2011), International Tourism Management, Alp Book, New Delhi. 6. IAIA Foundation Course Modules 7. Official Airline Guides 8. Travel Information Manual
Further Readings
1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality Service, Kanishka Publishers, New Delhi. 2. IATA training manual

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	✓		✓		✓

7. Teaching Learning Processes

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 B.A.Tourism and Travel Management Tourism Principles and Practices

Duration: 3hours

Max. Mark: 50

PART – A

Answer All Questions

i) Multiple choice questions

(5*1 =5)

1. IATA was formed in the year ?
 - a) 1945
 - b) 1955
 - c) 1946
 - d) 1956

2. 'Destination Management Company' is a _____
 - a) Wholesaler
 - b) Retailer
 - c) GSA
 - d) Supplier

3. Cox & Kings is _____
 - a) tour operator
 - b) a travel agent
 - c) both (a) & (b)
 - d) none of the above

4. The Head Quarters of IATA is located in _____
 - a) Montreal
 - b) Ottawa
 - c) Madrid
 - d) London

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 GIT
8. Write a note on Tourist
9. Describe the note on Activates.
10. Write a note on WTTC

PART – B

(5 * 3 =15)

Answer All the Questions

11. (a) List down the demand and supply of tourism.

(or)

(b) Discuss the functions of PATA.

12. (a) Write a brief note on tourism components.

(or)

(b) Write a brief note on FIT

13. (a) Explain the advantages of e-Visa

(or)

(b) Give a brief account on IATO.

14. (a) Explain the types of various tourism products.

(or)

(b) Describe the role of TTDC.

15. (a) Explain the nature and process of tourism planning.

(or)

(b) Explain the Characteristics of tourism.

PART – C (3 * 8 =24)

Answer All the Questions

16. Give an account of Tourism area life cycle

17. Explain the objectives and responsibilities of IATA

18. Describe the functions of UNWTO.

19. Discuss about National tourism policy.

20. Explain the impacts of Tourism.

SEMESTER I

Year	Sem.	Subject Code	Title of the paper	Hours/Week
2021 -2022 onwards	I	21ENV1GE	ENVIRONMENTAL STUDIES (For all UG courses)	2

COURSE LEARNING OUTCOMES:

On the successful completion of the course, students will be able to:

1. Recognize the role of the environment and the need to conserve it for sustaining life.
2. Enumerate the natural resources
3. Explores the adverse effects of deforestation and over exploitation of natural resources
4. Associate the components of the ecosystem and need for biodiversity conservation.
5. Evaluate the environmental pollution hazards and their effects on the living system.
6. Interpret the different disaster management procedures.
7. Analyse the climatic change and global effects
8. Infer the need for environmental laws in the constitution of India.
9. Relate the growth of the human population and its impact on the environment.

UNIT I:

Environment – Introduction – Nature - Scope – Content – Need for study. Natural resources- Forest and energy resources- Use and overexploitation - deforestation. Energy resources- renewable and non-renewable energy resources.

UNIT II:

Ecosystem – concept – types- Forest, Grassland, Desert and Aquatic (Pond)- Structure and function of an ecosystem – Producers- consumers and decomposers – Food chain – food web- ecological pyramids- energy flow. Biodiversity and its conservation- *in situ* and *ex situ* conservation- Mega biodiversity centres and hotspots.

UNIT III:

Environmental pollution- definition- causes-effects and control measures of air, water, soil, thermal and nuclear pollution. Waste management- Industrial and solid waste. Disaster management – earthquake, cyclone, flood and landslides.

UNIT IV:

Social Issues and the environment-Urbanization-Urban problems related to energy and watershed management. Environmental Ethics- Issues and possible solutions- Wasteland reclamation- Climate change - causes and effects. Global warming- Acid rain- Ozone layer depletion- Public awareness. Environmental laws- Environment Protection Act, Wildlife Protection Act, Forest Conservation Act.

UNIT V:

Human population and its impact on environment- Population growth- Resettlement and Rehabilitation of project affected persons- Case studies – Sardar Sarovar Project, Maharashtra and Bandipur National Park- Project Tiger, Karnataka, NTPC, India. Role of Indian and Global religions and Cultures in environmental conservation- Case study: sacred groves in Western Ghats (kavu) & Chinese culture. Human and Wildlife Conflict.

PEDAGOGY STRATEGIES

- ❖ Board and Chalk lectures
- ❖ PowerPoint slide presentations
- ❖ Assignments

Textbooks:

1. Sharma, P. D. 2000. Ecology & Environment. Rastogi Publications, Meerut, India.

2. Bharucha, E. 2003. Text book of Environmental Studies. UGC, New Delhi &

Year	Subject Title	Semester	Sub Code
2021 -22	VALUE EDUCATION – GANDHIAN	II	21VAL2GE

Bharati Vidyapeeth Institute of Environmental Education and Research, Pune.

3. Arumugam, M. and Kumaresan, V. 2016. Environmental Studies (Tamil version). Saras Publications, Nagercoil.

Online/E-Resources:

<https://www.edx.org/course/subject/environmental-studies>
https://www.coursera.org/courses?_facet_changed_=true&domains=life-sciences%2Cphysical-science-and-engineering%2Csocial-sciences&query=environmental%20science%20and%20sustainability&userQuery=environmental%20science%20and%20sustainability
<https://www.open.edu/openlearn/nature-environment/free-courses>

COURSE LEVEL MAPPING OF PROGRAMME LEVEL OUTCOME:

Program Level Outcomes (PLO)	Course Level Outcome (CLO)								
	1	2	3	4	5	6	7	8	9
Disciplinary Knowledge		√	√		√	√			
Communication Skills		√		√				√	√
Critical Thinking	√		√		√		√		
Research related skills	√		√			√		√	
Analytical reasoning	√			√		√		√	
Problem Solving		√	√			√			√
Team Work				√	√		√		√
Moral and ethical awareness		√		√		√		√	√

Onwards	THOUGHTS (For all UG courses)		
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SEMESTER II

COURSE LEVEL OUTCOMES:

On the successful completion of the course, student will be able to:

1. Interpret Gandhiji's experiments to his spiritual pursuits and search for purity, political activities through fasting protests, and even his role as an educator using diet and meals as teaching exercises.
2. Lead a life marked with humility and truthfulness and subsequent realization of the Truth as the purpose of human life.
3. Infer lessons that are fundamental to living in harmony and social progress such as respect, empathy, equality, solidarity and [critical thinking](#).
4. Promote tolerance and understanding above and beyond our political, cultural and religious differences.
5. Create special emphasis on the defense of human rights, the protection of ethnic minorities
6. Emerge as responsible citizens with clear conviction to practice values and ethics in life.
7. Transform themselves to become good leaders.
8. Realize their role and contribution to the nation building.

UNIT I: Birth and Parentage - Childhood - At the High school - Stealing and Atonement - Glimpses of Religion - Gandhi's choice - Experiments in Dietetics - Acquaintance with Religions - The Great Exhibition.

UNIT II: The first case - Preparing for South Africa - same experiences - on the way to Pretoria – Coolie - Natal Indian Congress - Education of Children - Brahmacharya.

UNIT III: Simple life - The Boer war - Sanitary Reform and Famine Relief - Lord Curzon's Darbar - A month with Gokhale - Experiments in Earth and water treatment - Indian opinion - Coolie Locations or Ghettoes - The Black plague.

UNIT IV: The Magic spell of a Book - The Zulu Rebellion - The Birth of Satyagraha - More experiments in Dietetics - Kasturbai's Courage - Domestic Satyagraha- Fasting - Shanti Niketan - Woes of Third-Class passengers.

UNIT V: Kumbha mela - Lakshman Jhula - Founding of the Ashram - Abolition of Indentured Emigration - The Kheda Satyagraha - The Rowlatt Bills - Navajivan and young India - Congress Initiation - The Birth of Khadi.

TEXT BOOKS

1. M.K.GANDHI, “The Story of My Experiments with Truth”, An Autobiography Apple publishing International(P) Ltd, Chennai.

2.

. மகாத்மா காந்தியின் சுயசரிதை - சத்தியஸோதனை தமிழாக்கம் -
-ரா.வேங்கடராஜ்*லு, நவஜீவன் பரகராலயம், அகமதாபாத

PEDAGOGY STRATEGIES

- Board and Chalk lecture
- Powerpoint slide presentations
- Seminar
- Assignments
- Quizes
- Group discussion

COURSE LEVEL MAPPING OF PROGRAM LEVEL OUTCOMES.

		CourseLevel Outcomes (CLO)								
		1	2	3	4	5	6	7	8	
ProgramLevel Outcomes (PLO)	1	Reflective thinking	✓	✓			✓		✓	✓
	2	Communication skills		✓		✓	✓	✓	✓	✓
	3	Critical thinking	✓			✓		✓	✓	✓
	4	Multicultural competence				✓	✓	✓	✓	✓
	5	Analytical reasoning		✓	✓	✓		✓		
	6	Problem solving		✓	✓	✓		✓	✓	✓
	7	Team work	✓		✓		✓	✓	✓	
	8	Leadership readiness/qualities			✓		✓	✓		✓
	9	Moral and ethical awareness	✓		✓		✓	✓		✓