

RULES AND REGULATIONS

Department of Tourism and Travel Management

Revised Syllabus of 2021- 2022

B.A. Tourism and Travel Management

PREAMBLE:

To enable the students to

- appreciate and acknowledge the tourist products
- learn the culture, tradition, practices and managerial skills in Tourism
- maintain and preserve the fragile tourism products.

Department of Tourism and Travel Management is revising syllabi for **B.A. Tourism and Travel Management** with effect from the academic year 2021 - 2022, including CBCS, OBE and Part IV and Part V components as specified by the Government of Tamil Nadu. Part IV and Part V components will seek to build the capacity of the students and provide inputs for his or her social service and social analysis capabilities.

Every academic year is divided into two semester sessions. Each semester will have a minimum of 90 working days and each day will have 5 working Hrs. Teaching is organized into a modular pattern of credit courses. Credit is normally related to the number of Hrs a teacher teaches a particular subject. It is also related to the number of Hrs a student spends learning a subject or carrying out an activity.

OBJECTIVES OF THE COURSE:

The content of the syllabi enables the student to understand and appreciate the importance of Tourism, the marvels and Tourism resources of India, Tamil Nadu and the world and to become Women Entrepreneurs by establishing Travel Agency, Tour Operation, to guide the tourist from India and abroad and to get trained in the art of Management.

REGULATIONS:

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of B.A. Tourism and Travel Management shall be required to have passed the Higher Secondary Examinations conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed.

3. COURSE OF STUDY:

The main subject of study for Bachelor Degree shall consist of the following:

- PART – I Language -Tamil/Hindi/French/Sanskrit
- PART –II English
- PART - III Core and Allied Subjects
- PART IV Non Major Electives and Skill Based subjects
- PART V Extension Activity /Sports/ NCC/NSS/CSS

4. PASSING MINIMUM:

A candidate shall be declared to have passed in each paper / practical of the main subject of study wherever prescribed, if she secured NOT LESS THAN 40% of the marks prescribed for the examination.

5. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Part I, II, III & IV

Successful candidates passing the examination and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the **FIRST** and **SECOND** class respectively. All other successful candidates shall be declared to have passed the examination in the **THIRD** class. Candidates who pass all the examinations (Part I, II, III and IV) prescribed for the course in the **FIRST APPEARANCE ITSELF ALONE** are eligible for ranking.

6. QUESTION PAPER PATTERN:

Unless and otherwise specified in the SYLLABUS for each paper, the pattern of question paper shall be as follows:

QUESTION PAPER TEMPLATE:

COMPONENT	UNITS	PATTERN	MAXIMUM MARKS
Section A	2 Questions from each Unit	Answer ALL Questions 10 questions in not more than 50 words each	10X2=20 marks
Section B	1 question each from all Units and 3 questions from the Units of significance.	Answer any FIVE questions out of eight questions in not more than 300 words each	5X8=40 marks
Section C	4 question each from all the Units of significance.	Answer TWO questions out of FOUR questions in not more than 1200 words each	2X20=40 marks
TOTAL MARKS OF ALL SECTIONS			100 MARKS

7. FIELD TRIPS AND STUDY TOURS

- I B.A TTM – Tourism Sites of significance
- II B.A. TTM – Tourism Sites in Other States

8. CERTIFICATE COURSES

- Fundamentals of German
- Basics of Spanish /Japanese

9. INTERNSHIP

Internship to be carried out during the summer vacation of Semester IV

10..PROJECT

Project to be done in the Semester VI

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

On obtaining an undergraduate degree the students will be able to:

PEO1: Apply and advance the knowledge and skills acquired, to become a creative professional in their chosen field.

PEO2: Engage in self-directed continuous learning, aimed at global competency, which will promote professional and personal growth

PEO3: Develop management skills and entrepreneurial skills, by harnessing core competencies tempered by values and ethics

PEO4: Work towards achieving economic and social equity for women through application of relevant knowledge

PEO5: Contribute to promoting environmental sustainability and social inclusivity

PROGRAMME OUTCOMES (POs)

At the end of the program the students will be able to:

PO 1: Apply the knowledge gained through the study of humanities to address societal issues.

PO 2: Critically engage with history, culture, economy, gender, inclusively and environment.

PO 3: Develop students' ability to analyze challenges and make effective decisions.

PO 4: Inculcate skills to evaluate, innovate and integrate the contemporary issues and motivate further learning.

PO 5: Enhance their ethical values, employability skills and communicate competently.

PO 6: Gain quality education that is global in perspective and contribute to holistic development.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the Specific programme (B.A. Tourism and Travel Management), the student will be able to:

PSO1: Apply knowledge on the diverse nature of Tourism industry and gain knowledge on the historical development of Tourism over the years.

PSO2: Plan the tourist products with national and international perspectives on creating, applying and evaluating strategies for tourism organizations.

PSO3: Demonstrate the students on entrepreneurship in tourism by the knowledge of various core fields in the industry.

PSO4: Explain practical knowledge on the day to day operations of a travel agency, tour operator, destination management companies, airlines and hotel industry.

PSO5: Acquire essential skills of industrial functioning.

PSO6: Determine the demands and face the challenges of the contemporary Tourism industry.

PROGRAMME PROFILE
B.A. TOURISM AND TRAVEL MANAGEMENT

TOTAL CREDITS: 140

TOTAL TEACHING HRS: 180

PART	COURSE	TITLE OF THE PAPER	CODE	L	T	H	C
I SEMESTER							
I		Language T/H/F/S Paper I				6	3
II		Foundation/General - I				4	3
III	Core 1	History of Tourism	TM21/1C/HOT	4	1	5	4
III	Core 2	Tourism Concepts and Strategies	TM21/1C/TCS	4	1	5	4
III	Allied 1	Geography for Tourism	TM21/1A/GFT	4	2	6	5
III		EVS		2	0	2	2
IV		SOFT SKILL		2	0	2	3
II SEMESTER							
I		Language T/H/F/S Paper II				6	3
II		Foundation/General - II				4	3
III	Core 3	Tourism Resources in India	TM21/2C/TRI	4	1	5	4
III	Core 4	Indian Architecture	TM21/2C/IAR	4	1	5	4
III	Allied 2	Core Industries of Tourism	TM21/2A/CIT	4	2	6	5
III		Value Education		2	0	2	2
IV		SOFT SKILL		2	0	2	3
		Internship (Optional) 14 Days					1
III SEMESTER							
I		Language T/H/F/S Paper III				6	3
II		Foundation/General – III				4	3
III	Core 5	Tourism Marketing	TM21/3C/TMG	4	1	5	4
III	Core 6	Event Management	TM21/3C/EVM	4	1	5	4
III	Allied 3	Human Resource Management	TM21/3A/HRM	4	2	6	5
IV	NME	Heritage Organisations	TM21/3N/HRO	2	0	2	2
IV		SOFT SKILL		2	0	2	3
IV SEMESTER							
I		Language T/H/F/S Paper IV				6	3
II		Foundation/General - IV				4	3
III	Core 7	Travel Intermediaries Management	TM21/4C/TIM	4	1	5	4
III	Core 8	Airport Management	TM21/4C/APM	4	1	5	4
III	Allied 4	Fundamentals of Archaeology	TM21/4A/FAR	4	2	6	5
IV	NME	Emerging Trends in Tourism	TM21/4N/ETT	2	0	2	2
IV		SOFT SKILL		2	0	2	3
		Internship (Optional) 14 Days – Extra Credit - 1					
V SEMESTER							
III	Core 09	Principles of Management	TM21/5C/POM	4	2	6	4
III	Core 10	Hotel Management and Catering	TM21/5C/HMC	4	2	6	4
III	Core 11	Air Ticketing and Fare Construction	TM21/5C/ATF	4	2	6	4
III	Elective I	Information Technology in Tourism	TM21/5E/ITT	4	2	6	5
III	Elective II	Medical Tourism	TM21/5E/MTM	4	2	6	5
	Self Study						
VI SEMESTER							
III	Core 12	Global Tourism	TM21/6C/GTM	4	2	6	4
III	Core 13	Front Office Management	TM21/6C/FOM	4	2	6	4
III	Core 14	Human Rights and Tourism Legislations	TM21/6C/HTL	4	2	6	4
III	Core 15	Eco Tourism	TM21/6C/ETM	4	2	6	4
III	Elective III	Organizational Behaviour	TM21/6E/ORB	4	2	6	5
		Project (Optional) Extra Credit - 2	TM21/6E/PRO				

L= Lecture Hrs; T= Tutorial Hrs; H= Hrs per week; C= Credits

CREDIT DETAILS

Language	4 x 3 =	12
English	4 x 3 =	12
Core	15 x 4 =	60
Allied	4 x 5 =	20
Electives	3 x 5 =	15
NME	2 x 2 =	4
Soft Skill	3 x 4 =	12
EVS	1 x 2 =	2
Value Education	1 x 2 =	2
Extensional Activities		1

Total Credits		140 Credits
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Total Hours	30 x 6 =	180 Hours
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EVALUATION PATTERN FOR CA, UG - B.A. Tourism and Travel Management

Continuous Assessment (CA)				
Test 1	Test 2	Quiz/Assignment/Seminar/ Destination Learning	Participatory Learning	Total
10	10	10	10	40

CA TEST QUESTION PAPER PATTERN

Knowledge Level	Section	Word Limit	Marks	Total
K1	A-6X2 marks	50	12	50*
K1, K2	B-3/5X6 marks	200	18	
K2, K3	C-1/2X20 marks	500	20	

* 50 marks to be converted as 10 marks.

Rubrics for Continuous Assessment Evaluation

1. **Assignment:** Content/originality/ presentation/ Schematic Representation and Diagram/ bibliography.
2. **Seminar:** Organisation/ subject knowledge/Visual Aids/ Confidence level/presentation – Communication and Language.
3. **Field visit:** Participation/ Preparation/ Attitude/ Leadership.
4. **Participation:** Answering Questions/ Clearing Doubts/ Participating in Group Discussions/ Regular Attendance.
5. **Group Discussion:** Preparation/Situation Analysis/Relationship Management/Information Exchange/Delivery Skills.
6. **Flipped/Blended Learning:** Preparation/Information Exchange/Group Interaction/Clearing Doubts.

**EVALUATION PATTERN FOR END SEMESTER
B.A. Tourism and Travel Management
EVALUATION PATTERN - PART III**

PART: III

SEMSTER: I/II/III/IV/V/VI

VALUATION: Double Valuation by Course Teacher and External Examiner

PASSING MARK: Minimum 40 include CA

Knowledge Level	Section	Word Limit	Marks	Total
K1	A – 10 x 2 Marks	50	20	100*
K1, K2	B – 5/8 x 8 Marks	300	40	
K2, K3	C – 2/4x 20 Marks	1200	40	

*** 100 marks to be converted as 60 marks.**

EVALUATION PATTERN - PART IV

PART: IV

SEMSTER: I/II/III/IV

VALUATION: Single Valuation by Course Teacher

PASSING MARK: Minimum 20

Knowledge Level	Section	Word Limit	Marks	Total
K1, K2	A – 10 x 5 Marks	250	50	50

SEMESTER I
COURSE PROFILE– PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTAL HOURS	L-T-P	CA	SE	TOT AL
	Tamil/Hindi/French /Sanskrit	3	5			40	60	100
	Foundation/General	3	5			40	60	100
TM21/1C/HOT	History of Tourism	4	5	75	4-1-0	40	60	100
TM21/1C/TCS	Tourism Concepts and Strategies	4	5	75	4-1-0	40	60	100
TM21/1A/GFT	Geography for Tourism	5	6	90	4-2-0	40	60	100
	Soft Skill	3	2			-	50	50
	Environmental Studies	2	2			-	50	50
	Total	24						

SEMESTER I
HISTORY OF TOURISM

TOTAL HOURS: 75 HRS

COURSE CODE: TM21/1C/HOT

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. discuss the growth of tourism in historical perspective.
2. analyze the role of Women in tourism industry.
3. assess knowledge on the origin of Tourism.
4. determine the changing pattern of tourism in modern era.
5. identify the formation of tourism as an industry in global perspective.

COURSE OUTLINE:

Unit- 1	Concepts of Tourism	15 Hrs
1.1	Tourism as an industry - Tourism as an academic subject	
1.2	Chronological Division of History of Tourism	
1.3	Tourism Concepts - excursion - holiday - sightseeing - mass tourism	
Unit - 2	Tourism Activity in the Ancient and Medieval times	15 Hrs
2.1	Pilgrimage - Hindu, Buddhist, Jain, Christian and Islamic	
2.2	Tourism and Spectator Sports – Tramping - Royal Tourism - Educational travel	
2.3	Travellers – Travelogues –Fahien- Hieun Tsang - Marco Polo – Ibn Batuta - Vasco da Gama – Magellan	
Unit- 3	Trade and Voyages	15 Hrs
3.1	Trade Routes - Silk Route - Spice Route	
3.2	Discoveries and Sea Voyages - Travel risks	
3.3	Travel Milestones-Classical Tour - Grand Tour — Romantic Travel to the East.	
Unit - 4	Tourism in the 20th Century	15 Hrs
4.1	Rise of International Tourism - World Cruises - Automobile - Coach Tours	
4.2	Impact of the World Wars – Impact of Nationalism on Tourism	
4.3	Industrialisation – Concept of Paid Holiday	
Unit-5	Contemporary Concepts of Tourism	15 Hrs
5.1	Tourism and Globalization– Environmental Degradation	
5.2	Five Year Plans and its role in Tourism Development	
5.3	Role of Women in Tourism Industry - Factors affecting the future of tourism	

RECOMMENDED TEXTBOOKS:

1. Bala. U, **Tourism in India – Policy and Perspectives**, (Delhi, 2001)
2. Gilbert Sigauxz, **History of Tourism**, (New York, 2016)
3. Zuelow, Eric, **A History of Modern Tourism**, (London, 2016)

REFERENCE BOOKS:

1. Burkart and Medlik, **Tourism: Past, Present and Future**, (Portsmouth,1981)
2. Phil Long, Nicola J. Palmer, **Royal Tourism: Excursions Around Monarchy**, (Toronto, 2008)
3. Lionel, Casson, **Travel in the Ancient World**, (London, 1994)
4. Richard Butler, Wantanee Suntikul, **Tourism and War**, (London 2013)
5. Leanne White, **Commercial Nationalism and Tourism: Selling the National Story**, (Bristol, 2017)
6. Nafees.A. Khan, **Development of Tourism in India**, (New Delhi, 2001)
7. Roy. A. Cook, Laura. J. Yale, Joseph J. Marqua, **Tourism – The Business of Travel**, (New Jersey, 2001)
8. Singh T.V and Singh S. **Tourism in India: Development Performance and Prospects**, (Chennai, 2000)
9. Seth, Pran Nath, **Successful Tourism- Fundamentals of Tourism**, (New Delhi, 1997)
10. Mill and Morrison, **The Tourism System: An Introductory Text**, (New Jersey, 1992).

JOURNALS:

1. Journal of Heritage Tourism, Taylor & Francis Online, 1743-873
2. Approaches to tourism history, Elsevier Ltd, ISSN0471949906.

E-LEARNING RESOURCES:

1. <https://www.omicsonline.org/open-access/understanding-tourism-as-an-academic-community-2167-0269.1000131.php?aid=32715>
2. <https://www.history.com/topics/silk-road>
3. <https://www.bl.uk/learning/histcitizen/trading/story/voyage/1earlyvoyages.html>
4. <https://prezi.com/lmwufd9wwepj/tourism-in-the-20th-century/>
5. <https://safecity.in/the-tourism-industry-and-women/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze Tourism as an industry.
CO 2	Assess the activities of tourism from ancient till medieval times.
CO 3	Discuss the role of trade routes in the growth of Tourism.
CO 4	Examine the impact of World Wars on tourism in later medieval period.
CO 5	Discuss on the contemporary role of Tourism concept.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	3	3	2	3	3
CO 2	3	2	3	3	3	2
CO 3	2	2	2	3	2	3
CO 4	2	3	2	3	2	3
CO 5	2	3	3	2	3	3
Average	2.2	2.6	2.6	2.6	2.6	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER I
TOURISM CONCEPTS AND STRATEGIES

TOTAL HOURS: 75 HRS

COURSE CODE: TM21/1C/TCS

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. prepare with the knowledge of the foundation on tourism in business analysis.
2. identify the effectiveness of planning and the planning process in a service industry.
3. communicate the underlying theory and principles of Tourism
4. utilize the importance of tourism in the society and economy.
5. rate the methods of tourism for effective functioning of the professional behavior.

COURSE OUTLINE:

Unit- 1	Introduction to Tourism	15 Hrs
1.1	Definition of Tourism, Leisure, Recreation and their Interrelationships	
1.2	Forms of Tourism – Inter-regional and Intraregional – Inbound and Outbound – Domestic and International	
1.3	Types of tourism-Cultural-Religious-Adventure-Health-Sports-Rural	
Unit- 2	Tourism Business	15 Hrs
2.1	Basic Components of Tourism – 5 A’s-Attraction-Accessibility-Accommodation-Amenities-Activities	
2.2	Basic Travel Motivators – Physical Motivators and Interpersonal Motivators - Barriers to Travel	
2.3	Importance of Tourism - Causes for the Rapid Growth of Tourism	
Unit- 3	Tourism Planning	15 Hrs
3.1	Need for planning and planning process in Tourism	
3.2	Levels of Planning – National Plans and State Plans	
3.3	National Tourist Organisation (NTO) - Role of NTO in Tourism Planning	
Unit – 4	Tourism Administration in India	15 Hrs
4.1	Sergeant Committee - Recommendations	
4.2	Ministry of Tourism and Department of Tourism	
4.3	Tourist Information Offices in India and Overseas India Tourism Development Corporation (ITDC) - Incredible India TamilNadu Tourism Development Corporation (TTDC) - Enchanting TamilNadu	
Unit - 5	Impact of Tourism	15 Hrs
5.1	Economic Impact - Income multiplier, Employment generation, Forex-Leakage, Seasonal Cost Elasticity- CASE STUDY - Covid impact on Tourism	
5.2	Socio-Cultural Impact-Heritage and Cultural Preservation-Strengthening Communities-Cultural Clashes-Commodification of tradition	
5.3	Political Impact – Environmental Impact	

RECOMMENDED TEXTBOOKS:

1. Bala. U, **Tourism in India – Policy and Perspectives**, (Delhi, 2001).
2. Bhatia A.K., **The Business of Tourism- Concepts and Strategies**, (New Delhi, 2006)
3. **Economics of Tourism – Pricing, Impacts, Forecasting** (New Delhi, 2004).

REFERENCE BOOKS:

1. Ghosh, Bishwnath, **Tourism and Travel Management**. (New Delhi, 1998)
2. Christopher.J. Holloway, **The Business of Tourism**, (England, 1998)
3. Cooper, Fletcher et al, **Tourism Principles and Practices**, (London, 1993)
4. Kaul, R.N and S.K. Agarwal, **The Essence of Tourism Development: Dynamics, Philosophy, and Strategies**, (New Delhi, 2004)
5. Mill and Morrison, **The Tourism System: An Introductory Text**, (New Jersey, 1992)
6. Mill, R.C., **Tourism: The International Business**, (New Jersey, 1990)
7. Nafees.A. Khan, **Development of Tourism in India**, (New Delhi, 2001)
8. Jain, Yashodhara, **Tourism Development (Problems and Prospects of Tourism)** (New Delhi, 1998)
9. Singh T.V and Singh S., **Tourism in India: Development Performance and Prospects**, (Chennai, 2000)
10. Seth, Pran Nath **Successful Tourism- Fundamentals of Tourism**, (New Delhi, 1997).

JOURNALS:

1. Journal of Hospitality Leisure Sport & Tourism Education, Taylor and Francis Ltd ,1447-6770
2. Assessing the sustainability of tourism products – as simple as it gets, Taylor and Francis online, 1743-761

E-LEARNING RESOURCES:

1. <https://opentextbc.ca/introtourism/chapter/chapter-1-history-and-overview/>
2. <https://www.tourismattler.com/articles/business-and-finance/beginners-guide-to-starting-a-tourism-business/6681>
3. http://m.kkhsou.in/EBIDYA/EDUCATION/MODIFY_sargent_report.html
4. <https://www.enotes.com/homework-help/why-important-plan-tourism-216647>
5. <http://www.geography.learnontheinternet.co.uk/topics/tourism6.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the significance and growth of Tourism.
CO 2	Obtain knowledge on tourism business.
CO 3	Discuss various tourism administrative organizations in India.
CO 4	Evaluate the need for tourism planning.
CO 5	Assess the various impacts of tourism industry.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	2	3	2
CO 2	2	3	3	2	3	3
CO 3	3	2	2	3	3	2
CO 4	2	2	2	2	2	3
CO 5	2	3	2	3	3	3
Average	2.4	2.6	2.2	2.4	2.8	2.6

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
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- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER I
GEOGRAPHY FOR TOURISM

TOTAL HOURS: 90 HRS

COURSE CODE: TM21/1A/GFT

CREDITS: 5

L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. analyze the geographical elements that has an impact on the growth of tourism.
2. evaluate interpretation of the political boundaries of the country.
3. compile Tourism with Geography and understand the physical and political features of India.
4. analyze role of the physical environment that influences inbound and outbound travel.
5. utilize knowledge on IATA traffic conference areas and its role on aviation geography.

COURSE OUTLINE:

Unit- 1	Fundamentals of Tourism Geography	20 Hrs
1.1	Definition and importance of Geography in Tourism	
1.2	Geographical Divisions-Continents – Major countries- Oceans – Seas – Islands	
1.3	Pull and Push factors of Tourism-Climat-Geographical Attractions- Wild Life-Natural Calamities	
Unit –2	Political Features of India	20 Hrs
2.1	Location of India – Boundaries of India	
2.2	Neighbouring Countries of India	
2.3	States of India – Union Territories – Capitals	
Unit- 3	Physical Features of India	20 Hrs
3.1	Mountains- The Great Himalayan Range- Vindhya and Satpura Ranges - Eastern Ghats- Western Ghats – Valleys and Passes - Forests	
3.2	Rivers of India – Indus - Ganges -Brahmaputra - Narmada - Tapti - Godavari - Krishna – Cauvery - Lakes	
3.3	Plains - Indo-Gangetic Plain - Plateau - Deccan Plateau – Coastal areas- Desert - Thar Desert	
Unit-4	Influence of Climate on Indian Tourism	15Hrs
4.1	Seasonality in India - Weather and Climate- Elements of weather- Factors Influencing climate	
4.2	Indian Monsoon- Types - Rainfall – Types	
4.3	Weather and Climatic Conditions in Different Regions of India- Northern India -- -Southern India - Central India – Eastern India - Western India	
Unit- 5	Essentials in Tourism Geography	15 Hrs
5.1	Longitude and Latitude - International Date Line -Greenwich Meridian Time variations and difference - Time Zones	
5.2	Aviation Geography – IATA Traffic Conference Areas	
5.3	Map Reading – Types of maps - Digital maps - GPRS	

RECOMMENDED TEXTBOOKS:

1. Robinson, H. **Geography of Tourism**, (New York, 1996)
2. Girish, Revathy, **Biodiversity of the Indian Subcontinent**, (Chennai, 2007)
3. Hussain, **Indian & World Geography**,(New Delhi, 2011)

REFERENCE BOOKS:

1. Babu.P.George, **International Tourism -World Geography and Development perspectives**, (New Delhi, 2007)
2. Brian J. Graham, **Geography and Air Transport**, (New Jersey, 1995)
3. Dixit, M. **Tourism Geography and Trends**, (New Delhi, 2002)
4. Hall, CM and Page. SJ. **The Geography of Tourism and Recreation**, (London, 2009).
5. Hudman L.E., **Geography of Travel and Tourism**, (USA, 2002).
6. **International Atlas**, (New York, 2004)
7. Ramesh Chawla, **Ecology and Tourism Development**, (New Delhi, 2007)
8. Ratan Deep Singh, **Dynamics of Modern Tourism**, (New Delhi, 2007).
9. Singh S.N, **Geography of Tourism and Recreation**, (New Delhi, 1985)
10. Allachin, B., Allachin F.R. **Conservation of Indian Heritage**, (New Delhi, 1998).

JOURNALS:

1. Geojournal of Tourism and Geosites, Herman ,ISSN 2065-1198
2. Reconsidering the Geography of Tourism and Contemporary Mobility, Wiley, ISSN 1745-5871

E-LEARNING RESOURCES:

1. http://www.biodiversityofindia.org/index.php?title=Biodiversity_hotspots_in_India
2. <http://www.brightknowledge.org//geographygeography/tourism-geography>.
3. <http://www.tourismgeography.com/>
4. <http://www.iasscore.in/upsc-prelims/climate-india-climatic-division-region-wise>
5. <http://geography.name/aviation/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Compile tourism with Geography.
CO 2	Identify various political features of India.
CO 3	Discuss the various physical features of the country.
CO 4	Identify knowledge on the weather, climate and features of Indian Monsoon.
CO 5	Utilize geography of tourism and Aviation

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	1	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
CO 4	2	3	2	3	2	2
CO 5	3	3	2	3	2	3
Average	2.4	2.6	2.6	2.4	2.6	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the significance of Heritage.
CO 2	Discuss the various roles of national and international heritage organizations.
CO 3	Explain heritage development aspects in major heritage destinations.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
Average	2.3	2.3	2.3	2.6	2.6	3.0

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1,K2	A – 10/12 x 5 Marks	250	50	50	

SEMESTER II
COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CREDITS	HOURS/WK	TOTAL HOURS	L-T-P	CA	SE	TOTAL
	Tamil/Hindi/French/Sanskrit	3	5			40	60	100
	Foundation/General	3	5			40	60	100
TM21/2C/TRI	Tourism Resources in India	4	5	75	4-1-0	40	60	100
TM21/2C/IAR	Indian Architecture	4	5	75	4-1-0	40	60	100
TM21/2A/CIT	Core Industries of Tourism	5	6	90	4-2-0	40	60	100
	Value Education	2	2			-	50	50
	Soft Skill	3	2			-	50	50
	Total	24	30					

SEMESTER II
TOURISM RESOURCES IN INDIA

TOTAL HOURS: 75 HRS

COURSE CODE: TM21/2C/TRI

CREDITS: 4

L T P : 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. outline the various types of tourism resources as tourist attractions in India.
2. evaluate and get familiarized with culture elements of tourism in India.
3. create the knowledge on the role and arts and handicrafts of India as major tourism resources.
4. identify the tourism resources of India
5. discuss the fairs, festivals, music and dances of India

COURSE OUTLINE:

Unit- 1	Introduction to Tourism Resources in India	15 Hrs
1.1	Tourism Resources – Types of Tourism Resources	
1.2	Elements of a tourism product -Pleasing Weather-Scenic Attraction-Cultural Aspect-Other Factors	
1.3	Concepts and types - Tourist – Visitor – Excursionist – Traveller- Tourist Destination	
Unit - 2	Natural and Manmade Tourism Resources	15 Hrs
2.1	Natural Resources – Beaches – Hill stations – Deserts – Forests – National Parks and wildlife sanctuaries	
2.2	Manmade Resources- Historical monuments – Public buildings – Theme Parks - Shopping malls and entertainment sectors	
2.3	Adventure tourism activities - Land -Trekking– Water-Rafting –Air -Gliding	
Unit - 3	Cultural Tourism Resources	15 Hrs
3.1	Indian Culture and Society - General Features - Traditions – Food - Customs – Costumes- Religion - Rituals - Music -Hindustani - Carnatic and Folk - Dance	
3.2	Doctrine of Karma - Caste System - Varnashrama Dharma - Kinship - Family patterns – Marriages - Indian Ceremonies - Tribal Customs and Ceremonies – Todas – Nagas – Koli – Gonds – Kuravar	
3.3	UNESCO World Heritage Sites in India -Natural Sites- Kaziranga National Park, Keoladeo National Park, Manas Wild Life Sanctuary-Cultural Sites-Agra Fort- Ajanta and Ellora Caves-Mixed Sites-Kanchenjunga National Park	
Unit -4	Fairs and Festivals in India	15 Hrs
4.1	National Festivals – Deepavali - Christmas- Eid-ul-Fitr - Mahavir Jayanthi - Buddha Purnima – Guru Nanak Jayanthi - Muharram – Dussera/Navarathri Durga Pooja - Maha Sivarathri – Ganesh Chaturthi - Regional Festivals- Pongal/Makar-Sankranti - Onam - Bihu – Baisakhi– Holi	

- 4.2 Cultural Festivals of India - Goa Carnival- Rajasthan Desert Festival
 – Kite festival- Teej Festival – Gujarat Kutch Festival
 – Kerala Boat Festival – Horn Bill Festival of Nagaland
 - Dance Festivals - Chidambaram - Mammallapuram – Konark
 - Music Festival - Thiruvaiyaru - Ruhaniyat
 Unique Festivals of India - Kumbha Mela – Mahamaham - Santhanakoodu
 Festival, Nagore – Chithirai Festival, Madurai - Feast Our Lady of Ranson,
 Kanniyakumari - Lohri, Punjab - Puri Rath Yatra- Hemis Festival, Ladakh
- 4.3 Tourism Fairs - National and Regional Tourism Fairs
 - Pushkar Fair – Sonapur Cattle Fair - Chennai Book Fair – **Destination Learning**

Unit – 5 Contemporary Arts and Handicrafts of India 15 Hrs

- 5.1 Music instruments-String-Wind-Percussion – Cultural Theatres- Kalakshethra-
 KalaMandalam-Textile Industry of India- Kanchipuram Silk Industry, Surat
 Bengal Cotton, Kashmiri Shawls
- 5.2 Handicrafts-Pottery - Terracotta- Wood work - Ivory work
 Stone work - Metal work - Dolls and Toys
- 5.3 Paintings Fresco–Glass -Miniature -Temple painting- Jewellery making –
 Terracotta-Stone-Thread-Craft Melas - Surajkund-All India Craft Mela-Tanjore-
 Khadi Craft- Pushkar Art and Craft Show

RECOMMENDED TEXTBOOKS:

1. Acharya, Ram, **Tourism and Cultural Heritage of India**, (New Delhi, 1998).
2. Rajamanickam Thandavan, Girish Revathy, **Tourism Product** (New Delhi, 2006).
3. Shankar Rao C.N. **Sociology of Indian Society**, (New Delhi, 2004).

REFERENCE BOOKS:

1. Dixit, M and Sheela, C. **Tourism Products**, (Uttar Pradesh, 2001).
2. Chaturvedi, B.K. **Famous Tourist Centers of India**. (New Delhi,1999).
3. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India**, (New Delhi 2002).
4. Hawkins. R.E., **Encyclopedia of Indian Natural History**, (Chennai, 1986).
5. Jagadeesa Ayyar P.V., **South Indian Customs**, (New Delhi, 1982).
6. Jagadeesa Ayyar P.V., **South Indian Festivities**, (New Delhi, 2005).
7. Krishnamurthy. K. **Social and Cultural Life in Ancient India**, (Delhi, 1982).
8. Manoj Dhas, **India and Tourist paradise**, (New Delhi, 1985).
9. Chattopadhyaya, **Handicrafts of India**, (New Delhi, 1995).
10. Vidyarthi, M.L. **Cultural History of India**, (New Delhi, 1977).

JOURNALS:

1. Advances in Culture, Tourism and Hospitality Research, Emerald Publishing Limited
ISSN 1871-3173
2. Tourism destination competitiveness: a quantitative approach, Elsevier Ltd, ISSN: 0261-5177

E-LEARNING RESOURCES:

1. <https://opentextbc.ca/introtourism/chapter/chapter-1-history-and-overview/>
2. <https://tourismnotes.com/adventure-tourism/>
3. <https://whc.unesco.org/en/list/>
4. <http://www.transindiatravels.com/india/festivals-in-india/>
5. <http://www.walkthroughindia.com/offbeat/35-unique-handicrafts-geographical-indications-india/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Discuss the Tourism resources in India.
CO 2	Compare the natural and man-made tourism resources.
CO 3	Identify the features of culture as tourism resources.
CO 4	Create knowledge on fairs and festivals in India.
CO 5	Discuss the various arts and artifacts of modern India.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	2
CO 3	3	3	2	3	2	3
CO 4	3	3	2	3	3	3
CO 5	2	3	3	2	3	2
Average	2.2	2.6	2.4	2.6	2.8	2.6

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion

- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

**QUESTION PAPER PATTERN
END SEMESTER EXAMINATION**

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER II
INDIAN ARCHITECTURE

TOTAL HOURS: 75 HRS

COURSE CODE: TM21/2C/IAR

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. learn the importance of architecture during various phases of historical era.
2. analyse the transformation of Indian architecture through the ages.
3. identify the various architectural styles that exists in the country to promote heritage tourism.
4. Differentiate between the styles of Indian Architecture.
5. understand the intricacies of Architecture of different periods.

COURSE OUTLINE:

Unit - 1	Architecture of the Historic Periods	15 hrs
1.1	Introduction to Indian Architecture – types	
1.2	Indus Valley Civilisation – Town Planning	
1.3	Mauryas— Kushanas - Guptas	
Unit - 2	Temple Architecture	15 hrs
2.1	Types of Temple Architecture –Nagara-Vesara - Dravida	
2.2	Nagara style–Siva Temple at Bhumara – Sun Temple at Konark – Somnath Temple at Gujarat Vesara style – Durga temple at Aihole, Hoysaleshwara temple at Halebid- Chennakesava Temple at Belur	
2.3	Dravida style – Virupaksha Temple at Pattadakal- Shore Temple at Mamallapuram – Brihadeshwara Temple at Tanjore –Meenakshi Temple at Madurai	
Unit - 3	Cave Architecture	15 hrs
3.1	Buddhist–Stupas - Chaityas – Viharas - Natural caves - Bhimbetka Caves	
3.2	Rock cut - Elephanta Caves - Ajanta and Ellora Caves	
3.3	Karle and Bagh Caves – Mamallapuram Caves – Destination Learning	
Unit - 4	Indo-Islamic Architecture	15 hrs
4.1	Imperial Style - Qutub Complex - Alai Darwaza Tughlaqabad Fort - Lodi Tombs	
4.2	Mughal Style-Humayun’s Tomb-Fathepur Sikri-Red Fort- Taj Mahal -Jama Masjid	
4.3	Provincial Style- Deccan - Gol Gumbaz-Golconda Fort- Charminar	
Unit - 5	Colonial Architecture	15 hrs
5.1	Portuguese – Goa – Bom Jesus Basilica	
5.2	Danish – Fort Dansborg at Tranquebar - French – Puducherry -Foyer Du Soldat	
5.3	British – Indo Saracenic - Kolkata – Victoria Memorial - Delhi – Viceroy’s House Estate - Chennai – Fort St.George	

RECOMMENDED TEXTBOOKS:

1. Krishna Deva, **Temples of North India**, (New Delhi, 1969)
2. Srinivasan, K.R., **Temples of South India**, (New Delhi, 2005)
3. Tomory, Edith, **A History of Fine Arts in India and the West**, New Delhi, Orient Blackswan, 2004.

REFERENCE BOOKS:

1. A. Desai, Ziyaud-din, **Indo-Islamic Architecture**, (New Delhi, 2016)
2. Acharya, P.K., **An Encyclopaedia of Hindu Architecture**, (New Delhi, 1993).
3. Ambujam, Anantharaman., **Temples of South India**, (Madras, 2006)
4. Bakshi, S.R., **Architecture in Indian Sub-Continent**, (New Delhi, 2008).
5. Fergusson, James. **History of Indian and Eastern Architecture**, (New Delhi, 1876).
6. Lang, Jon, **A Concise History of Modern Architecture in India, Permanent Black**, (New Delhi, 2010).
7. Mahajan, Malati, **A Gate to Ancient Indian Architecture**, (New Delhi, 2004).
8. Mathur, Ramprakash. **Architecture of India: Ancient to Modern**, (Uttar Pradesh, 2003).
9. Pramari, V.S., **A Social History of Indian Architecture**, (London, 2005).
10. Brown, Percy. **Indian Architecture, Buddhist and Hindu Periods**, (New Delhi, 1910).

JOURNALS:

1. Journal of Heritage Tourism, Taylor & Francis, ISSN 1743-873
2. Brand architecture in tourism branding 2010: the way forward for India, Emerald insight. ISSN: 1755-4195

E-LEARNING RESOURCES:

1. <https://www.indiatoday.in/education-today/gk-current-affairs/story/new-details-revealed-about-indus-valley-civilization-why-did-the-people-disappear-1389828-2018-11-16>
2. <https://www.culturalindia.net/indian-architecture/index.html>
3. <https://www.culturalindia.net/indian-architecture/ancient-architecture/cave-architecture.html>
4. <https://www.culturalindia.net/indian-architecture/indo-islamic.html>
5. <https://www.culturalindia.net/indian-architecture/colonial-architecture.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the architectural importance during ancient historic periods.
CO 2	Identify the various types of temple architecture.
CO 3	Explain cave architecture destinations in India.
CO 4	Create knowledge on the features of Indo-Islamic architecture.
CO 5	Discuss the various destinations under Colonial architecture.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	2
CO 4	3	3	2	3	3	3
CO 5	3	3	3	2	1	3
Average	2.6	2.6	2.4	2.6	2.4	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER II
CORE INDUSTRIES OF TOURISM

TOTAL HOURS: 90 HRS

COURSE CODE: TM21/2A/CIT

CREDITS: 5

L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. discuss the various theories involved in tourism.
2. identify the connectivity of the industry with other core industries
3. utilize the importance of the role of accessibility in tourism.
4. predict the different methods of meeting transportation needs of the industry.
5. identify the concept of tourism and hospitality.

COURSE OUTLINE:

Unit- 1	Different Tourism Theories	20 Hrs
1.1	Leiper's Geo-spatial Model - Mill-Morrison - Mathieson & Wall Doxey's Irridex Index	
1.2	Butler's Tourism Area Life Cycle (TALC) - Demonstration Effect	
1.3	Crompton's Push and Pull Theory - Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences	
Unit- 2	Tourism Industry & Its Linkages	15 Hrs
2.1	Nature of Tourism Industry - Input and Output of Tourism Industry	
2.2	Tourism Industry Network- Direct - Indirect - Support Services,	
2.3	Horizontal and Vertical Integration in Tourism Business	
Unit- 3	Road Transportation	20 Hrs
3.1	Evolution of Transport Systems - Importance of Transport in Tourism	
3.2	Types of accessibility - Physical accessibility- Market accessibility	
3.3	Surface Transport System – Road networks of India – National Highways – Border Roads Organisation (BRO) – Rental Cars-Tramways - Metro - Cable cars	
Unit- 4	Rail and Air Transportation	20 Hrs
4.1	Evolution of Railways - Special Trains in India– Palace on Wheels – Royal Orient - Private trains in India – Amtrak – Eurail - Brit Rail - Indrail pass	
4.2	Water Transport System -Evolution- Historical Past - Cruise ship -River Canal boats	
4.3	Air Transport - Evolution - Travel Circuits in India -Golden Triangle -Char Dham Yatra-Buddhist Circuit Travel	
Unit- 5	Tourism accommodation	15 Hrs
5.1	Tourist Accommodation – Origin of Hospitality – Nature of Hospitality	
5.2	Types of Accommodation – Traditional – Supplementary	
5.3	Taxonomy of hotels – Recent trends in Hotel types – Apartotel – Auberge – Gasthof – Herberge – Touring motor homes - Chalets	

RECOMMENDED TEXTBOOKS:

1. Bala. U, **Tourism in India – Policy and Perspectives**, (Delhi, 2001)
2. Mill and Morrison, **The Tourism System: An Introductory Text**, (New Jersey, 1992).
3. Dileep MR, **Tourism: Concepts, Theory and Practice**, (Kerala, 2018).

REFERENCE BOOKS:

- Leanne White, **Commercial Nationalism and Tourism: Selling the National Story**, (Bristol, 2017)
- Nafees.A. Khan, **Development of Tourism in India**, (New Delhi, 2001)
- Roy. A. Cook, Laura. J. Yale, Joseph J. Marqua, **Tourism – The Business of Travel**, (New Jersey, 2001)

JOURNALS:

1. Journal of Hospitality and Tourism Technology, Emerald Publishing, ISSN: 1757-9880.
2. Journal of Sustainable Tourism, Routledge, ISSN: 0966-9582.

E-LEARNING RESOURCES:

1. <https://www.revfine.com/tourism-industry/>
2. <http://www.market-width.com/Tourism-Industry.htm>
3. <https://tourismnotes.com/tourism-transportation/>
4. https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L5.pdf
5. <http://stravelandtourism.weebly.com/accommodation.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Understand the theories of Tourism.
CO 2	Analyse the facets of Tourism industry and its linkages.
CO 3	Explore the role of Transportation in building the Tourism industry.
CO 4	Examine the modes of Transportation in the development of Tourism.
CO 5	Assess the role of accommodation in Tourism business.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	3	3	3	2	2
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
CO 5	3	3	3	3	3	3
Average	2.8	3	3	3	2.8	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER II
VALUE EDUCATION

SEMESTER III
COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTAL HOURS	L-T-P	CA	SE	TOT AL
	Tamil/Hindi/French/Sanskrit	3	5			40	60	100
	Foundation/General	3	5			40	60	100
TM21/3C/TMG	Tourism Marketing	4	5	75	4-1-0	40	60	100
TM21/3C/EVM	Event Management	4	5	75	4-1-0	40	60	100
TM21/3A/HRM	Human Resource Management	5	6	90	4-2-0	40	60	100
TM21/3N/HRO	Heritage Organisations	2	2	30	2-0-0	-	50	50
	Soft Skill	3	2			-	50	50
	TOTAL	24	30					

SEMESTER III
TOURISM MARKETING

TOTAL HOURS: 75 HRS

COURSE CODE: TM21/3C/TMG

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. assess knowledge on marketing in tourism industry and its role in developing the organizations and firms.
2. create a detail knowledge on techniques of marketing in promoting a tourism product.
3. apply the skill of business development through understanding tourism sales and promotional activities.
4. communicate the underlying principles, theory of Marketing and concepts in developing Tourism Business
5. identify the current trends and issues in Tourism Marketing.

COURSE OUTLINE:

Unit- 1	Introduction to Tourism Marketing	15 Hrs
1.1	Evolution of Marketing - Definition of Tourism Marketing	
1.2	Need for Marketing in Tourism - Special Features of a Tourism market	
1.3	Concept of markets - Consumer Markets - Business Markets - Government Markets - Institutional Markets – Digital Markets	
Unit- 2	Techniques of Tourism Marketing	15 Hrs
2.1	Functions of Tourism Marketing - Marketing Research- Objectives- Techniques	
2.2	Tourism Market Segmentation - Marketing Mix- Product- Price- Place- Promotion- People	
2.3	Product Life Cycle -Exploration-Involvement-Development-Consolidation- Stagnation -Decline-Rejuvenation	
Unit-3	Tourism sales Promotion Activities	15 Hrs
3.1	Public Relations -Advertising – Planning for Advertisement - Tourist Publicity	
3.2	Media- Classification- Indoor Media and Outdoor Media	
3.3	Sales support Techniques in Tourism -Printed material-Special Office-Tourism Publicity	
Unit-4	Travel and Tourism Fairs	15 Hrs
4.1	Benefits of Tourism Fairs	
4.2	International Tourism Fairs-International Tourism Borse (ITB) - World Travel Mart (WTM) - International Brussels Fair (BTF)	
4.3	Travel and Tourism Fair (TTF) India	
Unit-5	MICE and Tourism Marketing	15 Hrs
5.1	MICE Tourism in India	
5.2	FICCI - Global MICE Travel Mart 2016	
5.3	Chennai Trade Centre - Nandambakkam, Trade Fair at Island Grounds	

RECOMMENDED TEXTBOOKS:

1. Jha S.M. **Tourism Marketing**, (New Delhi, 2004).
2. Bhatia, A.K. **Tourism Management and Marketing**, (New Delhi, 2008).
3. Devashish, Dasgupta, **Tourism Marketing** (Chennai, 2011)

REFERENCE BOOKS:

1. Panda, Tapan K, **Tourism Marketing**, (Hyderabad, 2006)
2. Fyall and Garrod, **Tourism Marketing**, (London, 2000).
3. Pillai .R.S.N and Bagwati, **Modern Marketing**, (New Delhi, 2001).
4. Ratandeeep Singh, **Tourism Marketing- Principles, Policies and Strategies**, (Delhi, 2001).
5. Philip Kotler, John. T. Bowen, James. C. Makens, **Marketing for Hospitality and Tourism**, (Chennai, 2002).
6. Kotler Philip, Kevin Lane Keller, **Marketing Management**, (Kolkatta, 2006).
7. Neela Megam, **Marketing in India**, (New Delhi, 1998).
8. Bhatia, A.K **Tourism Management and Principles**, (New Delhi, 2000).
9. Sinha, P.C. **Tourism Marketing**, (New Delhi, 1998).
10. Patel, S.G., **Modern Market Research**, (Uttar Pradesh, 2010).

JOURNALS:

1. Journal of Convention and Event Tourism, Taylor & Francis (Routledge), ISSN 1547-0156
2. Journal of Destination Marketing & Management, Elsevier Ltd , ISSN 2212-571

E-LEARNING RESOURCES:

1. <https://www.marketing91.com/what-is-tourism-marketing/>
2. <http://www.yourarticlelibrary.com/marketing/marketing-research-meaning-definition-and-objectives-explained/25862>
3. <https://yourbusiness.azcentral.com/sales-promotion-tourism-its-objectives-methods-10392.html>
4. <http://www.tofairs.com/fairs.php?fld=&rg=&cnt=&cty=&sct=182>
5. <https://www.tripsavvy.com/what-is-mice-in-the-travel-industry-3252496>

COURSE OUTCOME

CO No.	CO Statement
CO 1	Assess the special features of marketing in a tourism product.
CO 2	Identify the skills of various methods of performing effective tourism marketing functions.
CO 3	Apply the role of sales support techniques in promoting the product.
CO 4	Discuss the different international travel and trade fairs for industrial enhancement.
CO 5	Identify the updates of the industry and the role of MICE in Tourism business

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
CO 4	3	3	2	3	3	1
CO 5	3	3	3	2	3	3
Average	2.6	2.6	2.4	2.6	2.8	2.4

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER III
EVENT MANAGEMENT

TOTAL HOURS: 75 HRS

COURSE CODE: TM21/3C/EVM

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES:

To enable the students to

1. assess the complexity and wide-ranging scope, role & proposes served by events and fairs managing industries.
2. create a comprehensive knowledge of the details involved in planning and designing an event.
3. discuss the skills required in handling an event effectively.
4. create an insight into the functions and relevance of event management to tourism.
5. analyze the key trends, developments, challenges and opportunities in the event management firms.

COURSE OUTLINE:

Unit - 1	Basics of Event Management	15 hrs
1.1	Definition - Characteristics - Scope of Event Management	
1.2	5 C'S of an event – Concept – Co-ordination – Control – Culmination – Close out - Role of the Event Manager	
1.3	Growth and development of event industry - Benefits of event management	
Unit – 2	Categories and Checklist	15 Hrs
2.1	Categories of events - Private - Corporate - Charity - Live	
2.2	Key steps to successful events-Characteristics and complexities of events	
2.3	Checklist -Planner-Budget-Sponsors-Coordination-Evaluation for different events	
Unit - 3	Organising an Event	15 Hrs
3.1	Event Planning and Organising	
3.2	Budget -Venue -Food and Beverage- Speakers –Timeframes Sponsorship- organizers- customers and guests- Invitations and replies - Pre-event responsibilities	
3.3	Hospitality-Transportation- teleconferencing- recording and publishing	
Unit – 4	Event Management and Tourism	15 Hrs
4.1	Cultural Tourism, Incentive Tours – Field Trip	
4.2	Risk Management-Safety and Global Issues	
4.3	Role of Event Management in MICE Tourism - National and International Tourism Events - International Trade Fairs & Marts -Germany - China - Singapore- Hong Kong - U.K	
Unit - 5	Event Security and Etiquette	15 Hrs
5.1	Crowd management - Major risks and emergency planning Incident reporting, emergency procedures	-
5.2	Protocols, dress codes, staging, staffing-Table-seating arrangements - Table settings and Table manners - Business cards	

- 5.3 Follow-up – clients – partners – guests
Crisis management – Plan B-Unexpected Crowd-Crisis Team-Prevention-Transparency-Track Solution-Challenges in event management-Plan failure-Understaffing-Budget Shortage-Bad Weather-Lack of Experience

RECOMMENDED TEXTBOOKS:

1. Chaturvedi, Ashutosh, **Event Management: A Professional and Development Approach**, (New Delhi, 2009)
2. Diwakar Sharma, **Event Planning and Management**, (New Delhi, 2009).
3. Sita Ram Singh, **Event Management**, (New Delhi, 2013).

REFERENCE BOOKS:

1. Peter E. Tarlow, **Event Risk Management and Safety**, (New York, 2002)
2. Ratandeep Singh, **Meeting, Conference, Association, Event and Destination Management**, (New Delhi, 2006).
3. Sanjaya Singh Gaur & Sanjay V.Saggere, **Event Marketing and Management Reprint**, (New Delhi, 2013).
4. Van Der Wagen & Brenda R.Carlos, **Event Management: For Tourism, Cultural, Business and Sporting Events Lynn**, (New Delhi, 2012).
5. Ramsborg, G.C, **Professional meeting management: Comprehensive strategies for meetings, conventions and events**, (USA, 2008).
6. Bowdin, Glenn; Johnny Allen, **Events Management**, (New York, 2008).
7. Ruth Dowson, David Bassett, **Event Planning and Management: A Practical Handbook for PR and Events Professionals**, (London 2015)
8. Blokdijk , Gerard, **Event Management - Simple Steps to Win, Insights and Opportunities for Maxing out Success**, (USA, 2004).
9. Milena M. Parent, Jean-Loup Chappelet, **Handbook of Sports Event Management**, (London, 2015).
10. David Allen, **Getting Things Done: The Art of Stress-Free Productivity**, (New York, 2015).

JOURNALS:

1. Journal of Convention and Event Tourism, Taylor & Francis (Routledge), ISSN 1547-0156
2. International Journal of Contemporary Hospitality Management, Emerald Publications, ISSN 0959-6119

E-LEARNING RESOURCES:

1. <https://www.cleverism.com/skills-and-tools/event-management/>
2. <https://support.theeventscalendar.com/787141-Event-Categories>
3. <http://www.management-hub.com/events-5cs.html>
4. http://aurora.turiba.lv/training/EN/CT_module_EN/Part_158.htm
5. <http://www.eventplanninggroup.com/services/event-security-safety>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Discuss the basics of event management.
CO 2	Create knowledge on the different categories of events and their characteristics.
CO 3	Evaluate the effectiveness of the role of planning and organizing an event.
CO 4	Create an insight into the functions and relevance of event management to tourism.
CO 5	Identify the security measures and discuss the protocols on professional outcome of an event.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	3
CO 3	3	3	2	1	2	2
CO 4	3	3	2	3	3	1
CO 5	2	3	3	2	3	3
Average	2.4	2.6	2.4	2.2	2.8	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER III

HUMAN RESOURCES MANAGEMENT

TOTAL HOURS: 90 HRS

COURSE CODE: TM21/3A/HRM

CREDITS: 5

L T P: 4 2 0

Course Objectives

To enable the students to

1. understand that tourism is a labour-intensive sector and to determine the challenges faced by the industry.
2. compile information on Job selection, evaluation, specification, personnel welfare.
3. assess knowledge on various human resource management practices and the role of HR manager in an organization
4. outline the values of Human Resources Management in Tourism Industry.
5. understand personnel management in operating effective Human resource.

COURSE OUTLINE:

Unit – 1	Scope and Values	20 Hrs
1.1	Meaning –Objectives- Importance	
1.2	Functions – Challenges - Opportunities	
1.3	Role of HR Manager - Need for Human Resource Management in Tourism Industry	
Unit – 2	HR Planning	20Hrs
2.1	Man Power Planning - Meaning- Characteristics - Factors	
2.2	Steps in Human Resource planning-Forecasting-Analysis-Assessment-Matching of Demand and Supply -Formulation-Monitoring	
2.3	Forms of Man Power Planning – Man power planning in India	
Unit - 3	Recruitment and Selection	20Hrs
3.1	Recruitment – Meaning – Sources– Internal – External –Modern – factors governing recruitment	
3.2	Interview – Types – Selection - Process	
3.3	Placement- Induction - Training and development	
Unit - 4	Job Evaluation	15 Hrs
4.1	Job Evaluation – Concept - Scope - limitations	
4.2	Job analysis - Job descriptions - Job Specification - Job design - Job Linkages	
4.3	Performance appraisal – methods -Traditional-Modern	
Unit – 5	Personnel Welfare	15 Hrs
5.1	Employee Morale – Morale building	
5.2	Stress Management – Causes – Counseling	
5.3	Current Issues and Trends in Human Resource Management	

RECOMMENDED TEXTBOOKS:

1. Dessler, G., **Human Resource Management**, (New Delhi, 2011).
2. Rao, V. S. P., **Human Resource Management**, (Noida, 2010)
3. Mamoria, C.B. and Gaonkar, S.V., **Personnel Management**, (New Delhi, 2011).
4. Raman Preet, **Future of Human Resource Management**, New Delhi, 2019.
5. Pravin Durai, **Human Resource Management**, New Deldi 2020.

REFERENCE BOOKS:

1. Ashwathappa, K., **Human Resource Management**, (New Delhi, 2010).
2. Roberts, Gareth, **Recruitment and Selection: A Competency Approach**, (Wiltshire, 2004)
3. David D. Balkin and Robert L. Cardy, **Managing Human Resources**, (New Delhi, 2010).
4. D'Souza Mario, **Tourism Development and Management**, (New Delhi, 1998).
5. P. N., Singh, **Employee Relations Management**, (New Delhi, 2011)
6. Bhatia A.K., **Tourism Development, Principles and Practices**, (New Delhi, 2010).
7. Mathis, R.L., Jackson, J. and Johnson, R., **Human Resource Management**, (USA, 2010).
8. Noe, R.A., Hollenbeck, Gerhart and Wright, **Fundamentals of Human Resource Management**, (New York, 2012).
10. Garry Dessler, **A Framework for Human Resource Management**, (Noida, 2011).

JOURNALS:

1. Journal of Human Resources in Hospitality and Tourism, Taylor & Francis Group, ISSN 1533-2845
2. The Human Dimension: A Review of Human Resources Management Issues in the Tourism and Hospitality Industry, Sage Journals, ISSN: 1755-1315

E-LEARNING RESOURCES:

1. <https://www.humanresourcesedu.org/what-is-human-resources/>
2. <https://businessjargons.com/human-resource-planning.html>
3. <https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/selection-process/>
4. <https://www.civilserviceindia.com/subject/Management/notes/job-evaluation.html>
5. <https://crpf.gov.in/welfare.htm>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Outline the human resource management significance in an organisation
CO 2	Communicate the process of human resource management planning
CO 3	Create knowledge on various human resource process and practices
CO 4	Discuss Job evaluation methods and its impact on the company
CO 5	Identify evolving trends in Human resource management.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	2
CO 3	3	3	2	3	2	2
CO 4	3	3	2	3	3	3
CO 5	1	3	3	2	3	1
Average	2.2	2.6	2.4	2.6	2.8	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Paper

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER III
NON MAJOR ELECTIVE
HERITAGE ORGANIZATIONS

TOTAL HOURS: 30 HRS

COURSE CODE: TM21/3N/HRO

CREDITS: 2

L T P: 2 0 0

COURSE OBJECTIVES:

To enable the students to

1. communicate the importance of preserving heritage site and understand the different types of heritage resources.
2. utilize knowledge through case study of important heritage destination.
3. plan and develop the knowledge of organizational efforts on heritage management.

COURSE OUTLINE:

Unit - 1	Introduction to Heritage	10 Hrs
1.1	Definition and Significance of Heritage	
1.2	Heritage Sites - Selection Criteria for a Heritage Site	
1.3	Types of Heritage Property - Heritage sites in India	
Unit -2	National and International Heritage Organizations	10 Hrs
2.1	UNESCO - Monuments and Zones by UNESCO - International Council on Monuments and Sites (ICOMOS) - World Heritage Centre (WHC)	
2.2	Archaeological Survey of India (ASI) and Indian National Trust for Art and Cultural Heritage (INTACH) -	
2.3	Role of Private Agencies in Conservation – Sharma Centre for Heritage Education, Chennai	
Unit - 3	Heritage Management	10 Hrs
3.1	Monuments - Protection – Conservation - Preservation – Ancient Monuments Preservation Act	
3.2	Case Study - Angkor Wat Cambodia -Taj Mahal – Mamallapuram	
3.3	Heritage Hotels of India - Maurya Heritage Hotel, New Delhi Palais De Mahe, Pondicherry - Oberoi Rajvilas, Jaipur.	

RECOMMENDED TEXTBOOKS:

1. Allachin, B., Allachin F.R., **Conservation of Indian Heritage**, (New Delhi, 1998).
2. Atkinson, Education, **Values and Ethics in International Heritage: Learning to Respect** (United Kingdom, 2016).
3. Pran Nath Seth, **Successful Tourism Management**, (New Delhi, 1987).

REFERENCE BOOKS:

1. Narasimhaiah, Barkur, **Angkor Vat: India's Contribution in Conservation, 1986-1993** (New Delhi, 1994).
2. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India** (United Kingdom, 2002)
3. Hall, CM and Page,S.J. **The Geography of Tourism and Recreation**, (New Delhi, 1998).
4. Pearce, D.G. and Butler, R.W, **Contemporary issues in Tourism development**, (New Delhi, 1987).
5. N. L. Batra, **Heritage conservation: preservation and restoration of monuments** (New Delhi, 1996).

JOURNALS:

1. Managing heritage tourism, Wiley, ISSN: 0160-7383
2. International Journal of Culture, Tourism, and Hospitality Research , Emerald Publishing Limited , ISSN 1750-6182

E-LEARNING RESOURCES:

1. <https://whc.unesco.org/en/list/>
2. <http://www.intach.org/>
3. <http://www.itrhd.com>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the significance of Heritage.
CO 2	Discuss the various roles of national and international heritage organizations.
CO 3	Explain heritage development aspects in major heritage destinations.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
Average	2.3	2.3	2.3	2.6	2.6	3.0

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

Question Paper Pattern End Semester Examination

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1,K2	A – 10/12 x 5 Marks	250	50	50	

SEMESTER IV
COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTA L HOUR S	L-T-P	CA	SE	TOTAL
	Tamil/Hindi/French/Sanskrit	3	5			40	60	100
	Foundation/General	3	5			40	60	100
TM21/4C/TIM	Travel Intermediaries Management	4	5	75	4-1-0	40	60	100
TM21/4C/APM	Airport Management	4	5	75	4-1-0	40	60	100
TM21/4A/FAR	Fundamentals of Archaeology	5	6	90	4-2-0	40	60	100
TM21/4N/ETT	Emerging Trends in Tourism	2	2	30	2-0-0	-	50	50
	Soft Skills	3	2			-	50	50
	Internship (Optional) 14 Days – Credit - 1							
	Total	24	30					

SEMESTER IV
TRAVEL INTERMEDIARIES MANAGEMENT

TOTAL HOURS: 75 HRS

COURSE CODE: TM21/4C/TIM

CREDITS: 4

L T P: 4 1 0

COURSE OBJECTIVES

To enable the students to

1. assess, evaluate and employee knowledge about travel services provided by service providers.
2. discuss the generating entrepreneurship in tourism by understanding the concepts of travel agencies and tour operators.
3. create knowledge on tour operations and travel agencies management
4. identify the importance of Itinerary and its utilization in travel process.
5. analyze the information technology in travel agent industry and its benefits for companies to provide advanced activities to tour business.

COURSE OUTLINE:

Unit – 1	Introduction to Travel Intermediaries	15 hrs
1.1	Meaning - Definition –Types - Travel Agency - Tour Operators	
1.2	Nature and Scope - Tour Operation-	
1.3	Origin – Structure – Functions – Travel Agency	
Unit – 2	Travel Linkages and Organisations	15 hrs
2.1	Travel Agency Linkages- Airlines- Hotels- Cruise Companies- Insurance Companies- Banks- Educational Institutions- Travel Trade Associations	
2.2	International Air Transport Association (IATA) - International Civil Aviation Organization (ICAO) - Universal Federation of Travel Agents Association (UFTAA)	
2.3	Indian Association of Tour Operators (IATO) - Travel Agents Association of India (TAAI) – IATA Agents Association of India (IAAI)	
Unit – 3	Travel Services	15 hrs
3.1	Tour Packages – Planning – Costing –Pricing	
3.2	Itinerary – Meaning - Types of Itinerary – Drafting an itinerary	
3.3	Ancillary Services of Travel Agencies – Car Rentals - Insurance - Foreign Exchange - Travel documents	
Unit – 4	Tour Guiding	15 hrs
4.1	Definition and scope of a tourist guide - Types of Guides	
4.2	Responsibilities of a Tourist Guide- Qualities of a Tourist Guide	
4.3	Tour Escort – Group Inclusive Tours (GIT) – Free Inclusive Tours (FIT)	
Unit – 5	Information Technology in Travel Agency	15 Hrs
5.1	Computers in Travel Agency – Global Distribution System (GDS)	
5.2	Computer Reservation System (CRS) – Amedues – Galileo – Sabre – Abacus-worldspan	
5.3	OTA - Online Travel Agencies – IRCTC - makemytrip.com - yatra.com – cleartrip.com - goibibo.com	

RECOMMENDED TEXTBOOKS:

1. Seth Prannath and Sushma Seth Bhatt, **An Introduction to Travel and Tourism**, (New Delhi, 2000).
2. Negi Jagmohan, **Tour Guide and Tour Operation Planning**, (New Delhi, 2004).
3. Jagmohan Negi, **Travel Agency and Tour Operations**, (New Delhi, 2004).

REFERENCE BOOKS:

1. Bhatia A.K. **Tourism Development and Principles** (New Delhi, 2002).
2. Seth Pran Nath, **An introduction to Travel and Tourism** (New Delhi, 2003).
3. Bhatia A.K., **Tourism Management and Marketing – The Business of Travel Agency Operation** (New Delhi, 2012).
4. Holloway, J.C., **The Business of Tourism**, (Plymouth, 1983).
5. Syrratt Gwenda, **Manual of Travel Agency Practice**, (London, 1995).
6. Stevens Laurence, **Guide to Starting and Operating Successful Travel Agency**, (New York, 1990).
7. Chand, Mohinder, **Travel Agency Management**, (New Delhi, 2009).
8. Foster, Douglas, **Travel and Tourism Management**, (London, 1983)
9. Manohar Puri and Gyan Chand, **Travel Agency and Tourism**, (New Delhi, 2006).
10. Babu Suthesana.S. **Tourism Development Revisited-Concepts, Issues and Paradigms**, (New Delhi, 2008).

JOURNALS:

1. Journal of Hospitality and Tourism Management, Sage Publications, ISSN 1096-3480
2. Analyzing project management research: Perspectives from top management journals, Elsevier Ltd, ISSN: 0263-7863

E-LEARNING RESOURCES:

1. <https://www.prospects.ac.uk/job-profiles/travel-agency-manager>
2. <https://www.travelagentsofindia.com/>
3. <http://leannestravelandtourisminfo.weebly.com/ancillary-services.html>
4. <https://prezi.com/hzebojhfizf5/tour-guiding-principles-techniques/>
5. <https://www.keyfortravel.com/knowledge/technology-in-travel-agencies-7-fundamental-changes-that-impact-the-travel-agents-revenue-2>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Identify the role of travel intermediaries in the Industry.
CO 2	Discuss the global organizations associated with travel Industry
CO 3	Create knowledge on travel services and costing process.
CO 4	Compare different types of travel forms and its scope.
CO 5	Discuss the role of information technology in tourism sector.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	2
CO 3	2	3	2	3	2	3
CO 4	3	2	2	3	3	3
CO 5	3	3	3	2	3	2
Average	2.4	2.4	2.4	2.6	2.8	2.4

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER IV
AIRPORT MANAGEMENT

TOTAL HOURS: 75 HRS

COURSE CODE: TM21/4C/APM

CREDITS: 4

L T P: 4 1 0

Course Objectives

To enable the students to

1. discuss the airline aviation administration and familiarize the structural pattern of the airline industry.
2. create knowledge about the major international airlines and its operations.
3. outline the importance of civil aviation organization in managing airports and its functions.
4. identify the various aspects of dynamics in airline industry.
5. explain the various departmental functioning in Airport.

COURSE OUTLINE:

Unit- 1	Major International Airlines	15 Hrs
1.1	History of International Aviation - History of Indian Aviation	
1.2	Major Airlines – USA- South West Airlines – UK- British Airways – Germany - Lufthansa – France – Air France	
1.3	Major Airlines - Middle East- Emirates - Ethihad – Qatar - Saudi Arabian Airlines — South East Asia - Biman Bangladesh Airlines – Thai Airlines – Singapore Airlines – Cathay Pacific - Bangkok Airways	
Unit-2	Aviation Administration	15Hrs
2.1	Federal Aviation Administration (FAA) - Aviation Laws	
2.2	Aviation Safety and Security -General factors-Birds Strike- Lightning-Snow Human factors-Bomb Threat-Pilot fatigue-Hijack- -Ground factors-Ground Damage-Runway safety	
2.3	Career opportunities in Aviation - Airport ground crew – Flight attendant - Air Hostess - Pilot - Meteorologist	
Unit- 3	Civil Aviation Organizations	15 Hrs
3.1	Ministry of Civil Aviation - Directorate General of Civil Aviation (DGCA)	
3.2	Bureau of Civil Aviation Security (BCAS) – Administration-Functions	
3.3	Airport Authority of India (AAI) - Air India (AI)- Indian Airlines (IA) - Pawan Hans Helicopters Ltd., (PHHL) - Hindustan Aeronautics Limited (HAL) – Private Airlines in India – Destination Learning – Airport Visit	
Unit-4	Passengers and Airport	15Hrs
4.1	Airport Check-in formalities – Counter – Web- Mobile- KIOSK Check-in – Special charges- prohibited items – Customs Clearance	
4.2	Passenger Irregularities - Handling delay - Transit - cancellation	
4.3	Categories of Passengers- VIP’s- Commercially important Passengers- frequent fliers- No show - Go show	

Unit-5	Airport Structure	15Hrs
5.1	Airport Management structure-Airport Manager-Safety Manager-Ground Crew-Flight Crew	
5.2	Airport Facilities – Lounge - Foreign Exchange – Restaurants – Duty Free Shops – Nursing Rooms – Prayer Hall – Book Shops – First Aid – Wheelchair service – Shuttle Service – Battery cars - Air Traffic control - Airport Security	
5.3	Cargo - Freight service	

RECOMMENDED TEXTBOOKS:

1. Jagmohan Negi, **Air Travel, Ticketing and Fare Construction**, (New Delhi, 2004).
2. K.P. Jha, **International tourism Management**, (New Delhi, 2011).
3. **IATA Manual**, (2021)

REFERENCE BOOKS:

1. **IATA Foundation Course Modules**
2. **Travel Information Manual and Official Airlines Guide**
3. Jitendra K. Sharma, **Flight Reservation and Airline Ticketing**, (New Delhi, 2009).
4. Baba P. George, Alexander Nedelae, **International Tourism, World Geography and Development Perspectives**, (New Delhi, 2004).
5. Shilendra Sengar, **Aviation and Hospitality**, (New Delhi, 2008).
6. Ratandeep Singh, **Handbook of global aviation industry and Hospitality Services**, (New Delhi, 2009).
7. Jagmohan Negi, **International Tourism and Travel**, (New Delhi, 2004).
8. Jagmohan Negi, **Travel Agency and Tour Operations**, (New Delhi, 2004).
9. A.K. Bhatia, **The Business of Travel Agency Operations and administration**, (New Delhi, 2012).
10. Dennis L. Foster, **The Business of Travel Agency, Operations and Administrations**, (California, 1991).

JOURNALS:

1. Current Issues in Tourism, Taylor and francis online, ISSN 13683500
2. Critical Issues in Air Transport and Tourism, Taylor and Fracis online, ISSN 1461-6688

E-LEARNING RESOURCES:

1. <https://www.indianmirror.com/indian-industries/aviation.html>
2. www.igiaindia.in/airport-ground-services.html
3. <http://www.knowindia.net/aviation.html>
4. <http://www.airport.md/people-with-disabilities-en/>
5. <http://www.airport-world.com/features/airport-design/1349-all-in-the-design.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Discuss Aviation as a fastest growing industry with importance to major airlines.
CO 2	Discuss the different roles performed by the aviation administrative organizations.
CO 3	Create knowledge on the civil aviation authorities.
CO 4	Identify the formalities and irregularities involving air travel.
CO 5	Analyze the airport management structure.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	1
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	3
CO 4	2	2	2	3	3	3
CO 5	3	2	3	3	3	2
Average	2.4	2.2	2.4	2.8	2.8	2.4

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER IV
FUNDAMENTALS OF ARCHAEOLOGY

TOTAL HOURS: 90 HRS

COURSE CODE: TM21/4A/FAR

CREDITS: 5

L T P: 4 2 0

COURSE OBJECTIVES

To enable the students to

1. outline the need, scope and nature of archaeological studies in tourism.
2. discuss the possibilities of learning techniques in archaeology as a science.
3. revise various historians and archaeologists who played a major role in elevating the numerous fields of archaeology.
4. create an interest in the specializing the study of Archaeology at the research level.
5. communicate knowledge on the different types of archaeological explorations in India.

COURSE OUTLINE:

Unit – 1	Understanding Archaeology	20 hrs
1.1	Archaeology - Definition- Nature - Aims	
1.2	Scope of Archaeology - Indian Archaeology- Pre and Post Independence period	
1.3	World Archaeology-Ideas of the past and Present	
Unit – 2	Kinds of Archaeology	20 hrs
2.1	Different kinds of Archaeology- Marine – Aerial – Salvage – Ethno - Public	
2.2	Classical Archaeology - Pre-Historic Archaeology - Historical Archaeology – Linguistic Archaeology - Environmental Archaeology - Economic Archaeology	
2.3	New Archaeology – Feminist Archaeology - Experimental Archaeology – Industrial Archaeology – Digital Archaeology	
Unit – 3	Archaeology and allied disciplines	20 hrs
3.1	Archaeology and History - Archaeology and Geology	
3.2	Archaeology and Anthropology- Archaeology and Language	
3.3	Archaeology and Zoology- Botany	
Unit – 4	Principles and Methods of Exploration and Excavation	15 hrs
4.1	Exploration – Significance– Types-Manual and Scientific	
4.2	Excavation – Aim – Kinds – Techniques – Arbitrary-Stratigraphic-Destination Learning	
4.3	Stratigraphy – Concepts – Process – Archaeological Equipments	
Unit – 5	Archaeology in India	15 hrs
5.1	Archaeological Survey of India - State Department of Archaeology	
5.2	Archaeologists in India – Sir William Jones - James Prinsep - Alexander Cunningham –Robert Bruce Foote - Lord Curzon – Sir John Marshal – Sir Mortimer Wheeler – H. D. Sankalia	
5.3	Archaeological Studies in Universities – Madras University – Deccan College, Pune - Delhi School of Archaeology.	

RECOMMENDED TEXTBOOKS:

1. Raman, K.V., **Principles and Methods of Archaeology**, (Chennai, 1998).
2. Chakrabarty, Dilip K., **India: An Archaeological History: Palaeolithic Beginnings to Early Historic Foundations**, (London, 2009)
3. Ghosh, A., **An Encyclopaedia of Indian Archaeology**, (New Delhi, 1990)

REFERENCE BOOKS:

1. Roy, Surendranath, **The Story of Indian Archaeology**, (New Delhi, 1961).
2. **India, An Archaeological History, Palaeolithic Beginnings to Early Historic Foundations**, (New Delhi, 2001).
3. Archaeological Survey of India, **Archaeological Remains, Monuments and Museums, (Part I & II)**, (New Delhi, 1996).
4. Webster, Graham, **Practical Archaeology-an Introduction To Archaeological Field Work And Exploration**, (London, 1974).
5. Clark D.L. **Analytical Archaeology**, (London, 1968).
6. Sengupta, Gautam, Kaushik Gangopadhyay, **Archaeology in India: Individuals, Ideas, and Institutions**, (New Delhi, 2009)
7. Wheeler, Mortimer, **Archaeology from the Earth**, (New Delhi, 2004).
8. Ganguly, Dilip Kumar, **Ancient India, History and Archaeology**, (New Delhi, 1994)
9. Atkinson, R.J.C., **Field Archaeology**, (London, 1953)
10. Fleming .S. **Dating in Archaeology**, (London, 1977).

JOURNALS:

1. Journal of Heritage Tourism, Taylor & Francis, ISSN 1743-873
2. The use and relevance of archaeology in the post-modern world: views from India, Taylor and Francis online, ISSN: 0043-8243.

E-LEARNING RESOURCES:

1. <http://www.archaeologyexpert.co.uk/whatisarchaeology.html>
2. <http://skepchick.org/2010/03/feminist-archaeology/>
3. <https://www.sciencedaily.com/terms/archaeology.htm>
4. <http://archeology.medhassu.in/schemes/exploration-and-excavation>
5. <https://science.howstuffworks.com/environmental/earth/archaeology/archaeology1.htm>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create knowledge on nature and scope of archaeology.
CO 2	Discuss latest trends in archaeological studies.
CO 3	Analyze the science behind archaeology.
CO 4	Identify principles and methods involved in excavation.
CO 5	Discuss the growth and History of Indian archaeology.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	3	2	3	2
CO 2	2	2	3	2	3	3
CO 3	3	3	2	3	2	1
CO 4	3	3	1	3	1	3
CO 5	1	3	3	2	3	2
Average	2.2	2.6	2.4	2.4	2.4	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER IV
NON MAJOR ELECTIVE -2
EMERGING TRENDS IN TOURISM

TOTAL HOURS: 30 HRS

COURSE CODE: TM21/4N/ETT

CREDITS: 2

L T P: 2 0 0

COURSE OBJECTIVES:

To enable the students to

1. discuss the contemporary industrial growth of tourism as a major money making sector.
2. create awareness on the impacts of tourism industry on socio-cultural and economical accepts.
3. identify different types of evolving concepts in tourism.

COURSE OUTLINE:

Unit - 1	Introduction to Tourism	10 Hrs
1.1	Definition of tourism- Basic components of Tourism - Concepts of tourism – Tourist – Traveller – Visitor - Excursionist	
1.2	Tourism as an Industry	
1.3	Types of Tourism - Cultural-Religious-Adventure-Health-Sports	
Unit - 2	Impact of Tourism	10 Hrs
2.2	Factors influencing the growth of Tourism	
2.2	Economic impact of Tourism – Political impact of Tourism	
2.3	Socio-cultural impact of Tourism - Environmental impact of Tourism	
Unit - 3	Emerging Trends in Tourism	10 Hrs
3.1	Rural Tourism- Medical Tourism - Niche Tourism - Food Tourism	
3.2	Ecotourism – Enotourism - Dark Tourism – Atomic Tourism	
3.3	Virtual Tourism - Tolkien Tourism – Cyber Tourism	

RECOMMENDED TEXTBOOKS:

1. Bhatia A.K., **The Business of Tourism- Concepts and Strategies**, (New Delhi, 2000).
2. Dixit, M and Sheela, C. **Tourism Products**, (Lucknow, 2001).
3. Anil, Varma, **Emerging Trends in Tourism**, (Hyderabad, 2010)

REFERENCE BOOKS:

1. Dixit, M. **Tourism Products**, (Lucknow, 2008).
2. Gupta, SP, Lal, K, Bhattacharya, M. **Cultural Tourism in India**, (New Delhi, 2002).
3. Mason, Peter., **Tourism Impacts, Planning and Management**, (New York, 2016)
4. Pearce, D.G. and Butler, R.W, **Contemporary issues in Tourism development**, (New Delhi, 1999).
5. Roy. A. Cook, Laura. J. Yale, Joseph J. Marqua, **Tourism – The Business of Travel**, (Chennai, 2011).

JOURNALS:

1. Information Technology and Tourism Springer Science + Business Media, ISSN 10983058
2. Tourism destinations 1997, Hodder & Stoughton, ISSN 0340654759

E-LEARNING RESOURCES:

1. <https://www.indiastudychannel.com/resources/140791-What-is-tourism-and-its-types-.aspx>
2. <https://www2.unwto.org/agora/indirect-impact-tourism-economic-analysis>
3. <https://www.managementstudyguide.com/implications-of-emerging-trends-in-tourism.htm>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create tourism as an industry for economical significance.
CO 2	Analyze the various positive and negative impacts of the industry.
CO 3	Evaluate the evolving trends in the various forms of Tourism.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	3	3	2	3
CO 2	2	2	1	2	3	3
CO 3	3	3	2	3	2	2
Average	2.3	2.3	2.0	2.6	2.4	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1, K2	A – 10/12 x 5 Marks	250	50	50	-

SEMESTER V
COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTA L HOUR S	L-T-P	CA	SE	TOT AL
TM21/5C/POM	Principles of Management	4	6	90	4-2-0	40	60	100
TM21/5C/HMC	Hotel Management and Catering	4	6	90	4-2-0	40	60	100
TM21/5C/ATF	Air Ticketing and Fare Construction	4	6	90	4-2-0	40	60	100
TM21/5E/ITT	Information Technology in Tourism	5	6	90	4-2-0	40	60	100
TM21/5E/MTM	Medical Tourism	5	6	90	4-2-0	40	60	100
	Total	22	30					

SEMESTER V
PRINCIPLES OF MANAGEMENT

TEACHING HOURS: 90 HRS
CREDIT: 4

COURSE CODE: TM21/5C/POM
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. outline the importance of management.
2. discuss the various principles in the study of management.
3. explain the need of management plans in running a business.
4. analyze the managerial skills in a work environment.
5. create knowledge on business communication skills for effective organizational management.

COURSE OUTLINE:

Unit – 1	Nature and Significance of Management	20 Hrs
1.1	Definition - Meaning - Characteristics -Functions - Importance of Management	
1.2	Development of management theories Henry Fayol’s Principles of Management	
1.3	F.W. Taylor’s Scientific Management - System and Contingency Theories	
Unit - 2	Need for Planning	20 Hrs
2.1	Meaning – Features - Importance	
2.2	Process of planning - Merits and Limitations	
2.3	Types of Plans-Decision making	
Unit – 3	Organizing and Staffing	15 Hrs
3.1	Organizing - Importance - Types - Components	
3.2	Delegation of Authority-Early management approaches - Modern management Approaches- Decentralization	
3.3	Staffing - Process -Need and Importance	
Unit - 4	Communication	20Hrs
4.1	Communication - Features - Importance	
4.2	Types of Communication – Formal – Informal – Consensus - Upward – Downward - Paraphrasing	
4.3	Barriers to effective communication -Linguistic-Physical-Psychological- Emotional-Cultural	
Unit – 5	Controls and Coordination	15 Hrs
5.1	Leadership -Motivation- Control – Process - Importance	
5.2	Coordination- Techniques of effective co-ordination	
5.3	Directing- Principles - Importance of Supervision	

RECOMMENDED TEXTBOOKS:

1. Upendra Kaushik Smita Bhatnagar, **Principles and practice of Management** (Jaipur, 2008)
2. Prasad, **Principles and practice of Management** (New Delhi, 2007).
3. Thripathi, **Principles of Management** (New Delhi, 2008).

REFERENCE BOOKS:

1. Flippo, **Principles of personal Management**, (Oxford, 2000).
2. Chandan, J.S., **Principles of Management (WBUT)**, (Noida, 2014)
3. By New man, **The process of Management**, (United Kingdom, 1999).
4. Terry and Frank in **Principles of Management**, (New Delhi, 2000).
5. Haimann, **Professional Management**, (London, 2000).
6. Massie Joseph, **Essential of Management**, (New Delhi, 2001).
7. Bagad, V.S., **Principles of Management**, (Pune, 2006)
8. Dale, **Management theory and practice**, (London, 1999).
9. Druker, **The practice of Management**, (Oxford, 2010).
10. Stog Dill, **Making of Management**, (London, 2000).

JOURNALS:

1. Journal of Hospitality and Tourism Management, Sage Publications, ISSN 1096-3480
2. Journal of Destination Marketing & Management, Elsevier Ltd, ISSN: 2212-571X

E-LEARNING RESOURCES:

1. https://www.managementstudyguide.com/management_importance.htm
2. <http://www.economicdiscussion.net/economic-planning/need-for-economic-planning-in-underdeveloped-countries/4664>
3. https://www.managementstudyguide.com/management_functions.htm
4. <https://www.managementstudyguide.com/managerial-communication.htm>
5. <http://www.businessdictionary.com/definition/management-control.html>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create knowledge on nature and importance of management principles.
CO 2	Evaluate need for the process of planning in management.
CO 3	Discuss the importance of organizing and staffing.
CO 4	Identify the need for effective communication in management.
CO 5	Assess the significance of co-ordination and control in an organization.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	2	3	2	3	2	3
CO 4	2	3	2	3	3	2
CO 5	3	2	3	2	3	3
Average	2.4	2.4	2.4	2.6	2.8	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER V
HOTEL MANAGEMENT AND CATERING

TEACHING HOURS: 90 HRS
CREDITS : 4

COURSE CODE: TM21/5C/HMC
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. formulate the structure of hotel industry and its advances in operating systems.
2. create appropriate knowledge on the various services provided by the hotel industry.
3. assess the understanding of the future trends and challenges in hospitality industry.
4. evaluate knowledge on the taste and preferences from customers perception.
5. plan the procedures for serving various beverages and food services.

COURSE OUTLINE:

Unit - 1	Introduction to the Hotel Industry	20hrs
1.1	Origin and growth of Hotels - Classification, Grading and Categorization – Destination learning	
1.2	Major International Hotel Chains and Hotel chains of India	
1.3	Federation of Hotel and Restaurant Association of India (FHRAI) International Hotel and Restaurant Association (IH and RA)	
Unit – 2	Classification of Catering Establishments	20 hrs
2.1	Hotels and Restaurants: Bars- Popular Catering Establishments -Fast Food Restaurants	
2.2	Outdoor Catering – Airways – Railways – Ship - Corporate	
2.3	Welfare Catering-Club Catering-Industrial Catering-Institutional Catering - Leisure linked Catering-Departmental Store Catering-Online catering and Delivery services	
Unit - 3	Menu Patterns	15 hrs
3.1	Basic Considerations and Constraints in Menu Planning -Management's Perspective -Consumer's Perspective	
3.2	Menu Patterns -Types of Menus -Table d' Hote Menus - A la Carte Menus and Static Menus	
3.3	Menu Design -Logical-Illustrations-Highlighting-Appetizer	
Unit – 4	Food and Beverage Services	15hrs
4.1	Restaurants – Bars – Pubs – Inns – Fast Food	
4.2	Food Service- English-American-French-Cafeteria-Grill Room - Buffet – Russian - Guerdon - Banquet	
4.3	Beverage Service - Types of Beverages-Non-Alcoholic and Alcoholic - Procedures for Serving Beverages	
Unit - 5	Future Trends in the Hospitality Industry	20 hrs
5.1	Transformation of Hospitality Industry - Business Development -Digital Transformation-Computer Reservation-Biometric-Smart Rooms	
5.2	Hotel Markets and Properties of the Future- Reservations and Check-ins	
5.3	Hotels of Future - Space Hotels – Hydropolis - Capsule Hotels – Virtual Hotels	

RECOMMENDED TEXTBOOKS:

1. Jay Kandampully, Connie Moli, Beverly Sparks, **Service Quality Management in Hospitality and Tourism**, (Noida, 2008).
2. Negi, J.M.S., **Professional Hotel Management**, (New Delhi, 2014).
3. Rathi, Manish, **Hotel Tourism and Hospitality Management**, (Delhi, 2000).
4. R.Singaravelan, **Food and Beverage Services**, New Delhi 2016.

REFERENCE BOOKS:

1. Andrews, Sudhir : **Hotel Front Office**, (New Delhi, 1985).
2. Andrews, Sudhir, **Food and Beverage Service**, (New Delhi, 1991).
3. ChandaAshik C, **Hotel Tourism and Catering Management**, (New Delhi, 2009).
4. Graham Bruce, **Hotel and Catering Management**, (New Delhi, 1991).
5. Dhawan, Vijay, **Food and Beverage Service**, (Noida, 2010).
6. Zulfiker, Mohammed, **Tourism and Hotel Industry**, (New Delhi 1998)
7. Singh, Ratan Deep, **Tourist India Hospitality Services, Vol. III**, (New Delhi, 2001).
8. Rutherford, **Hotel Management Operators**, (New Jersey, 2002).
9. Nowley, Tim, **Hospitality Management an Introduction**, (New York, 1998).
10. Verghese, Brian, **Professional Food and Beverage Service Management**, (Chennai, 2003).

JOURNALS:

1. A Content Analysis of Subject Areas and Research Methods Used in Five Hospitality Management Journals, Sage Journals, ISSN 1096-3480
2. Journal of Hospitality and Tourism Technology, Emerald Publishing, ISSN 1757-9880

E-LEARNING RESOURCES:

1. <https://hmhub.me/introduction-to-the-hotel-industry-and-growth-of-hotel-industry-in-india-the-hotel-catering-industry/>
2. <https://ezinearticles.com/?The-Different-Types-Of-Catering-Establishments&id=7978297>
3. <https://lightningdesignsystem.com/accessibility/patterns/menu/>
4. <https://setupmyhotel.com/train-my-hotel-staff/f-and-b/591-types-of-f-b-service.html>
5. <https://www.businessdestinations.com/relax/top-5-hospitality-trends-in-2019/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze various aspects of hotel industry.
CO 2	Compare the various classifications of catering establishments.
CO 3	Explain the pattern designing of menus and its planning process.
CO 4	Discuss the varieties of food and beverage services in hotels and other outlets.
CO 5	Identify the opportunities and trends in hospitality industry.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	2
CO 2	2	2	3	2	3	3
CO 3	2	3	2	3	2	3
CO 4	3	3	2	3	3	2
CO 5	3	3	3	2	3	3
Average	2.4	2.6	2.4	2.6	2.8	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER V
AIRTICKETING AND FARE CONSTRUCTION

TEACHING HOURS: 90 HRS
CREDITS: 4

COURSE CODE: TM21/5C/ATF
L T P: 4 2 0

COURSE OBJECTIVES

To enable the students to

1. identify deeper knowledge on international air transport and types of air carriers.
2. apply the various formalities of travel and to know the various norms followed in fare construction
3. create the structuring of an airfare with the knowledge on basic elements of air ticketing and fare construction.
4. create knowledge international regulations of air travel to execute in a work environment.
5. discuss theoretical knowledge on airfare pricing and fare construction along with industrial terminology

COURSE OUTLINE:

Unit - 1	Basics of Ticketing	20 hrs
1.1	Air ticketing - International Airline Codes – Indian Airport Codes	
1.2	Types of Air Carriers – International and Domestic – Scheduled and Non-scheduled	
1.3	Flight handling and In-flight services	
Unit – 2	International Airlines Regulations	20 hrs
2.1	International Regulations - Chicago Convention(1944) - Bilateral Agreement Freedom of Air	
2.2	Warsaw Convention(1929) - Montreal Convention(1999)	
2.3	Cape Town Convention (2001) - International Aviation Women's Association (IAWA)	
Unit - 3	Basic Elements of Air Fares	20 hrs
3.1	Fare Basis - Rules	
3.2	Guidelines for fare construction - One Way Trip - Circle Trip - Round Trip - Around the World Trip- Open Jaw	
3.3	Class of Service - Mileage System – International Sales Indicators (ISI)	
Unit – 4	Fare construction	15 hrs
4.1	Lowest Combination Principles -NUC-Neutral Unit Currency	
4.2	Baggage - Baggage allowance - Checked Baggage - Excess Baggage surcharge - Special fares	
4.3	Taxes Fees Charges (TFC) - Billing and Settlement Plan (BSP)	
Unit – 5	Travel Documents and Travel Formalities	15 hrs
5.1	Passport – Types - Passport Language - National Status- Limitations on Passport issue	
5.2	VISA- Conditions of issue – Types - Entry and Duration of Stay	
5.3	Travel Information Manual (TIM) on Health Certificates - Customs and Currency - Travel Insurance - General Preventive Measures - Consequences of Negligence	

RECOMMENDED TEXTBOOKS:

1. Negi Jagmohan, **Air Ticketing and Fair Construction**, (New Delhi, 2008).
2. Negi Jagmohan, **Tour Guide and Tour Operation Planning** (New Delhi, 1998).
3. **IATA - Standards and Manuals(2021)**.

REFERENCE BOOKS:

1. Bhatia A.K., **Tourism Development**, (New Delhi, 2013).
2. Wensveen, Dr John G., **Air Transportation: A Management Perspective**, (Burlington, 2011).
3. Negi Jagmohan, **Travel Agency and Tour Operation** (New Delhi, 1998).
4. Bhatia A.K., **Tourism Development**, (New Delhi, 2002).
5. Philip G. Davidoff, Doris S. Davidoff, **Air Fares and Ticketing**, (New Jersey, 1995)
6. D'Souza Mario, **Tourism Development and Management**, (Jaipur, 2002).
7. Kotler, Philip.; **Kevin Lane Keller Marketing Management**, (Chennai, 2006).
8. Morrison, Steven, Clifford Winston, **The Evolution of the Airline Industry**, (Washington, 1995).
9. Ali, Md. Abu Barkat, **Travel and Tourism Management**, (Delhi, 2015)
10. Milde, **Michael, International Air Law and ICAO**, (Netherlands, 2008).

JOURNALS:

1. Information Technology and Tourism Scopus Springer Science + Business Media, ISSN 10983058
2. Airfare Distribution by Trip Purpose, National Academy of Sciences, ISSN 0361-1981

E-LEARNING RESOURCES:

1. <http://www.iata.org/publications/Pages/standards-manuals.aspx>
2. <https://www.icao.int/sustainability/Pages/economic-policy.aspx>
3. <https://factly.in/what-are-the-various-components-of-your-air-fare/>
4. <https://www.iitcworld.com/courses/aviation-and-iata-training-programs/international-airlines-and-travel-management/detailed-curriculum.php>
5. <https://travel.gc.ca/travelling/documents>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create theoretical knowledge on Air transport.
CO 2	Analyze various regulations on International airlines.
CO 3	Obtain knowledge on basic elements associated with air travel.
CO 4	Discuss various norms followed in fare construction.
CO 5	Assess the formalities and documents needed for the air travel

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	3	3	3	2
CO 2	2	2	2	2	3	2
CO 3	3	3	2	3	2	3
CO 4	3	2	2	3	3	3
CO 5	2	3	3	3	3	3
Average	2.4	2.4	2.4	2.8	2.8	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3,K4	C – 2/4 x 20 Marks	500	40		

SEMESTER V
INFORMATION TECHNOLOGY IN TOURISM
ELECTIVE: 1

TEACHING HOURS: 90 HRS
CREDITS: 5

COURSE CODE: TM21/5E/ITT
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. explain the appropriate use of Information technology in the field of Tourism and Travel management.
2. create knowledge on the advanced development of information technology in tourism industry.
3. outline the structure of computer and its utility.
4. Identify the impact of Information Technology in the use of Tourism business.
5. assess current technical concepts and practices on information management, ticketing, database and networking.

COURSE OUTLINE:

Unit-1	Basics of Computer System	20 Hrs
1.1	Structure – Functions – Types	
1.2	MS Office: MS Word, Ms Excel, MS PowerPoint, Access and outlook Express	
1.3	Ethernet -Local Area Network - Wide Area Network-Metropolitan Area Network	
Unit - 2	Automated System	20 Hrs
2.1	Computer Based Information - Internet - Multimedia - Video Conferencing	
2.2	Mass Media Techniques - Teletex - Telecopy - Videotex - Telebox	
2.3	Telephone - Mobile phone - Mobile online Apps	
Unit - 3	Advanced Development in tourism	20 Hrs
3.1	Introduction to E-tourism - Historical Development	
3.2	Electronic technology for data processing and communication	
3.3	Strategic, Tactical and operational use of IT in Tourism.	
Unit - 4	Tickets and Reservation	15 Hrs
4.1	E –Tickets – Airline - Railways - Bus service – Hotels - Cabs	
4.2	Limitations of E-Ticket - Software for e-ticketing – Opera - Host - Fidelio	
4.3	PNR – Passenger Name Record	
Unit -5	Information Systems and Computer Networking	15 Hrs
5.1	Information Systems - Automation of Manual System, Data Processing stages. Evolution from EDP to MIS	
5.2	MIS - Introduction, Definition, Status, Framework of understanding and designing	
5.3	E-CRM - Electronic Customer Relationship Management - Data base Management system	

RECOMMENDED TEXTBOOKS:

1. Ananth Grama, **An Introduction to Parallel Computing**, (New Delhi, 2004).
2. M. Morris Mano, **Computer System Architecture**, (New Delhi, 2007).
3. Buhalis D. Etourism: Information Technology for Strategic Tourism Management, Prentice Hall India (London, 2003)

REFERENCE BOOKS:

1. Anita Goel, **Computer Fundamentals**, (Delhi, 2007).
2. June Jamrich Parsons, Dan Oja, **Practical Computer Literacy**, (USA, 2011).
3. V. Rajaraman, Neeharika Adabala, **Fundamentals of Computers**, (Delhi, 2011).
4. Reema Thareja, **Fundamentals of Computers**, (New Delhi, 2014).
5. Peter Norton, **Computing Fundamentals**, (New Jersey, 1998).
6. Peter Shirley, Michael Ashikhmin, Steve Marschner, **Fundamentals of Computer Graphics** (Florida, 2009).
7. Gary B. Shelly, Misty E. Vermaat **Discovering Computers, Complete: Your Interactive Guide to the Digital World**, (USA, 2012).
8. Tomasi Wayne, **A Textbook on Basic Communication and Information Engineering**, New (Delhi, 2010).
9. Pradeep K. Sinha, Priti Sinha, **Computer Fundamentals**, (Mumbai, 2004).
10. Dan Oja, June Jamrich Parsons, **Computer Concepts: Illustrated Introductory**, (USA, 2010).

JOURNALS:

1. Information Technology and Tourism Scopus Springer Science + Business Media, ISSN 10983058
2. Progress on information and communication technologies in hospitality and tourism, Emerald Publications, ISSN 0309-0566

E-LEARNING RESOURCES:

1. <https://peda.net/kenya/ass/subjects2/computer-studies/form-1/the-computer-system>
2. <https://www.thomasnet.com/articles/automation-electronics/general-automation-systems/>
3. <https://ftnnews.com/technology/33890-top-6-technology-trends-in-the-travel-and-tourism-industry-in-2018>
4. <https://www.rigassatiksmeliv/en/tickets-and-e-ticket/types-of-e-tickets/>
5. <https://www.elmhurst.edu/blog/computer-information-systems/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create basic knowledge on functions of computer systems.
CO 2	Analyze various automated communication systems.
CO 3	Create knowledge on recent technological developments in tourism.
CO 4	Identify various types of E-Tickets.
CO 5	Evaluate Information system and computer networking in tourism.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	3
CO 3	3	3	2	2	2	2
CO 4	3	3	2	3	3	3
CO 5	3	3	3	2	3	2
Average	2.6	2.6	2.4	2.4	2.4	2.6

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER V
MEDICAL TOURISM

ELECTIVE: 2

TEACHING HOURS: 90HRS
CREDITS: 5

COURSE CODE: TM21/5E/MTM
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. assess knowledge on the medical tourist destinations
2. create knowledge of various modern technologies and emerging trends.
3. Identify the legal aspects of medical tourism.
4. outline the knowledge ancient medical treatments and therapies.
5. predict the availability of medical tourist facilities and amenities.

COURSE OUTLINE:

Unit-1	Introduction to Medical Tourism	20 Hrs
1.1	Medical Tourism – Significance – Medical Tourism as an industry	
1.2	Medical Tourist destinations –India – Brazil – Malaysia – Thailand – Turkey- Types of medical tourists-Domestic-International	
1.3	Factors influencing choices of Medical Tourism destinations-Low Cost-Medical Facilities-Time Consumption-Healing Therapies	
Unit 2	Healthcare System in India	15 Hrs
2.1	Traditional - Ayurveda – Homeopathy – Unani – Siddha	
2.2	Allopathy - Apollo – Sankara Nethralaya – MIOT – MMM – Frontier Lifeline - Global Hospitals	
3.3	Healing Centers and Therapies – Kutralam – Kotakkal – Puthur – Shanthigiri - Acupuncture – Acupressure – Rekhi – Pranic – Varma - Naturo therapy - Herbal therapy – Yoga -Spas	
Unit 3	Legal Aspects of Medical Tourism	20 Hrs
3.1	Role of the Government – Private Sector – Voluntary Agencies	
3.2	Medical Insurance Policy – Mediclaim	
3.3	Certification – Accreditation – National Accreditation Board for Hospitals & Healthcare Providers (NABH) - Joint Commission International (JCI) - Medical Tourist Regulations	
Unit 4	Medical Tourism Market	15 Hrs
4.1	Medical Tourism Sectors in India – Fertility – Cancer – Cardiology – Hip/Knee Resurfacing – Cosmetic	
4.2	Significance of Medical Tourism on India’s Economy-International Relations- Global Earnings	
4.3	Merits and Demerits in Global Medical Tourism Market	
Unit 5	Emerging Trends	20 Hrs
5.1	Ethics in Medical Tourism – Protecting stakeholders’ interest-	
5.2	Reducing Environmental risk of Medical tourism – Sustainable development	
5.3	Issues in Medical Tourism – Surrogacy – Hospital Borne Diseases- OrganTrafficking	

RECOMMENDED TEXTBOOKS:

1. Sarngadharan.M, V.S.Sunanda, **Health Tourism in India** (New Delhi, 2009).
2. Goel, Pramod, **Evolution of Medical Tourism**, (New Delhi, 2012)
3. Kumar. R, **Medical Tourism in India- Management and Promotion**, (New Delhi, 2008).
4. G.R.Chatak,**Medical Tourism Codes and Guidelines**, New Delhi, 2010.
5. Sneha Pathak,Rithesh Mishra **Medical Tourism in India**, New Delhi ,2019s.

REFERENCE BOOKS:

1. Dr. Pimpale, Vinita K., **Medical Tourism**, (New Delhi, 2016)
2. Siva, Jay, **The Complete Guide to Medical Tourism**, (New Jersey, 2012)
3. Kumar, R., **Medical Tourism in India - Management and Promotion**, (New Delhi, 2008)
4. Cohen, I. Glenn, **Patients with Passports: Medical Tourism, Law and Ethics**, (New York, 2015)
5. Singh, Kaviraj, **Report on Legal Medical Issues India: Health Laws India**, (New Delhi, 2015)
6. Connell, John, **Medical Tourism**, (Sydney, 2010)
7. Madhusoodhanan Sarngadharan, V. S. Sunanda, **Health Tourism in India**, (New Delhi, 2009)
8. Sonali Kulkarni, **Spa and Health Tourism** (New Delhi, 2008).
9. Javaid, Junaid, **Globalisation of Healthcare Medical Tourism in Indian Multi-Speciality Hospitals**, (Munich, 2014)
10. Bookman, M., **Medical Tourism in Developing Countries**, (New York, 2007)

JOURNALS:

1. Advances in Culture, Tourism and Hospitality Research, Emerald Publishing Limited, ISSN 1871-3173
2. Contemporary medical tourism: Conceptualisation, culture and commodification, Elsevier Ltd, ISSN 0261-5177.

E-LEARNING RESOURCES:

1. https://www.who.int/global_health_histories/seminars/kelley_presentation_medical_tourism.pdf
2. https://www.tillvaxtanalys.se/download/18.5d9caa4d14d0347533bcf42e/1430909773826/direct_response_2013_04.pdf
3. https://openscholarship.wustl.edu/cgi/viewcontent.cgi?article=1062&context=law_globalstudies
4. <https://www.alliedmarketresearch.com/medical-tourism-market>
5. <https://www.tourmyindia.com/medical-tourism/blog/5-emerging-trends-medical-tourism-industry/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Acknowledge information on medical tourism destinations
CO 2	Understand the significance of health care system in India
CO 3	Familiarize legal aspects of medical tourism
CO 4	Analyze scope and opportunities of medical tourism market
CO 5	Inculcate the future scope and trends in medical tourism

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	3	2	3	2	2
CO 2	2	2	3	2	3	3
CO 3	3	3	2	1	2	3
CO 4	3	3	2	3	3	1
CO 5	1	3	1	2	3	3
Average	2.2	2.6	2.0	2.2	2.6	2.4

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SELF STUDY
For Advanced Learners - Optional
SHIPPING AND CARGO MANAGEMENT

SELF STUDY
(FOR ADVANCED LEARNERS - OPTIONAL)
SHIPPING AND CARGO MANAGEMENT
CREDIT: 2

COURSE OBJECTIVES:

To enable the students to

- explore logistics role in Economy or the organizations in terms of effective logistics service to the customers.
- offer wide knowledge on the fundamentals of logistics business.
- understand the overall logistics services implement cost effectiveness and storage.

LEARNING OUTCOMES:

1. To gain the fundamental knowledge in logistics operation.
2. To learn the impact of logistics in nation's economy
3. To accumulate interest on employment opportunities in Logistics

Unit 1

Logistics

- 1.1 Role of Logistics in Economy/Organization - Definition of Logistics- Objectives of Logistics Functions of Logistics.
- 1.2 Logistics and Customer Service - Definition of Customer Service Elements of Customer Service
- 1.3 Phases in Customer Service-Customer Retention

Unit 2

Procurement and Outsourcing

- 2.1 Procurement and Outsourcing - Definition of Procurement/Outsourcing- Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing.
- 2.2 Introduction-Role of Inventory-Importance of Inventory.
- 2.3 Inventory Management Characteristics of Inventory-Need for Inventory and its Control-Importance of Inventory Management in Supply Chain- Types of Inventory.

Unit 3

Material Management

- 3.1 Materials Management - Objectives of materials management-Materials Planning-Purchasing Basic Materials of Material Handling- Participants in Transportation Decisions.
- 3.2 Modes of Transportation.Warehousing/Distribution
- 3.3 Functions of Warehouse-Benefits of Warehouse.

Unit 4

Package Handling

- 4.1 Packing and Materials handling - Functions of Packaging
- 4.2 CommunicationCost Types of Packaging Material-Unitization- Containerization.
- 4.3 Designing a Package-Factors affecting choice of Packaging Materials.

Unit 5	Global Logistics
5.1	Global Logistics - Global Supply Chain-Organizing for Global Logistics-Strategic Issues in Global Logistics-Forces driving Globalization
5.2	Modes of Transportation in Global Logistics Barriers to Global Logistics-Markets and Competition.
5.3	Logistics Strategy - Requirements for an Effective Logistics Strategy - Strategic Logistics Planning.

RECOMMENDED TEXTBOOKS:

1. Douglas Lambert, James R Stock, Lisa M. Ellram, **Fundamentals of Logistics Management** McGraw-hill/Irwin, (First Edition, 1998)
2. Vinod V. Sople **Logistic Management** (2nd Edn.) Pearson Limited (2009)
3. Institute Of Chartered Shipbrokers, **Introduction to Shipping** Witherby Seamanship International Ltd,(2nd Revised edition, 2009).
4. Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, **Shipping Biography Introduction** 1st Baronet, Llc Book, (1994).

REFERENCE BOOKS:

1. **Logistics Management for International Business: Text And Cases**, Sudalaimuthu & S. Anthony Raj, PHI Learning, First Edition, (2009).
2. **Fundamentals of Logistics Management**, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, (1997)
3. **Logistics Management**, Ismail Reji, Excel Book, First Edition, (2008).
4. **Geography and Air Transport** , Brian J. Graham, , (New Jersey, 1995).
5. **Logistics & Supply Chain Management**, Martin Christopher, (1992).
6. **Lean Supply Chain and Logistics Management**, Paul A. Myerson, (2012).
7. **The Handbook of Logistics and Distribution Management**, Phil Croucher, A. Rushton, Peter Baker, (1989)
8. **Introduction to Logistics Systems Management**, Gianpaolo Ghiani, Roberto Musmanno, Gilbert Laporte, (2012).
9. **Supply Chain Management: Strategy, Planning, and Operation**, Peter Meindl, Sunil Chopra, (2000).
10. **International Logistics: The Management of International Trade Operations**, Pierre A. David, Richard D. Stewart (2004).

JOURNALS:

1. Supply Chain Management: More Than a New Name for Logistics, Martha C. Cooper, Douglas M. Lambert, Janus D. Pagh,ISSN 0957-4093.
2. Characteristics of Supply Chain Management and the Implications for Purchasing and Logistics Strategy,ISSN 0957-4093.

E-LEARNING RESOURCES:

1. <http://www.mhi.org/fundamentals/material-handling>
2. http://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf
3. http://library.aceondo.net/ebooks/Business_Management/logistics-an_introduction_to_supply_chain_management%5Bpalgrave.macmillan%5D%5B2003%5D.pdf
4. <https://www.nefab.com/en/insights/packaging-design/>
5. https://www.logisticsmgmt.com/wp_content/pls_wp_best_practices_092915.pdf

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create deeper knowledge on logistics role in economy.
CO 2	Analyze the different critical issues in logistics outsourcing.
CO 3	Identify various techniques in materials management.
CO 4	Analyze the role of packaging in logistics.
CO 5	Discuss the contemporary trends in global logistics.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	2
CO 3	2	3	2	3	2	1
CO 4	3	3	2	3	3	3
CO 5	3	3	3	2	3	2
Average	2.4	2.8	2.4	2.8	2.8	2.2

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1, K2	A – 10/12 x 5 Marks	250	50	50	-

SEMESTER VI
COURSE PROFILE – PROGRAMME OF STUDY

COURSE CODE	TITLE OF THE PAPER	CRE DITS	HOU RS/ WK	TOTA L HOUR S	L-T-P	CA	SE	TOT AL
TM21/6C/GTM	Global Tourism	4	6	90	4-2-0	40	60	100
TM21/6C/FOM	Front Office Management	4	6	90	4-2-0	40	60	100
TM21/6C/HTL	Human Rights and Tourism Legislations	4	6	90	4-2-0	40	60	100
TM21/6C/ ETM	Eco Tourism	4	6	90	4-2-0	40	60	100
TM21/6E/ ORB	Organizational Behaviour	5	6	90	4-2-0	40	60	100
TM21/6E/PRO	Project (Optional)							100
	TOTAL	21	30					

SEMESTER VI
GLOBAL TOURISM

TEACHING HOURS: 90 HRS

COURSE CODE: TM21/6C/GTM

CREDITS: 4

L T P : 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. create specific knowledge on international tourism destinations excluding India.
2. identify the tourist places of the world around and get inspired with the breathtaking activities of the globe.
3. compare the challenges and contemporary issues faced by the tourism industry in the global market.
4. create understanding of the world around and to have a new perspective of life.
5. prepare and motivate towards some breathtaking activities and amazing events of the globe.

COURSE OUTLINE:

Unit –1	America – North, Central and South	20 Hrs
1.1	Tourism in USA-New York -Las Vegas – Canada-Ottawa-Ontario	
1.2	Tourism in Mexico- Mexico City-Morelia-Costa Rica -San Jose- Herdia-PanamaCity-David	
1.3	Major tourism attractions in Brazil – Brasilia-Rio de Janerio- Chile -San Dieago-Arica- Peru -Lima-Inca city- Cuba – Hawana-Santa Clara-Argentina-Buenos Aires-Cordoba	
Unit – 2	Europe and Australia	20 Hrs
2.1	Tourism in United Kingdom - France– Germany- Frankfurt	
2.2	Italy –Rome-Venice-Milan- Switzerland -Berne-Zurich-Geneva	
2.3	Australia –Canberra-Sydney-Melbourne-Perth- New Zealand -Wellington-Auckland-Queens Town	
Unit - 3	Africa and Asia	20 Hrs
3.1	Kenya-Nairobi- Egypt-Cairo- Morocco – Rabat-Mauritius –Port Louis- South Africa -Pretoria-Cape Town-Durban	
3.2	Srilanka –Colombo-Kandy- Nepal -Kathmandu- Thailand-Bangkok-Pattaya City- Cambodia-Phnompenh-Battambang- China-Beijing-Shanghai-Hong Kong-Ng Fai Tin-Stanley- Japan-Tokyo-Hiroshima- Laos-Vientiane -Luangprabeng- Vietnam – Hanoi-Hue-Singapore -Little India-ChinaTown- Malaysia-Kuala Lumpur -Penang	
3.3	Kuwait-Al Ahmadi -Dubai-Burj Khalifa- Israel- Jerusalem-Nazarath- Jordan- Amman-Mt.Nebo	
Unit – 4	Trends in Global Tourism	15hrs
4.1	Tourist Arrivals, Receipts & GDP	
4.2	India’s Position in Global Tourism	
4.3	Top Ten Tourist Countries of 2020	
Unit - 5	Contemporary concerns in International Tourism	15 hrs
5.1	Travel Restrictions under Normal and Emergency circumstances	
5.2	Cultural Impact of International Tourism-Transformation-Commercialisation	
5.3	Challenges before the International Tourists-LanguageBarrier-Infrastructure-Technology-Competition-Pandemic	

RECOMMENDED TEXTBOOKS:

1. A.K.Bhatia, **International Tourism**, (New Delhi, 2008)
2. **Lonely Planet Travel Guides and Travel information**, (New Delhi, 2000)
3. Bhatia A.K., **Tourism Development**, (New Delhi, 2010).

REFERENCE BOOKS:

1. **International Travel and Health 2003**, (World Health Organization (WHO), 2003).
2. Ahana Chakraborty, **Global Tourism**, (New York, 2007)
3. William F. Theobald, **Global Tourism**, (New York, 2013).
4. Sarah M. Lyon, E. Christian Wells, **Global Tourism: Cultural Heritage and Economic Encounters**, (New York, 2012).
5. D. S. Bhardwaj, Krishan K Kamra, Manjula Chaudhary, **International Tourism: Issues and Challenges**, (New Delhi, 2006)
6. Earl and Erlet Cater, **Marine Ecotourism, Between the Devil and the Deep Blue Sea**, (London, 2007).
7. Sue Beeton, **Community Development for Tourism**, (London, 2006).
8. Marcus Endicott, Vagabond Globetrotting **The Electronic Traveler in the New Millennium**, (Lulu, 2004).
9. Hall, C. Michael, Stephen J. Page, **The Routledge Handbook of Tourism in Asia**, (New York, 2017)
10. Santana, Gui, **Tourism in South America**, (New York, 2011).

JOURNALS:

1. Current Issues in Tourism, Taylor and Francis, ISSN 13683500
2. Contributions of community-based tourism to the socio-economic well-being of local communities: the case of Pulau Redang Island, Malaysia, Taylor and Francis, ISSN 1598-0634.

E-LEARNING RESOURCES:

1. <https://www.pc.gov.au/research/completed/international-tourism/international-tourism.pdf>
2. <http://europe-tourism.org/>
3. <https://www.planetware.com/africa-middle-east-travel.htm>
4. <https://www.aseantourism.travel/>
5. <https://www.oecd.org/cfe/tourism/theimpactofcultureontourism.htm>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Create deeper knowledge on the different destinations in America and Australia.
CO 2	Analyze the different destinations under the European Countries.
CO 3	Identify various destinations under Africa and Middle East.
CO 4	Analyze the role of destinations in Asia with special reference to South East Asia.
CO 5	Discuss the contemporary issues faced by Tourism industry globally.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	3	2	3	2
CO 3	2	3	2	3	2	1
CO 4	3	3	2	3	3	3
CO 5	3	3	3	2	3	2
Average	2.4	2.8	2.4	2.8	2.8	2.2

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER VI
FRONT OFFICE MANAGEMENT

TEACHING HOURS: 90 HRS
CREDIT: 4

COURSECODE: TM21/6C/FOM
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. identify the front office updates the changing needs of the hotel Industry – Room selling Techniques,
2. utilize the details of credit control – cash control, Budgeting etc.,
3. discuss the changing needs of the hotel industry and handling guest.
4. prepare the tariff structure and effective means of communication in hotels.
5. compute the basics of account keeping and audit.

COURSE OUTLINE:

Unit - 1	Introduction	20 Hrs
1.1	Definition - Functions and importance of Front Office	
1.2	Functions of the receptionist – Etiquette - Art of reception – Lobby- Reception counter- Help Desk	
1.3	Front Office Communication – Methods – Body language	
Unit - 2	Tariff Structure and Rooms Selling	20 Hrs
2.1	Basis of Charging - Tariff fixation-Tour group rates- wholesale rates	
2.2	Seasonal rates -Extra Bed rates- Room tariff card	
2.3	Rooms Selling Techniques – Room Selling Tips – Service Selling – The Service Pyramid	
Unit - 3	Guest Handling	20 Hrs
3.1	Guest Cycle- Pre- Arrival - Reservation-Types - Systems - Group Reservation-over booking – Registration Procedure – Methods of Registration – Systems	
3.2	Guest arrival – Pre - registration – Receiving Guests	
3.3	Rooming of a guest - Bell desk functions – Message Handling –Change of Room –Car parking – Room key control – locking system – Departure Procedure – Destination Learning	
Unit - 4	Audit and Accounts	15 Hrs
4.1	Basics of keeping Accounts – Ledger	
4.2	Cashiers Report - Cash Report - Bill Section – E-Receipts	
4.3	Night Auditing - Description – Cross Checking Cash Control – Protection of Hotel Funds	
Unit - 5	Security Management	15 Hrs
5.1	Types of Security – Fire Safety Measures - Guide to fire extinguishers	
5.2	Break-in security – Bomb Threat	
5.3	Crisis Management-Handling emergency situations.	

RECOMMENDED TEXTBOOKS:

1. Bhatnagar, S.K., **Front Office Management**, (New Delhi, 2005)
2. Dr. Chakravarti, B.K., **Concepts of Front Office Management**, (New Delhi, 2008)
3. Harvey Burstein, **Hotel & Motel Loss Prevention: A Management Perspective**, (United States, 2001).
4. James A Bardi, **Hotel Operations and Management**, New Delhi 2012.
5. G.Ragh, Smritee Raghubalan, **Hotel House Keeping Operations and Management**, New Delhi 2015.

REFERENCE BOOKS:

1. Tewari, J.R., **Hotel Front Office: Operations and Management**, (New Delhi, 2009)
2. Ismail, Ahmed, **Front Office Operations and Management**, (New York, 2002)
3. Bhakta, Anuthosh, **Professional Hotel Front Office Management**, (New Delhi, 2012)
4. Vallen, Gary K., Jerome J.Vallen, **Check-In Check-Out: Managing Hotel Operations**, (New Delhi, 2009)
5. Kapoor, Ramneek, **Service Marketing: Concepts & Practices**, (New Delhi, 2011)
6. Woods, Robert H., **Professional Front Office Management**, (New Delhi, 2007)
7. Andrews, Sudhir, **Food and Beverage Service**, (New Delhi, 1991).
8. Rathi, Manish, **Hotel Tourism and Hospitality Management**, (New Delhi, 2000).
9. Michael L Kasavana Richards M Brroks, **Managing Front Office**, (New Delhi, 1991).
10. Tim Nowley, **Hospitality management an Inroduction**, (New york, 1998).

JOURNALS:

1. A Content Analysis of Subject Areas and Research Methods Used in Five Hospitality Management Journals, Sage Journals, ISSN 1096-3480
2. International Journal of Hospitality and Tourism Administration, Taylor & Francis, ISSN 15256480.

E-LEARNING RESOURCES:

1. <https://frontofficemanager.wordpress.com/2013/10/04/an-introduction-to-front-office/>
2. <http://regulationbodyofknowledge.org/faq/price-level-and-tariff-design/steps-what-are-thekey-steps-for-designing-an-effective-tariff-structure/>
3. <https://www.hospitality-school.com/step-by-step-guest-complaint-handling-procedure-practical-training/>
4. <https://accountlearning.com/audit-of-hotels-role-of-auditor/>
5. <https://www.ifsecglobal.com/uncategorized/ensuring-best-practice-in-hotel-security-management/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Identify the basic departments operated in front office.
CO 2	Create knowledge on the front office communication and tariff structure in a hotel.
CO 3	Prepare the skills required in handling a guest taking up the hotel service.
CO 4	Utilize the skill of auditing and accounting required to handle front desk.
CO 5	Analyze the role of security management for guest safety.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	2	2	2	2	3	3
CO 3	3	3	2	3	2	3
CO 4	3	2	2	2	3	3
CO 5	2	3	3	2	3	2
Average	2.4	2.4	2.2	2.4	2.8	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER VI
HUMAN RIGHTS AND TOURISM LEGISLATIONS

TEACHING HOURS: 90 HRS

COURSE CODE: TM21/6C/HTL

CREDITS: 4

L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. analyze human rights as a branch of public international law and relevant laws related with tourism.
2. utilize the knowledge of human rights in both theory and practical from legal, historical, philosophical, and political and social science based perspectives.
3. distinguish the different forms of promoting and implementing human rights, domestically as well as on the international level.
4. understand the relationship between Tourism and Human Rights
5. create knowledge on fundamental rights and duties.

COURSE OUTLINE:

Unit – 1	Definition and classification of Human Rights	20 Hrs
1.1	Meaning - Historical evolution	
1.2	Civil and Political Rights-Economic Rights	
1.3	Social and Cultural Rights	
Unit – 2	International Human Rights and Travel Laws	20 Hrs
2.1	UDHR – ICCPR - ICESCR	
2.2	Travel Legislations - International Maritime Laws related to Travel	
2.3	Aviation Laws – Air Corporations Act	
Unit – 3	Human Rights in India	20 Hrs
3.1	Constitutional Protection of Human Rights - Fundamental Rights and Duties	
3.2	Issues in Tourism and Human Rights - Trafficking – Women – Children – Drugs	
3.3	Displacement caused by tourism – Indigenous rights – Protection for International Tourists	
Unit – 4	Legislations related to Tourists	15 Hrs
4.1	Citizenship – Passport – Visa - Foreigners’ Registration Act	
4.2	Foreign Exchange Management Act (FEMA) – RBI Guidelines	
4.3	Ancient Monuments and Archaeological Sites and Remains Act of 1958 and its Amendments-Consumer Protection in Tourism Industry	
Unit – 5	Legislations related to Environment	15 Hrs
5.1	Marine Coastal Regulation Zone - Rules and Laws	
5.2	Tourism and Fragile Eco System- Beaches - Coasts - Mountains	
5.3	Wildlife Protection Act (1972) - Forest (Conservation) Act, 1980- Environment (Protection) Act, 1986 -Environment Protection Act and its Amendments (1991, 2014, 2018)	

RECOMMENDED TEXTBOOKS:

1. Bhatia A.K. **International Tourism Fundamentals and Practices**, (New Delhi, 2002).
2. Kumar, Ravi Bhushan, **Coastal Tourism and Environment**. (New Delhi, 1995).
3. Naorem Sanajaoba, **Human Rights, Principles, Practices and Abuses** (New Delhi, 1994).

REFERENCE BOOKS:

1. Jean Keefe, Sue Wheat, Jeffery Pike, **Tourism and Human Rights** (United Kingdom, 1998).
2. **Legal Perspectives Documentation Files, Legal Resources for Social Action**, (Chengalpattu, TN).
3. N. Jayapalan, **Human Rights**, (New Delhi, 2000).
4. Ashwini Rao, **Status of Human Rights in India**, (Delhi, 2010).
5. Hasan, Ashraful, **Human Rights Dilemmas in Contemporary Times: Issues and Answers**, (Bethesda, 1998)
6. Bianchi, Raoul, Marcus Stephenson, **Tourism and Citizenship: Rights, Freedoms and Responsibilities in the Global Order**, (London 2014)
7. Nirmal, C.J, **Human Rights in India -Historical, Social and Political Perspectives** (New Delhi, 2000)
8. Sharma, G, **Human Rights and Legal Remedies**, (New Delhi, 2003)
9. Sharma, G, **Human Rights and Social Justice**, (New Delhi, 2004)
10. M.J, Antony, **Women's Rights**, (New Delhi, 1995)

JOURNALS:

1. Journal of Hospitality and Tourism Management, Sage Publications, ISSN 1096-3480.
2. Generational differences in work values: a study of hospitality management, emerald insights, ISSN 0959-6119.

E-LEARNING RESOURCES:

1. <http://www.humanrights.is/en/human-rights-education-project/human-rights-concepts-ideas-and-fora/part-i-the-concept-of-human-rights/definitions-and-classifications>
2. <https://www.un.org/en/sections/universal-declaration/foundation-international-human-rights-law/index.html>
3. <https://amnesty.org.in/about-us/what-are-human-rights/>
4. <http://www2.unwto.org/technical-product/tourism-legislation-and-regulation>
5. <http://www.mondaq.com/india/x/624836/Waste+Management/Environment+Laws+In+India>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Identify the significance and classifications of Human Rights
CO 2	Utilize the information on the different international human rights legislations.
CO 3	Discuss the role of Human Rights in India.
CO 4	Analyze the significance of legislations related to Tourists travelling to international countries.
CO 5	Communicate Tourism without damaging the environment, and to be aware of the existing rights and duties

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	3
CO 2	3	3	3	2	3	2
CO 3	3	2	2	3	2	3
CO 4	2	3	2	3	3	3
CO 5	3	2	3	3	3	3
Average	2.6	2.4	2.4	2.8	2.8	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
- Assignment,
- Quiz - Seminar
- Peer Learning,
- Field Visits
- Self-Study Papers

QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1	A – 10 x 2 Marks	50	20	100	-
K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER VI
ECO TOURISM

TEACHING HOURS: 90 HRS
CREDITS: 4

COURSE CODE: TM21/6C/ETM
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. attain awareness on the need for eco-tourism in current scenario to develop sustainability.
2. have deeper understanding on environmental, socio-cultural and economic impacts of Tourism.
3. get familiarized with different types of environmental organizations and nongovernmental organizations for promoting ecotourism destinations.
4. create awareness about the fragility of the environment.
5. spread the message of conserving Bio-Diversity.

COURSE OUTLINE:

Unit – 1	Basics of Eco tourism	20 hrs
1.1	Defining Eco tourism-Components of Eco tourism	
1.2	Principles and Types of Eco tourism - Global Growth and Magnitude of Eco tourism	
1.3	World Eco Tourism Summit - Qubec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007	
Unit - 2	Ecology And Tourism	20 hrs
2.1	Five Basic Laws of Ecology – Sustainability - Carrying Capacity- Absorbing Capacity	
2.2	Eco Tourism Resources – Coastal Areas – Tiger reserves - Biosphere reserves - -Wetlands -Coral reefs	
2.3	Eco Tourism Venues- Private Protected Areas- Public Protected Areas- Modified Spaces - Indigenous territories	
Unit – 3	Impacts and Sustainability of Ecotourism	20 hrs
3.1	Environmental Impacts - Environmental Conservation	
3.2	Socio-Cultural Impact - Socio-cultural conservation	
3.3	Economic Impact - Economic Conservation - Potential benefits from ecotourism	
Unit – 4	Planning in Eco Tourism	15hrs
4.1	United Nations Environmental Programme (UNEP)	
4.2	National Policy on Ecology - Eco Labelling and Eco Certification	
4.3	Ecotourism Development Agencies - Role of the International Ecotourism Society – UNWTO – UNDP - WWF - Department of Forest and Environment - Government of India	
Unit – 5	Business of Ecotourism	15hrs
5.1	Development Strategies for Eco tourist Accommodations	
5.2	Eco-Bridge -Eco Lodges-Eco Resorts.	
5.3	Marketing and promotion of Eco- tourist destinations	

RECOMMENDED TEXTBOOKS:

1. Ramesh Chawla, **Ecology and Tourism Development**, (New Delhi, 2006).
2. Chawla, Romila, **Ecotourism and Development**, (New Delhi, 2003).
3. Singh, Ratan Deep, **National Eco Tourism and wildlife Tourism - Policies and Guidelines**, (New Delhi, 2004).

REFERENCE BOOKS:

1. Arora, Shyam Lal, **Adventure tourism and sports, Issues and Prospectives**, (New Delhi, 2007)
2. Prabhas Chandra, **Global Eco Tourism - Codes, Protocols and Charters**, (New Delhi, 2003).
3. Pruthi R.K., **Tourism Industry and Environmental Management**, (New Delhi, 2006).
4. Romila Chawla, **Protected Areas Tourism**, (New Delhi, 2005).
5. Sinha PC, **The Encyclopedia of Ecotourism**, (New Delhi, 2003).
6. Singh, Ratan Deep, **National Eco Tourism and wildlife Tourism - Policies and Guidelines**, (New Delhi, 2004).
7. Ravi Shankar and Kumar Singh, **Eco Tourism and Sustainable Development**, (New Delhi, 2003).
8. Sukanta K Chaudhury, **Cultural, Ecology and Sustainable Development**, Mittal, (New Delhi, 2010)
9. Buckley, Ralf, **Environment Impacts of Ecotourism**, (London, 2004)
10. Chawla, Ramesh, **Ecology and Tourism Development**, (New Delhi, 2006)

JOURNALS:

1. Journal of Ecotourism, Taylor & Francis, ISBN 14724049
2. Review of studies on environmental impacts of recreation and tourism in Australia, Elsevier Ltd, ISBN: 0301-4797.

E-LEARNING RESOURCES:

1. <https://ecotourism.org/what-is-ecotourism/><https://climateandcapitalism.com/2012/04/02/four-laws/>
2. <https://www.greenleft.org.au/content/barry-commoner-scientist-activist-radical-ecologist>
3. <https://theecologist.org/2019/jan/18/impacts-eco-tourism>
4. http://www.prm.nau.edu/prm300-old/planning_for_protected_lesson.htm
5. <http://www.ecotourismireland.ie/business-planning/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Understand the significance of Eco tourism globally.
CO 2	Analyze the relationship of ecology in practices of tourism.
CO 3	Determine the various impacts of Eco-tourism on the environmental factors.
CO 4	Familiarize with the planning strategies of the organizations involved in Eco Tourism.
CO 5	Upgrade the knowledge of business activities involved in Eco Tourism.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

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CO 2	2	2	3	2	3	3
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Average	2.6	2.4	2.4	2.6	2.8	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
- Flipped Learning/ Blended Classroom - e-content, videos,
- Group Discussion
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QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
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K2,K3	B – 5/8 x 8 Marks	250	40		
K3	C – 2/4 x 20 Marks	500	40		

SEMESTER VI
ORGANISATIONAL BEHAVIOUR
ELECTIVE - 3

TEACHING HOURS: 90 HRS
CREDITS: 5

COURSE CODE: TM21/6E/ORB
L T P: 4 2 0

COURSE OBJECTIVES:

To enable the students to

1. discuss the importance of organizational behavior and familiarize the features of individual and group behavior.
2. identify the changes and challenges in the organizational climate.
3. evaluate the importance of group task to sustain organizational culture.
4. assess the importance of team building in an organization.
5. compare the causes of conflict and its variations.

COURSE OUTLINE:

Unit - 1	Organizational Behaviour	20 hrs
1.1	Definition – Nature - Scope - Framework	
1.2	Need, importance and Structure of Organisational Behaviour	
1.3	Entrepreneurial Development-Challenges and Opportunities -Peoples Skills-Managing Workforce-Total Quality Management-Responding to Globalization	
Unit - 2	Features of organizational Behaviour	20 hrs
2.1	Theories of Motivation -Maslow’s Hierarchy of Needs,Two factor theory-Motivational techniques-Monetary and Non Monetary	
2.2	Control Standards - Effective Control and Co - Ordination System	
2.3	Role of Authority and Leadership-Role of a leader- Types of Leadership – Power and Politics	
Unit – 3	Individual Behaviour	20 Hrs
3.1	Personality - Impact of Culture and Tradition – Emotions	
3.2	Perception – Process – Organization - Interpretation	
3.3	Learning - Attitudes - Values	
Unit - 4	Group Behaviour	15 Hrs
4.1	Formation – Influence -Types and Functions of groups	
4.2	Group Tasks and Development – Team Building	
4.3	Conflict - Causes - Types	
Unit - 5	Organizational Cultures and Climate	15 Hrs
5.1	Functions of Organizational Culture - Types of Organizational Behaviour-Autocratic-Custodial-Supportive-Collegial-System	
5.2	Work Stressors –Work, Life, Balance - Job satisfaction and Determinants	

- 5.3 Factors affecting organizational climate-Noncooperation-Dominant Orientation-Conflicts-Inter personal relationship-System Values

RECOMMENDED TEXTBOOKS:

1. Ashwathappa, **Organizational Behaviour** , K, (New Delhi, 2005).
2. Buchanan and Huczyns, **Organizational Behaviour**, (New York, 2013).
3. Udai Pareek, **Understanding Organisational Behaviour**, (New Delhi, 2004)
4. Khanka SS, **Organizational Behaviour**, New Delhi 2006.
5. Swathi Jain, **Organizational Behaviour**, Rajasthan 2019.
6. Gupta CB, **A Text Book of Organizational Behaviour**, New Delhi 2014.

REFERENCE BOOKS:

1. A.K. Bhatia, **Fundamentals of Organizational Behaviour Key Concepts, Skills, and Best Practices**, (New Delhi, 2009).
2. Kavitha Singh, **Organization Behaviour**, (New Delhi, 2012).
3. Prasad.L.M., **Organization Behaviour**, (New Delhi, 2005).
4. Stephen P. Robins, **Organisational Behavior**, (London 2008)
5. Fred Luthans, **Organisational Behavior**, (Chennai, 2001)
6. Scher Merhorn, Hunt and Osborn, **Organization Behaviour**, (USA, 2008).
7. G. A. Cole, **Organisational Behaviour: Theory and Practice**, (New York, 1995).
8. Ray French, **Organizational Behaviour**, (USA, 2011).
9. Nirmal Singh, **Organisational Behaviour: Concepts, Theory and Practices**, (New Delhi, 2001).
10. John Martin, **Organizational Behaviour and Management**, (New York, 2005).

JOURNALS:

1. Action learning: from individual learning to organisational development, Gower Publishing, Ltd, ISBN: 1476-7333
2. Organisational culture's influence on tacit knowledge-sharing behaviour, Emerald insight, ISSN: 1367-3270.

E-LEARNING RESOURCES:

1. <https://www.investopedia.com/terms/o/organizational-behavior.asp>
2. <https://courses.lumenlearning.com/boundless-business/chapter/motivation-techniques-in-practice/>
3. <http://practical-management.com/Organization-Development/Individual-Behavior-in-Organization.html>
4. <https://www.managementstudyguide.com/group-behavior.htm>
5. <https://gothamculture.com/what-is-organizational-culture-definition/>

COURSE OUTCOMES

CO No.	CO Statement
CO 1	Analyze the nature and scope of organizational behavior.
CO 2	Discuss the various and different techniques of organizational behavior.
CO 3	Identify the features of Individual behavior in an organizational functioning.
CO 4	Discuss the importance of group behavior in planning effective organizational function.
CO 5	Assess the skills on enhancing organizational culture and climate.

MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

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Average	2.8	2.6	2.6	2.6	2.6	2.6

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TEACHING METHODOLOGY

- Lecture (chalk and talk – LCD)
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QUESTION PAPER PATTERN END SEMESTER EXAMINATION

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K3	C – 2/4 x 20 Marks	500	40		

SEMESTER VI

PROJECT
(Optional)

EXTRA CREDIT: 2

COURSE CODE: TM21/6E/PRO

Objective:

To teach the students the art of writing history

GUIDELINES For Project:

Each student shall be required to prepare a project report on the basis of an original study carried out by the candidate in B.A Tourism suggesting areas in which the field of history can be further improved or developed.

The report should demonstrate the capability of the student for creative work and original approach towards the study of history.

The project Report should be submitted in the VI Semester should be on Tourism.

EVALUATION PATTERN

Project Submission	70
Viva Voce	30
Total Marks	100