M. A. Tourism and Travel Management

Syllabus

AFFILIATED COLLEGES

Program Code:***

2020 – 2021 onwards

BHARATHIAR UNIVERSITY

Program Educational Objectives (PEOs) of M. A. Tourism & Travel Management	
PEO1	Acquire domain knowledge and expertise which best suits the industry
PEO2	Able to correlate the domain knowledge with the nation's objectives
PEO3	Attain managerial skills to face the competitive industry requirements
PEO4	Able to find technology driven solutions
PEO5	A well-groomed professional
PEO6	Able to identify and address the issues of the sector
PEO7	Instill research quotient
PEO8	Possess continuous learning interests
PEO9	Provide entrepreneurial skills
PEO10	Socially responsible individual

Program Specific Outcomes (PSOs) of M. A. Tourism & Travel Management	
PSO1	Analyse, understand, and innovate the deliverables of tourism sector
PSO2	Create competitive edge to destinations through managerial skills
PSO3	Acquire entrepreneurial skill sets
PSO4	Possess vibrant interpersonal qualities
PSO5	Possess learning acumen

Program Outcomes (POs)	
On successful completion of the **M. A. TOURISM & TRAVEL MANAGEMENT** program	
PO1	Academic excellence
PO2	Research oriented
PO3	Analysing and reasoning skills
PO4	Technology orientation and adoption
PO5	Interpersonal communication
PO6	Problem solving
PO7	Team work
PO8	Socially responsible
PO9	Action of Sustenance
PO10	Entrepreneurial excellence

BHARATHIAR UNIVERSITY: COIMBATORE 641 046

M. A. TOURISM & TRAVEL MANAGEMENT Curriculum (Affiliated College)
(For the students admitted during the academic year 2020 – 21 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
13A	Course-I Principles of Tourism	4	6		25	75	100
13B	Course -II Cultural Heritage of India	4	6		25	75	100
13C	Course -III Tourism Resources of India	4	6		25	75	100
13D	Course -IV Tourism Geography	4	6		25	75	100
1EA	Course -V Elective-I	4	6		25	75	100
	Total	**20**					**500**
SECOND SEMESTER							
23A	Course -VI Travel Agency and Tour Operations Business.	4	6		25	75	100
23B	Course -VII Transports for Tourism	4	6		25	75	100
23C	Course -VIII Tourism Products of Tamil Nadu	4	6		25	75	100
23D	Course -IX Hospitality Management	4	6		25	75	100
2EA	Course -X Elective II	4	6		25	75	100
	Total	**20**					**500**
THIRD SEMESTER							
33A	Course -XI Sustainable Tourism Development	4	6		25	75	100
33B	Course -XII Air Fares and Ticketing	4	6		25	75	100
33C	Course -XIII Research Methodology	4	6		25	75	100
33D	Course -XIV World Tourism Panorama	4	6		25	75	100
3EA	Course -XV Elective III	4	6		25	75	100

37A	Course -XVI Field Visit	4	-		100		100
	Total	**24**					**600**
	FOURTH SEMESTER						
43A	Course -XVII E-Tourism	4	4		25	75	100
43B	Course -XVIII Human Resources Management	4	4		25	75	100
43C	Course -XIX Tourism Policy, Planning and Development in India	4	4		25	75	100
43D	Course -XX Ethical Codes for Tourism	4	4		25	75	100
4EA	Course -XXI Elective IV	4	4		25	75	100
47V	Course -XXII Project and Viva Voce	6	10		50	**100**	150
	Total	**26**					**650**
	Grand Total	**90**					**2250**
	ONLINE COURSES						

* In the core subjects, no. of papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above.

@ Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

Electives: List of Group of Elective papers (Students can choose any one of the Group papers as electives)

Semester/ Elective	GROUP-A	GROUP-B	GROUP-C
Semester I: Elective- I.	Principles of Management.	MICE	Cultural Tourism
Semester II: Elective –II.	Communication Skills for Tourism.	Travel and Tourism Industry 4.0	Tour Guiding and Interpretation.

Semester III: Elective -III	Tourism Marketing.	Adventure Tourism in India	Ecotourism
Semester IV: Elective-IV	Entrepreneurship Development in Tourism.	Tourism Research Methods.	Emerging Issues in Tourism

First Semester

Course code	13A	PRINCIPLES OF TOURISM	L	T	P	C
Core		CORE –I	4			4
Pre-requisite		Understand Basic Tourism Concepts	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Know the basic concepts and importance of tourism
2. Understand various types of tourism
3. Familiarize the various organization's role on the tourism development

Expected Course Outcomes:

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

1	Understand the basic concepts of tourism	K1
2	Identify different types of tourism	K2
3	Distinguish different types of tourism and it role	K3
4	Familiarize the various impacts of tourism	K4
5	Understand various leading tourism organizations' role on the promotion of tourism	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Basics of Tourism	15 hours

Tourism - Definition, Meaning, and Characteristics; Types of Tourism; Tourists; Types of Tourists; Emerging Trends in Tourism- Ecotourism, Adventure Tourism, Rural Tourism, Aqua Tourism etc.; Components of Tourism and their Linkages.

Unit:2	Evolution of Travel	15 hours

Development of Travel and Tourism Through the Ages - Purposes for Travel During the Past, Travelers, Travel Accounts, Transports, Highways, Etc.; Factors Responsible for The Growth of Mass Tourism - Spas, Organized Travels, Paid Holidays Etc.; The Grand Tour.

Unit:3	Measurement of Tourism	20 hours

Motivation for The Travel; Deterrents of Tourism; Measurement of Tourism; Need for Tourism Statistics; Types of Tourism Statistics; TSA-Tourism Satellite Accounts-Methods and Problems; Emerging Trends in Tourism Traffic in India.

Unit:4	Impacts of Tourism	20 hours

Impacts of Tourism - Socio-Economic - Positive and Negative; Tourism Expenditure; Tourism Multipliers – Income and Employment; Manila Declaration; STD- Sustainable Tourism Development; Tourism - The World's Peace Industry. Touch Less Travel –Pre And Post-COVID-19 Impacts.

Unit:5	Tourism Organisation and Association	13 hours

Tourism Organizations – Objectives and Functions; WTO, IATA, PATA, WTTC, ICAO, MOT, DOT, ITDC, and TTDC. Role of UNWTO during the Pandemic Period.

Unit:6		02 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	90 hours

Book(s) for Study

1	Tourism, Principles, Practices, Philosophies- Goeldner, C., & Ritchie, J.R. New Jersey: John Wiley.
2	Tourism Principles and Practices- Swain, S.K. & Mishra, J.M. New Delhi: OUP

Book(s) for Reference

1	The SAGE Handbook of Tourism Studies- Jamal, T., & Robinson, M. (Eds.). United Kingdom: Sage Publication

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/X/Introduction%20to%20Tourism%20ii.pdf

Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	S	M	S	S
CO2	S	M	S	S	M	S	S	S	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO4	M	S	M	S	M	S	S	S	L	M
CO5	L	S	S	M	S	M	S	L	S	S

*S-Strong; M-Medium; L-Low

Course code	13B	CULTURAL HERITAGE OF INDIA	L	T	P	C
Core		CORE-II	4			4
Pre-requisite		Basic Information About Indian Culture and Heritage	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Enable the students to be familiar with historical and cultural background of India.
2. Understand the chorological order based various civilizations emerged in India
3. Learn and visualize various dynasty's and rulers of early India

Expected Course Outcomes:

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

1	Remember the inter-relationship between culture and heritage of India	K1
2	Recollect the various civilizations and its contribution to human civilization in India	K2
3	Understand various kingships and dynasties of India	K3
4	Familiarize various rulers and their contributions to culture art and architecture over the period of years	K4
5	Distinguish various inter-collaborative art and cultural history of India	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**Introduction to Indian Culture**	**15 hours**

Culture - Meaning; Indian Culture - Meaning and Constituents; Salient Features of Indian Culture -Unity in Diversity; The Importance of Indian Cultural Heritage for Tourism; Outline of The Historical Evolution of Indian Culture.

Unit:2		**Legacy of Different Dynasties- I**	**20 hours**

Cultural heritage of Harappa, Vedic and Sangam period; The contribution of Buddhism and Jainism to Indian Cultural Heritage; The Mauryan Contributions to Culture - Art and Architecture.

Unit:3		**Legacy of Different Dynasties - II**	**20 hours**

The legacy of Indo-Greeks, Sungas and Satavahanas; The Cultural Heritage of Gupta's and Harsha's; Ancient Centres of Learning; The Contributions of Chandellas and other Kingdoms.

Unit:4		**Legacy of Different Dynasties - III**	**20 hours**

The Contributions of Chalukyas, Pallavas, Pandiyas, Rastrakutas, the Cholas and Pandiyas, Nayaks, Hoysalas and Vijayanagar Kingdoms to Cultural Heritage.

Unit:5		**Legacy of Different Dynasties - IV**	**13 hours**

The Contributions of the Delhi Sultanate and the Mughals; Indo-Islamic culture; The Importance of Bhakti Movement; The Contributions of West to Indian Cultural Heritage.

Unit:6			**02 hours**

Expert lectures, online seminars – webinars

	Total Lecture hours	**90 hours**

Book(s) for Study

1	Cultural Tourism in India- Gupta, SP, Lal, K, Bhattacharya, M., New DelhiL DK Print.
2	Tourism Products of India - Dixit Manoj & Charu Sheela,Lucknow: New Royal Publishers.

Book(s) for Reference

1	Indian Architecture (Buddhist and Hindu)- Brown Percy, Bombay. 2 vols.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://nios.ac.in/media/documents/SecICHCour/English/CH.02.pdf
Course Designed By: Dr. R.SEETHALAKSHMI (seethaprof@gmail.com)	

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	M	S	M	S	S	S	S
CO2	S	M	S	S	S	S	S	S	S	S
CO3	S	S	S	L	S	S	M	S	S	L
CO4	S	M	S	S	S	S	S	L	S	S
CO5	S	M	S	S	M	S	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	13C	**TOURISM RESOURCES OF INDIA**	L	T	P	C
Core		**CORE–III**	4			4
Pre-requisite		**Knowledge about Major and Minor Tourism Recourses of India**	Syllabus Version		2020-21	

Course Objectives:
The main objectives of this course are to: 1. Know the tourism resources of India and their tourism potentiality.   2. Gain the knowledge about Historical and Archaeological Attractions in North India   3. Inculcate various other tourism attractions of India

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	Remember the origin of India's unique tourism importance	K1
2	Obtain information on archeological, historical and cultural tourism attractions in North India	K3
3	Familiarize with natural tourism attractions of India	K4
4	Learn various dynasties and their contributions to the cultural tourism of India	K5
5	Distinguish between man-made and natural attractions in India	K2
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create		

Unit:1		**Tourism Resources in India**	**15 hours**
Tourism Resources – Concept, Types - Natural and Manmade, And Characteristics; Classification and Location of Tourism Resources of India - Eastern, Western, Northern and Southern; India – A Tourist Paradise; Important Tourism Circuits; Unique Features of Tourism Resources of India.			

Unit:2		**Tourism Resources of Northern India**	**15 hours**
Archaeological Sites In North India And Other Parts Of India; A Case Study Of Indus Sites; Museums – Types Of Museums; Functions Of Museums; Museums In India; Important Art Galleries In India; Historical Monuments And Their Types – Region wise; Important Pillars, Forts And Palaces; World Heritage Sites In India; Hampi; Taj Mahal, Khajuraho Temples, Ajanta And Ellora.			

Unit:3		**Physical Tourism Resources of India**	**20 hours**
Natural Tourism Resources - Beaches in East and West Coast; Goa, Juhu; Tourism Importance and Potentiality of Islands; Back Waters, Rivers and Lakes; Snake Boat Race, And Boat Houses. Tourism Importance of Forests and Deserts; Botanical Garden; Bio- Spheres; Mangrove Forests, Sunderbans; National Parks And Wild Life Sanctuaries; Water Falls; Hill Stations - Northern, Southern, Eastern, And Western India; Tourism Promotional Fairs and Festivals.			

Unit:4		**Cultural Tourism Resources of India**	**20 hours**
Cultural Tourism Resources of India; Styles of Temple Architecture; Development and Features of Temple Architecture – Hindu - Cave Temples, Monolithic Temples, Structural Temples; Different Parts of Hindu Temples; Buddhist - Chaityas, Viharas, Stupas; And Islamic Mosques.			

Unit:5		**Man-Made Tourism Resources of India**	**18 hours**

Man-Made Tourism Resources - Amusement Parks, Appu Ghar, Essel world, Fantasyland, Wonderla; Kishkinta; Pogoland; Maharaja; Black Thunder; Planetariums; Medical and Wellness Tourism-Naturopathy, Panchkarma; Ashrams; MICE- Meetings, Incentives, Conferences, And Events; Trade Fairs; Sports Stadiums.

Unit:6		2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**90 hours**

Book(s) for Study

1	Tourism in India- Dixit, M and Yadav, C. S., Lucknow: New Royal Publisher.
2	Cultural Tourism in India- Gupta, SP, Lal, K, Bhattacharya, M., New Delhi: DK Print.

Book(s) for Reference

1	Indian Tourism Products - Jacob, R. New Delhi: Abhijeet Publications

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://swayam.gov.in/nd2_cec19_mg28/preview

Course Designed By: Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	M	S	S	S	M	S
CO2	S	S	S	S	S	L	S	S	M	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	13D	TOURISM GEOGRAPHY	L	T	P	C
Core		CORE –IV	4			4
Pre-requisite		Understanding the Relationship Between Geography and Tourism	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:
1. Understand the applications of geography to tourism.
2. Inculcate the basic concepts of map reading and various time calculation techniques
3. Understand the IATA Traffic conference and Aviation Geography

Expected Course Outcomes:

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

1	Recollect the map reading and geographical distributions	K1
2	Remember the physical geography of the World	K2
3	Familiarize the International Time calculation	K3
4	Internalized the aviation geography and IATA traffic conferences	K4
5	Disseminate the emerging tourism movements around the World	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**Introduction to Global Geography**	15 hours

Meaning and Types of Geography; Maps and Its Uses; Maps - Circuits and Tourism Centers; Geographical Components of Tourism; Importance of Geography in Tourism; Important Geographical Regions - Hemisphere, Continents.

Unit:2	**Physical Geography the World**	15 hours

Physical and Political Geography – Major Continents of The World - America, Asia, Australia, Africa And Europe; Tourism Importance of Weather and Climate.

Unit:3	**Time Zones**	20 hours

Latitudes and Longitudes; International Dateline; Time Zones; Calculation of Time; GMT Variation and Their Relevance and Importance in Travel and Tourism Sector.

Unit:4	**Aviation Geography and Its Uses**	20 hours

Aviation Geography and Its Uses; IATA Traffic Conference Areas, Sub Areas and Sub Regions; IATA Three Letter Codes and Airline Codes.

Unit:5	**Natural Calamities Affecting Travel**	18 hours

Geographical Factors Affecting Global and Regional Tourism Movements; Natural Calamities; Diseases, Etc.; Impact of Weather and Climate in Tourism Sector; Emerging Trends in Global Tourist Movements.

Unit:6		02 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	90 hours

Book(s) for Study

1	Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.
2	Geography of Travel and Tourism- Hall, M. London: Routledge.

Book(s) for Reference	
1	The Geography of Tourism and Recreation - Environment, Place and Space- Hall, M., & Page, S.J. London: Routledge.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://shora.tabriz.ir/Uploads/83/cms/user/File/657/E_Book/Tourism/Tourism%20Geography.pdf

Course Designed By: Dr. R. NARASIMMARAJ ((narasimmarajj@gmail.com)

Mapping with Programme Outcomes									
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	S	S	S	M	S	S	S	S	S	S
CO2	M	S	S	S	S	S	M	S	S	S
CO3	S	S	S	S	S	S	M	S	S	L
CO4	S	S	L	S	M	M	S	S	S	S
CO5	S	S	S	M	S	S	S	M	S	S

*S-Strong; M-Medium; L-Low

Course code	IEA	PRINCIPLES OF MANAGEMENT	L	T	P	C
Elective		GROUP –A ELECTIVE PAPER–I (PAPER-V)	4			4
Pre-requisite		Elementary Understanding on Tourism Management and Administration	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Understand the elementary management concept necessary for tourism administration.
2. Able to recollect the various theories and functions of Management
3. Observe the various managerial skills required to manager

Expected Course Outcomes:

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

1	Remember the various schools of management thoughts	K1
2	Familiarize various functions of management	K3
3	Understand the process of Management	K4
4	Able to Distinguish between various functions of the management	K5
5	Gain the basic knowledge about accounting and financial management	K2

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Theories of Management	15 hours

Management - Meaning, Importance, Levels, Management Skills; Development of Management Thought; Contributions Of Henry Fayol And FW Taylor.

Unit:2	Functions of Management	15 hours

Functions of Management; Planning- Importance, Types, Process, MBO; Organization Type and Structure.

Unit:3	Staffing, Directing and Controlling	20 hours

Overview of Staffing, Recruitment and Selection; Directing; Communication-Types, Barriers; Controlling – Methods and Techniques. Pre And Post Covid-19 Impact on Recruitment- Issues and Challenges.

Unit:4	Motivation and Leadership	20 hours

Motivation-Importance and Theories; Leadership –Theories, Styles and Qualities.

Unit:5	Accounting and Financial Management	18 hours

Accounting-Nature, Purpose, And Concepts; Journal Ledger and Trial Balance; Profit and Loss Account and Balance Sheet; Travel Agency Accounting-Uses and Users of Accounting Information; Financial Management-Objectives and Functions.

Unit:6		02 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	90 hours

Book(s) for Study

1	Essentials of Management: An International Perspective- Koontz, H., & Weihrich, H. New Delhi: McGraw Hill.

2	Management- Stoner, J. A.F., & Wankel, C. New Delhi: Prentice Hall India
Book(s) for Reference	
1	Practice of Management- Drucker, P. F.New York: Harper & Row.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf
Course Designed By: Prof. RAJESH KUMAR (bhmdirector@amceducation.in)	

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	M	S	M	S	S	S	M	S
CO4	S	S	S	S	S	S	M	S	S	S
CO5	S	S	S	S	S	S	S	S	M	S

*S-Strong; M-Medium; L-Low
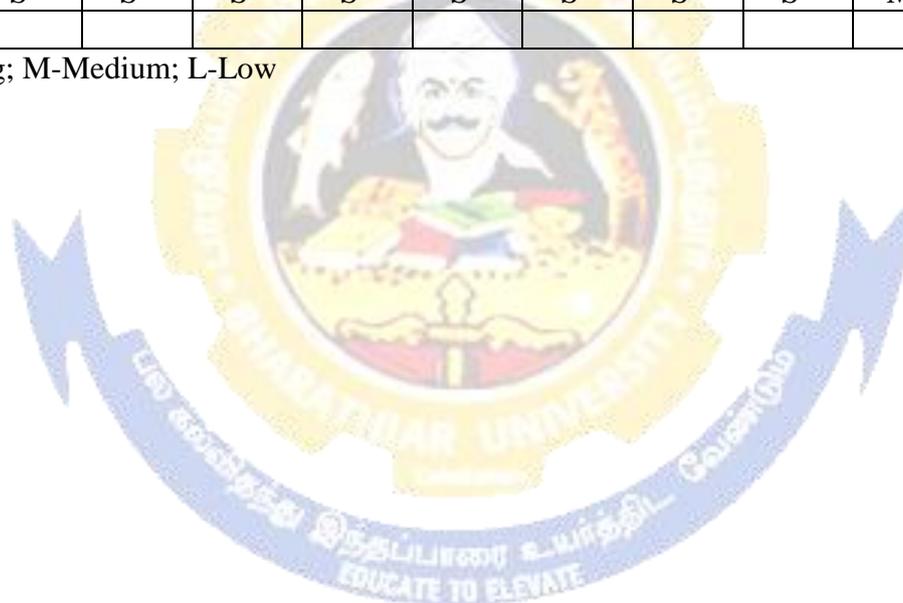
Course code	IEA	MICE	L	T	P	C
Elective		**GROUP –B ELECTIVE-I (PAPER-V)**	4			4
Pre-requisite		**Basic Understanding of MICE Industry**	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:
1. Understand and tap the emerging market potentiality of the MICE.
2. Analyse the various components in MICE
3. Learn various organisations role on MICE tourism development in India

Expected Course Outcomes:

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

1	Understand the basic structure the MICE industry	K2
2	Remember the MICE industry types and characteristics	K3
3	Familiarize the various originations role on MICE development in India	K4
4	Distinguish the role of travel agencies and tour operators in the field of MICE	K5
5	Recollect the role of modern technology in MICE development	K1

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**Introduction to MICE**	15 hours

Introduction To MICE; Evolution of MICE Industry - Components Of MICE; Economic and Social Significance Of MICE; Introduction to Professional Meeting Planning- Definition, Types and Roles – Associate, Corporate, Independent, TA's And TO's; Convention Visitor Bureaus – Functions, Structure and Funding Sources.

Unit:2	**MICE - Types and Characteristics**	15 hours

MICE Market- Association and Corporate Meeting, Its Characteristics and Differences; Process of Meeting Management – Permeating, During the Meeting and Post Meeting Techniques); Role of Travel Agency in Management of Conferences, Pre-And-Post Conference Tours; Evaluation of Events And Its Importance.

Unit:3	**MICE in Indian Context**	20 hours

Conference Venues- Concept, Facility Check-In and Check-Out Procedures, Requirements; Room Lay-Outs, F & B Planning for Conference- Convention Manager, Inter-Related Venues, Project Planning and Development; Introduction to Conference Facilities in India; Role and Functions of ICPB and ICCA.

Unit:4	**Trade Shows and Exhibitions**	20 hours

Trade Shows and Exhibitions - Types of Shows, Benefits of Exhibitions, Participant Decision Making Process- Contract Negotiations – Principles, Negotiation with Hotels, Airlines and Ground Handler; Development of Events Sales and Marketing Plan. Impact of Covid-19 On MICE Industry.

Unit:5	**Contemporary Technology used in MICE**	18 hours

Latest Meeting Technologies; Video Conferencing and Information Communication Technology; Factors Including Information Communication Technology Affecting Future Of

MICE; Human Resource Requirement for Conferences; Incentive Tour and Special Requirements for its Organization.	
Unit:6	**02 hours**
Expert lectures, online seminars – webinars	
Total Lecture hours	**90 hours**

Book(s) for Study	
1	The Complete Book of International Meeting- International Society of Meeting Planner, Arizona: Todd Publishing.
2	Managing Conventions and Group Business- Hoyle, L.H., & Jones, Educational Institute of AM & MA.
Book(s) for Reference	
1	Meeting, Conventions and Expositions- Montogmery, R.J. New York: VNR.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.slideshare.net/Bhavana2016/components-of-mice-industry
Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)	

Mapping with Programme Outcomes									
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	S	S	M	S	S	S	S	S	S	S
CO2	M	S	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	IEA	CULTURAL TOURISM	L	T	P	C
Elective		GROUP –C ELECTIVE– I (PAPER-V)	4			4
Pre-requisite		Familiarize the Interrelationship between Culture and Tourism	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Understand the importance of cultural tourism of India
2. Know the uniqueness of the Indian cultural aspects of tourism
3. Familiarize the role of motivation in promotion of tourism

Expected Course Outcomes:

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

1	Understand the interrelation ship between culture and tourism	K1
2	Gain the knowledge on the various festivals celebrated across the India	K2
3	Distinguish between impacts of tourism	K5
4	Familiarize the motivational concept of tourism	K3
5	Internalize the cultural aspect of tourism in India	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Culture and Tourism		15 hours

Tourist Host Interrelationship; Social and Cultural Disparities; Cultural Determinants of Tourism.

Unit:2		Tourism and Moral Conduct		15 hours

Tourism and Moral Conduct; Role of Women to Tourism; Tourism and Cultural Change; Effects on Culture; Tourism and Material Form of Culture and Nonmaterial Forms of Culture.

Unit:3		Tourism Festivals of India		20 hours

Tourism Festivals of India; Their Organization and Impact Assessment of Tourists; Pilgrimage and Tourism; Interrelationship; Pilgrimage Tourism Case Studies- Palani, Tirupathy, Sabarimala.

Unit:4		Ethnic Tourism		20 hours

Ethnic Tourism Concept; Positive and Negative Impact; History- Its Use and Misuse In Tourism

Unit:5		Promotion of Tourism		18 hours

Role of Images and Motivation in Promotion of Tourism; Spatial Planning for Cultural Tourism and Infrastructural Determinants; Visitor Management at Indian Cultural Sites; Indian Cultural Ambassadors- Artistes, Musicians, And Dancers

Unit:6				02 hours

Expert lectures, online seminars – webinars

		Total Lecture hours		90 hours

Book(s) for Study

1	Cultural Tourism in India: Museums, Monuments &Arts: Theory and Practice- Gupta, S.P., New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.

2	Indian Tourism Products- Jacob, R. New Delhi: Abhijeet Publications

Book(s) for Reference

1	Cultural Tourism in India- Gupta, SP, Lal, K, Bhattacharya, M., DK Print.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://swayam.gov.in/nd2_aic19_as04/preview

Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	M
CO2	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	L	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Second Semester

Course code	23A	TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS	L	T	P	C
Core		**CORE-VI**	4			4
Pre-requisite		**Information on Travel Agency and Tour Operator Functions**	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Understand the significance of travel agency and tour operation business
2. Know the current trends and practices in the tourism and travel trade sector
3. Develop adequate knowledge and skills applicable to travel industry

Expected Course Outcomes:

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

1	Know evolution of travel agency business in the world	K1
2	Understand the difference between tour operator and travel agents	K2
3	Distinguish between different types of travel agents and tour operators	K3
4	Familiarize the Package for FIT, GIT and FAM tour	K4
5	Find various business opportunities in travel and tour sector	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Introduction to Travel Agency	15 hours

Travel Agency - Meaning, Origin and Development; Thomas Cook's Contributions, American Express; Types of Travel Agency.

Unit:2	Structure of Travel Agency	15 hours

Procedures to Set Up A Travel Agency; Organization of Travel Agency - Departments; Functions of Travel Agency; Sources of Income; Distribution Channels.

Unit:3	Tour Operators	20 hours

Tour Operator- Meaning and Types; Regulations and Procedures to Set Up A Tour Operator Firm; Functions of Tour Operator Firm; Preparation of Tour Itinerary; FIT, GIT; Types of Tour Packages - Product Oriented, Adventure Oriented, Special Interest Tour - Merits and Demerits- Covid-19 Impact on The Travel Industry.

Unit:4	Tourist Guides and their Role	20 hours

Tourist Guide; Types; Qualities; Functions; Training and Income; Travel Formalities - Passport, VISA and Its Types, Health and Currency Formalities.

Unit:5	Tourism Organisations	18 hours

Organizations Promoting Travel and Tour Operations Business - ASTA; UFTAA; WATA; TAAI; IATO; FHRAI.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	90 hours

Book(s) for Study

1	Management of Travel Agency and Tour Operation- Chand. M., New Delhi: Anmol.
2	Tourist Guide and Tour Operation: Planning & Organising- Jagmohan Negi, New Delhi: Kanishka Publishers.

Book(s) for Reference

1	The Business of Travel Agency and Tour Operations Management- Bhatia, A.K., New Delhi: Sterling Publishers (P) Ltd.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	http://www.pondiuni.edu.in/sites/default/files/travel-agency-op-mgt-260214.pdf

Course Designed By: Mr. K. CHANDRAN (md@emperortraveline.com) AND Mr. J. DEEPAK (deepak.deepu5@gmail.com)

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	S	S	S	S
CO2	S	S	S	S	M	S	M	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO4	M	S	S	S	S	S	S	S	S	L
CO5	S	S	S	S	S	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	23B	TRANSPORTS FOR TOURISM	L	T	P	C
Core		CORE-VII	4			4
Pre-requisite		Fundamental Information about Various Transport Systems	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Remember the origin and development of transport system
2. Gain the knowledge about various modes of transportation and its usages
3. Familiarize the India's famous tourist train and its role on tourism developments

Expected Course Outcomes:

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

1	Understand the genesis of transport system origin and its development	K1
2	Able to distinguish between different types transport systems and its roles	K2
3	Familiarize the various luxuries tourist trains and its role and contribution to national tourism	K3
4	Find different types of Airline and terminologies	K4
5	Know the role of water transport system and its types	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Introduction to Transport System	15 hours

Transports -Meaning; Modes of Travel; Means of Transports; Types of Transports; Importance of Transports in Tourism. Effect of Covid-19 On Transport Sector- Tricks and Tips to Overcome and Handle This Pandemic Situation.

Unit:2	Surface Transport	15 hours

Surface Transport - The Development of Automobiles, Car, Coaches, Recreation Vehicles, Etc. And Their Tourism Importance.

Unit:3	Railways	20 hours

Origin and Development of Railways; Major Railway Systems- British Rail, Euro Rail, Amtrak; Indian Railways and its Operations; Trains of Tourism Importance - Palace on Wheels, Royal Orient, Toy Trains, World Heritage Trains, Trams, Metro, Taj Express, Shatabdi, Superfast Etc.; Role Of Railways In Tourism Promotion - Promotional Fares, INDRAIL Pass.

Unit:4	Water Transports System	20 hours

Water Transports - Liners and Cruises, Queen Mary -II, Amet, Boat Houses, Hovercrafts, Hydrofoils, Etc.; Tourism Potentialities and Activities of Water Transports.

Unit:5	Air Transport System	18 hours

Airlines-Scheduled and Charter and Its Types; Advantages of Charters; Nine Freedoms of The Air; Major Airlines of The World; Development of Civil Aviation in India; Nationalization of

Airlines; Open Sky Policy; Role of Airlines in Tourism Promotion.

Unit:6	**Contemporary Issues**	**2 hours**
Expert lectures, online seminars – webinars		
	Total Lecture hours	**90 hours**

Book(s) for Study

1	Tourism, Transport and Travel Management- Dileep, M.R., Routledge
2	Transport and Tourism: Global Perspectives-Page, S., Pearson

Book(s) for Reference

1	Tourism and Transport: Modes, Networks and Flows- David, T.D., Channel View Publications

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://swayam.gov.in/nd2_cec19_mg26/preview

Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes										
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	M	S	S	S	S
CO3	S	S	M	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	M	S	S	S	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	23C	**TOURISM PRODUCTS OF TAMIL NADU**	L	T	P	C
Core		**CORE-VIII**	4			4
Pre-requisite		**Knowledge of Tourism Destination of Tamil Nadu**	**Syllabus Version**		**2020-21**	

Course Objectives:

The main objectives of this course are to:

1. Study the vast tourism resources of Tamil Nadu
2. Enable the students to understand the nature and importance of regional tourism potentiality.
3. Identify and manage emerging tourist destinations in Tamilnadu

Expected Course Outcomes:

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

1	Understand the physical geography of Tamil Nadu	K1
2	Familiarize various tourism products in Tamil Nadu	K2
3	Distinguish between manmade and natural tourism attractions in Tamil Nadu	K3
4	Internalize the role of department of tourism, Govt. of TN for tourism promotion	K4
5	Understand the recent strategies announced by the TN govt. for the tourism promotion.	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**Tamil Nadu- An Overview**	15 hours

Geographical Locations of Tamil Nadu; Race, Language and Rulers of Tamil Nadu; Socio-Cultural Tourism Resources – Historical Monuments; Architectural Features Of – Mahabalipuram, Chola Triangle –Tanjore, Gangaikondacholapuram And Darasuram; Madurai; Chidambaram; Srirangam; Palaces, Forts; Museums; Galleries, Etc..

Unit:2	**Pilgrim C enters of Tamil Nadu**	15 hours

Pilgrim Centers- Temples-Divyadesams; Padal Petra Sthalas; Arupadaiveedugal; Navagrga Temples; Panchabhuta Temples; Sri Rangam; Amman Shrines; Mahamaham; Nagore; Velankanni; Basilica; Ashrams; Auroville, Mutts.

Unit:3	**Natural Tourism Centers of Tamil Nadu**	20 hours

Natural Tourism Centres- Beaches- Marina;Kovalam; Kanyakumari Beach-Sun Rise And Setting; Andaman & Nicobar Islands; Pitchavaram; Muttukadu; Rivers; Jog Falls , Hogenakkal, Hill Stations- Ooty, Kodaikanal; Yercaud; Valparai; Topslip; Tourism Promotion Festivals And Flower Festivals In Hill Stations; Zoological And Biological Garden; Wildlife Sanctuaries-Vandalur, Mudumalai; Theme Parks- Athisayam; Black Thunder; Kiskhinta; Birla Planetarium.

Unit:4	**Tourism Potentialities in Western Ghats**	20 hours

Tourism Potentiality In Udumalaipettai and its Environs; Climate; Hill Stations- Munnar, Thekkady, Top Slip, Valparai, Anaimalai, Parambikulam; Tea Estates; Falls; Retreat Houses; Tree Houses; Dams - Aliyar, Tirumoorty, Amaravati, And Others; Masaniamman Temple; Aliyar

Vedantri Maharishi Ashram; Eco, Adventure, Wildlife And Rural Tourism Activities; Trekking; Flora And Fauna.

Unit:5	Role of Tamil Nadu Government for Tourism Promotion	18 hours

The Role of Department of Tourism, Govt. Of TN for Tourism Promotion; Tourism Traffic Trends in TN; Formation Of TTDC, Function and Various Activities Of TTDC; Tour Packages Of TTDC; Recent Strategies Announced by the TN Govt. for the Tourism Promotion.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	90 hours

Book(s) for Study

1	Tourism in Tamil Nadu: Growth and Development, Pillai, S.S., MJP Publisher.
2	Internet Sources

Book(s) for Reference

1	India- Lonely Planet Publication

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	http://www.tamilnadutourism.org/pdf/Tourism-EnglishPolicyNote201920.pdf

Course Designed By: Dr. R. SEETHALAKSHMI (seethaprof@gmail.com)

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	M	S	S	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	M	S	M
CO4	S	S	S	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	L	S

*S-Strong; M-Medium; L-Low

Course code	23D	HOSPITALITY MANAGEMENT	L	T	P	C
Core		**CORE-IX**	4			4
Pre-requisite		**Awareness about Hotels and Other Accommodation Units**	Syllabus Version	2020-21		

Course Objectives:

The main objectives of this course are to:
1. Enable the students to know the basic operations of hotel sectors
2. Know the organisational structures of the hospitality industry
3. Understand the hotels chains

Expected Course Outcomes:

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

1	Remember the origin and development of the hotel	K1
2	Understand the international hotel chains and types	K2
3	Familiarize the secondary and supplementary accommodation	K3
4	Familiarize the hotel operations and organizational structure in the hotel business	K4
5	Gain the new knowledge about Leading multinational hotel chains in India	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**Fundamentals of Accommodation Sector**	**15 hours**

Accommodation – Meaning, Origin and Development; Importance of Accommodation Sectors in Tourism Promotion; Characteristics of Hospitality Sector.

Unit:2		**Hotels and Its Types**	**15 hours**

Hotels-Meaning and Types; International Hotels; Gradation; Classification; Hotel Chains; Heritage Hotels; Motels and Its Types; Emerging Ecotel.

Unit:3		**Secondary and Supplementary Accommodation**	**20 hours**

Secondary and Supplementary Accommodation; International Youth Hostels; Emergence of Time Shares; PGA.

Unit:4		**Hotel Operations**	**20 hours**

Hotel Operations and Organization; Front Office; Rooms; Food and Beverages Service and Production; Tariff Plans- American, Europe; Continental; Housekeeping; Menus-Chinese, Continental, Indian.

Unit:5		**Multinational Hotel Chains in India**	**18 hours**

Leading Multinational Hotel Chains in India; Ashok Group; Trends in Accommodation Sector; Incentives of Govt. Of India To the Sector; HRD Needs in Hospitality; Ethical Values and Regulatory Measures Required for The Sector.

Unit:6		**Contemporary Issues**	**2 hours**

Expert lectures, online seminars – webinars

		Total Lecture hours	90 hours

Book(s) for Study

1	The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets, Micah Solomon
2	Hotel and Motel Management and Operations-Gray and Ligouri, New Delhi: PHI.

Book(s) for Reference

1	Introduction to Hospitality Management-John R. Walker, Pearson.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://swayam.gov.in/nd2_cec19_mg30/preview

Course Designed By: Prof. RAJESH KUMAR (bhmdirector@amceducation.in)

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	L
CO3	S	S	S	S	M	S	M	S	S	S
CO4	S	S	M	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	L	S	M

*S-Strong; M-Medium; L-Low

Course code	2EA	COMMUNICATION SKILLS FOR TOURISM	L	T	P	C
Elective		**GROUP-A ELECTIVE-II (PAPER-X)**	4			4
Pre-requisite		**Basic Communication Forms**	**Syllabus Version**		**2020-21**	

Course Objectives:

The main objectives of this course are to:

1. Impart communication skill for better public relations and interpretation about destination.
2. Emphasize on improving oral and written communication skills through experiential training
3. Gain the comprehensive understanding of the business and professorial communication skills

Expected Course Outcomes:

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

1	Gain the fundamentals and meanings of communication skills	K1
2	Familiarize the basic structure of the grammar for leaning effective communication	K3
3	Understand the key tips and tricks of public speaking skills	K4
4	Form the sentence and structure creations	K5
5	Know the importance verbal and non verbal communication	K2

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Communication	15 hours

The Concept of Communication, Meaning, Process, Types; Need for Communication; Channels of Communication; Barriers; Principles of Effective Communication; Relevance of Communication for Tourism; Rules for Effective Listening; Listening to The Speech of The Foreign Tourists.

Unit:2	Communication Skills for Hotel Staffs	20 hours

Grammar and Pronunciation for Effective Speaking; Communication Skills Required for Telephone Handling; Communication Skills Required for The Staff of Travel Agency, Hotels, Etc.; Skills for Tourism Product Publicity – Presentation Technique; Describing the Tourism Attractions.

Unit:3	Public Speaking Skills	15 hours

Public Speaking Skills; Reporting Skills; Role of Body Language, Dress, Gestures, Manners and Overall Confidence; Non-Verbal Communication; Ethical and Legal Guidelines; Table Etiquettes; Role of Culture in The Process of Communication.

Unit:4	Paragraph Writing Skills	20 hours

Basics of Paragraph Writing, Paragraph as A Unit of Meaning; The Sentences and The Paragraph - Relationship and Interdependence; Use of Sentences Connectors.

Unit:5	Written Communication	18 hours

Features of Written Communication; Types of Letters, Lay Out of a Letter, Writing Applications, Office Correspondence; Narrative Techniques; Writing Sales Letter; Communicating Through Reports; Preparation of Promotional Materials- Brochures, Advertisements Etc.; Writing to Various Media.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**90 hours**

Book(s) for Study

1	Communication in Tourism and Hospitality- Lynn Vander Wagen, Hospitality Press Pt.
2	Business Communication- Rayon and V. Lesikar, John D. Pettit, JR. - Richard D. Irwin, INC

Book(s) for Reference

1	Interpersonal Skills for Travel and Tourism- Jon & Lisa Burton - Longman Group Ltd
2	Effective Communication and Public Speaking- Mandal S.K. Mumbai: Jaico.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://swayam.gov.in/nd2_nou19_hs09/preview

Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	M	S	S	S	S	S	L	S	S	S
CO3	S	S	S	M	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	L	S	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	2EA	**TRAVEL AND TOURISM INDUSTRY 4.0**	**L**	**T**	**P**	**C**
Elective		**GROUP-B ELECTIVE-II (PAPER-X)**	4			4
Pre-requisite		Interest to Learn the Technological Innovations	**Syllabus Version**		**2020-21**	

Course Objectives:

The main objectives of this course are to:

1. Understand the technological innovations in travel and tourism industry
2. Make the students aware of the technological applications in travel and tourism deliverables
3. Understand the significance of technology

Expected Course Outcomes:

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

1	List out various technologies and its uses in travel and tourism industry	K1
2	Describe a framework for virtual tourism	K1
3	Understand the scope of technological application in travel and tourism industry	K3
4	Analyse the effectiveness of various technologies in decision making process	K4
5	Ability to calculate the fair construction methods	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**Tourism and Technology**	10 hours

Introduction to Tourism and Technology- Use of Technology in Travel and Tourism- Type of Technologies- Importance of Technology in the Present Scenario- Limitations and Drawback of Technology.

Unit:2	**E-Commerce**	12 hours

E-Commerce Framework – Traditional Vs E-Business Applications Major Categories of E-Commerce – B2C, B2B, C2B and C2C- Role of E-Commerce in Travel & Tourism Industry-Advantages & Disadvantages on Travel E-platforms.

Unit:3	**CRS and GDS**	15 hours

CRS (Computerized Reservation Systems) terms specification- Basic Principles and Structure of Reservation Systems in Air Transport. GDS (Global Distribution Systems) - Functioning of GDS and Characteristics of GDS in the tourism market - Amadeus and other GDS. Impact of internet development on GDS formation (e-ticketing).

Unit:4	**Technological Advancements**	13 hours

Technological advancements in Travel and Tourism - Smart Tourism Via Smart phone - Meaning and Description of Internet of Things (IoT), Recognition Technology, Virtual Reality (VR), Augmented Reality, Artificial Intelligence, and Robotics.

Unit:5	**Case Studies**	8 hours

Case Studies – Touch less travel / Safety & Security measures on Pandemic – Access My NYC, Tag my Lagoon – Case studies of online travel portal- Make My Trip- Yatra- Goibibo- Expedia etc.

Unit:6	**Contemporary Issues**	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	**60 hours**

Book(s) for Study

1	Travel Information Manual – IATA
2	E-commerce & Information Technology in Hospitality & Tourism- Zongqing Zhou, Cengage Learning.

Book(s) for Reference

1	Handbook of Research on Smart Technology Applications in the Tourism Industry- Evrim Çeltek , IGI Global Publishers
2	IATA, Foundation Course Textbook, 5.9 Edition, Montreal.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://www.iborn.net/blog/tourism-technology-how-tech-has-changed-way-we-travel

Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com) AND Prof. RAJESH KUMAR (bhmdirector@amceducation.in)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	M	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	2EA	TOUR GUIDING AND INTERPRETATION	L	T	P	C
Elective		GROUP-C ELECTIVE-II (PAPER-X)	4			4
Pre-requisite		Meaning of Tour Guiding	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:
1. Acquire an in-depth knowledge about the profession of tour guiding and describing the destinations to the tourists
2. Understand the structure of the socio, economic and ethnical aspects of India
3. Familiarize the cultural, spiritual, and religious centers of India

Expected Course Outcomes:

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

1	Remember the basic structure of the Indian society and its culture	K1
2	Understand the basic skills required to the guides	K2
3	Apply the knowledge of Indian culture into practical manner for promotion tourism in India	K3
4	Analysis the women role on the tourism business	K4
5	Create the interrelationship between various cultural aspects of India	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Basic concept of Tour Guiding	15 hours

Tour Guiding- Concept, Present Status; Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct; Personal Hygiene and Grooming Checklist for Tour Guides; Principles of Tour Guide; Developing Tour Guiding Skills.

Unit:2	Skills Required for Tour Guides –I	15 hours

Communication for Tour Guiding; Language, Posture and Presentation; Roadblocks in Communication; Speaking Faults-Body Language for Speaking; Tour Commentary Composition and Contents-Microphone Technique; Sense of Humour; Timing and Indications; Apology and Pausing; Linking Commentary with what to be seen.

Unit:3	Skills Required for Tour Guides –II	20 hours

Visitor Interpretation-Concept Principles and Types; Developing Good Interpretation Skill; Popular Understanding of a Place; Principles of Good Interpretive Practical; Re-Constructive and Creative Interpretation; Nature Interpretation-Concept; Principles of Nature Interpretation; Intrinsic Quality of a Resource; Hierarchy of Interpretation; Heritage Interpretation.

Unit:4	Role of Guides During Emergencies	20 hours

Dealing with Emergencies; Accidents, Law and Order, Theft, Loss of Documents; First Aid-Importance; General Procedures-Evaluation of Situation; First Aid Procedure-Artificial Ventilation, Bleeding Control, Treating Wounds; Principles of Bandaging; Treating Burns; Treating Snake; Bite- Dealing with Fractures; Complaint Handling.

Unit:5	Guides-Training and Development	18 hours

Managing Relationship with Different Stakeholders at Tourist Destination- Tour Guide as Brand Ambassador- Training and Skill Development Programs.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	90 hours

Book(s) for Study

1	Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism-Kumar, C., Createspace Independent Pub
2	How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides-Manning, N., & Ramirez, K., Nick Manning Publishing.

Book(s) for Reference

1	Handbook of Tour Guides-Chowdhary, N., Matrix Publications

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001855/M030302/ET/15260402319.37_ET.pdf

Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	S	SS	S	S	S	S
CO2	S	S	S	S	S	L	S	S	S	M
CO3	S	S	S	S	S	S	S	M	S	S
CO4	S	S	S	L	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	L

*S-Strong; M-Medium; L-Low
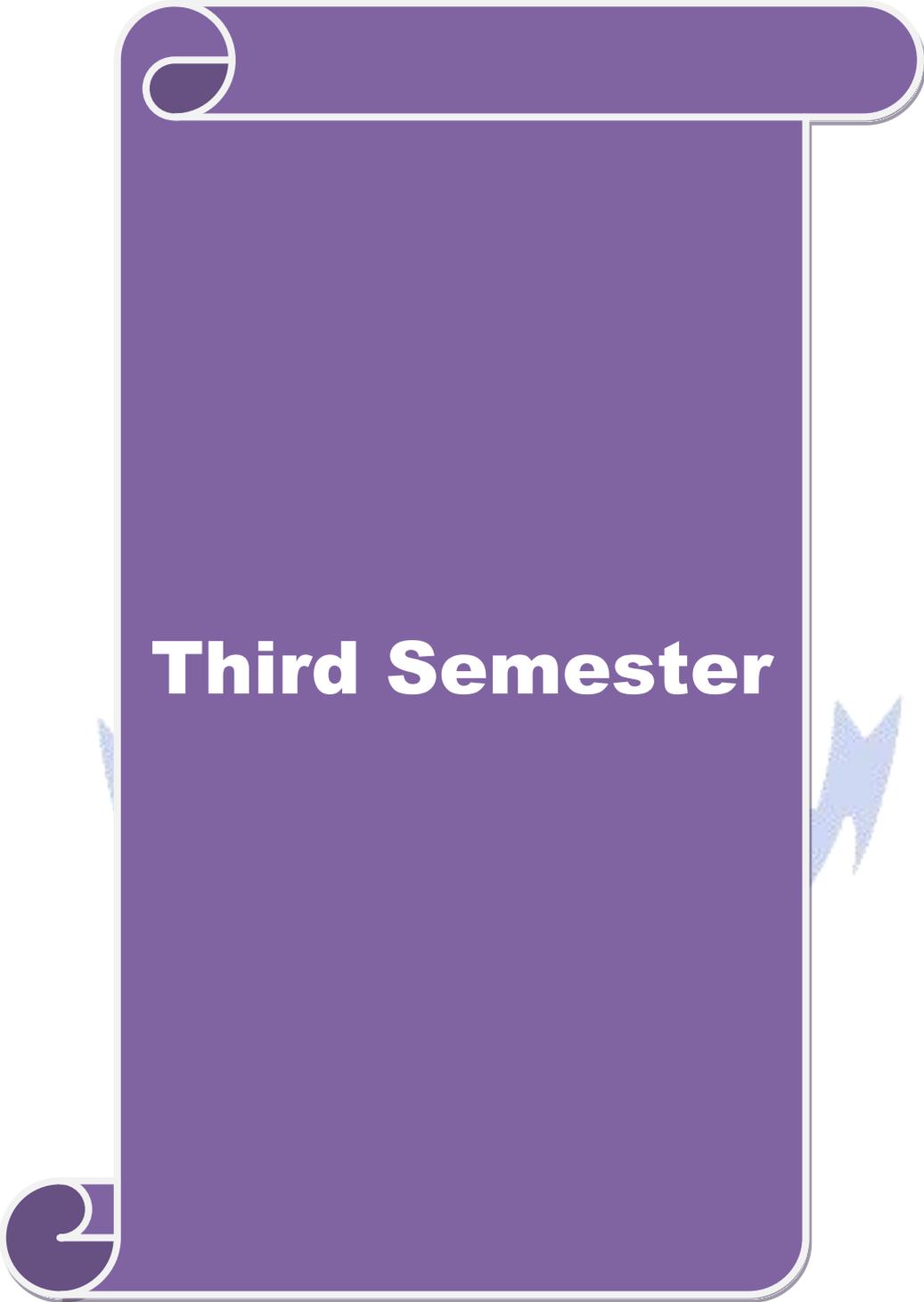
Third Semester

Course code	33A	SUSTAINABLE TOURISM DEVELOPMENT	L	T	P	C
Core		CORE –XI	4			4
Pre-requisite		Understanding on Sustainability	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Learn the concept and importance of sustainability
2. Understand the need of sustainability in tourism
3. Know the best practices adopted for ensuring sustainability

Expected Course Outcomes:

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

1	Describe the concepts of sustainability	K1
2	Associate the concepts of sustainability in tourism	K2
3	Act sustainably in all service delivery	K3
4	Measure the impact of sustainable concepts	K5
5	Propose suitable strategies to ensure sustainability	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Sustainability-An Introduction	18 hours

Sustainable Development- Background, Concept and Definition; Dimensions of Sustainability-Social, Economic, Environmental; Stockholm Conference 1972; Brundtland Commission 1987; Rio Declaration 1992; Global Warming and Sustainable Development.

Unit:2		Sustainable Tourism	18 hours

Sustainable Tourism- Meaning, Definition, Global Significance of Sustainable Tourism; Agenda – 21 For Travel and Tourism Industry; World Conference on Sustainable Tourism 1995; Benefit and Issues of Sustainable Tourism Development.

Unit:3		Sustainable Planning	18 hours

Sustainable Tourism Planning; Principles of Sustainable Tourism Planning; Climate Analysis, Locality Analysis and Site Analysis; EIA And Carrying Capacity; Design for Environment; Socio-Economic Conditions; Culture and Experimental Values.

Unit:4		Organsational Role on Sustainability	17 hours

Standardization and Certification for Tourism Sustainability; ISO 14000 – Role Of WTTC, UN-WTO, PATA, UNEP, IUCN In Sustainable Tourism Development Code.

Unit:5		Sustainable Approaches	17 hours

Approaches in Sustainable Tourism; Ecotourism; Concepts, Objectives of Ecotourism; Characteristics of Ecotourism; Global Initiative Under Quebec City and Oslo Conventions; Responsible Tourism; Concept and Global Responses; Cape Town and Kerala Declaration; Community Based and Pro Poor Tourism Including STEP; Eco-Friendly Practices and Energy Waste Management.

Unit:6		Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	**90 hours**

Book(s) for Study

1	Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca
2	Ecotourism - Fennell, D.A. New York: Routledge Publication

Book(s) for Reference

1	Ecotourism and Sustainable Development: Who Owns Paradise? - Honey.Washington, DC: Island Press
2	Taking Responsibility for Tourism- Goodwin, H. Woodeaton: Goodfellow Publishers Limited

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://www.researchgate.net/publication/236108688_Sustainable_Tourism_Development/link/00b7d515ff82fce0b8000000/download

Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

Mapping with Programme Outcomes									
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	S	S	M	S	S
CO2	M	M	S	S	S	S	S	S	M	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	M	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	33B	**AIR FARES AND TICKETING**	**L**	**T**	**P**	**C**
Core		**CORE- XII**	**4**			**4**
Pre-requisite		**Understanding about Air Tickets**	**Syllabus Version**		**2020-21**	

Course Objectives:

The main objectives of this course are to:

1. Understand about air tickets
2. Know about various components of air ticketing
3. Learn about other air travel documents

Expected Course Outcomes:

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

1	Describe the role of IATA in air travel	K1
2	Identify the airline and airport codes	K3
3	Describe the components of airfare	K2
4	Describe the computation of airfare	K2
5	Classify the air travel documents	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**IATA Traffic Conference**	**18 hours**

Division of World by IATA Traffic Conference Areas, Sub Areas, Sub Regions; Major Airlines, And Major Airports of The World; Airport Authority of India; Open Sky Policy; Time Calculations; GMT Variations; Concept of Standard Time; And Day Light Saving Time; Calculation of Elapsed Time; Flying Time and Ground Time.

Unit:2		**Codes of Airline, Airport and City**	**18 hours**

Familiarization with OAG (ABC); Important Airlines and Airport of World; Three Letter City Codes; Three Letter Airport Code; Coding and Decoding of Country, City, Airport and Airline; Minimum Connecting Time.

Unit:3		**Components of Airfare**	**17 hours**

Ticket-Meaning and Types; Manual and Machine; Vouchers; Basic Elements of Air Fare; Components of Fare; Operations Cost; Classes of Journey; Familiarization with Air Tariff; Mileage and Extra Mileage Allowance; Currency Regulation; NUC Conversion; Mode of Payment.

Unit:4		**Baggage**	**18 hours**

HIP- Higher Intermediate Point; Circle Trip Minimum (CTM); Backhaul Check; Add On; General Limitations on Indirect Travel; Mixed Class Journey; Special Fares; Passenger Ticket and Baggage Check with Issuance of Ticket with Itineraries- One Way, Return, Circle Trip, Mixed Class Special Fare; Baggage Rules.

Unit:5		**Travel Documents**	**17 hours**

Familiarization with Travel Information Manual; Documentation- Passport, VISA and Its Types; Currency, Custom and Health Regulations; Cards Useful for Expenses of Passenger's Travel, Credit Card and Its Types; ATC- Air Travel Card, UATP- Universal Air Travel Plan; BSP- Billing and Settlement Plan.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**90 hours**

Book(s) for Study

1	OAG
2	Air travel Ticketing and Fare construction- Negi, J. New Delhi: Kanishka.

Book(s) for Reference

1	Airline Operations and Management- Cook, G. N., & Billig, B. G., London: Routledge.
2	IATA Training Manual.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	http://www.yourtravelbiz.com/docs/fta-travel-101-airfare.pdf

Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com)

Mapping with Programme Outcomes									
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	S	S	S	S	S	M	S	S	S	S
CO2	S	S	S	S	S	M	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	M	S	S	S	S	S	S	L
CO5	S	S	M	M	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	33C	RESEARCH METHODOLOGY	L	T	P	C
Core		CORE- XIII	4			4
Pre-requisite		Keen to learn research methods	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Learn the meaning of research
2. Understand the need of tourism research
3. Identify the methods of tourism research

Expected Course Outcomes:

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

1	Describe the importance of research	K1
2	Classify the different types of research	K2
3	Choose the best method for tourism research	K4
4	Illustrate the data with suitable statistical tools	K3
5	Understand the significance of hypothesis	K2

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Meaning of Research		16 hours

Introduction to Research Methodology – Meaning of Research – Objectives of Research – Motivation in Research – Types of Research – Significance of Research – Methodology, Criteria for Good Research.

Unit:2		Research Design		20 hours

Research Design and Sampling Design – Meaning of Research Design – Need for Research Design – Features of a Good Design – Concepts Relating to Research Design – Developing Research Plan – Steps in Sampling Design – Characteristics of a Good Sampling Design – Types of Sample Design.

Unit:3		Types of Data		17 hours

Data Collection – Types – Primary Data and Secondary data – Collection of Data through questionnaire and Schedule – Processing and Analysis of Data – Sampling Fundamentals.

Unit:4		Hypothesis		17 hours

What is Hypothesis? Types of Hypothesis – Testing of Hypothesis – Procedure for Hypothesis – Usage of Hypothesis

Unit:5		Report Writing		-18 hours

Report Writing – Significance of Report Writing - Different Steps in Writing Reports – Layout of Research Reports – Types of Reports – Mechanics of Writing a Research Report – Role of Computer in Research – Introduction to SPSS.

Unit:6		Contemporary Issues		2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours		**90 hours**

Book(s) for Study

1	Research Methodology: Methods & Techniques- C.R. Kothari & Gaurav, New Age International Publishers.
2	Research Methodology-P.C. Tripathi, New Delhi: Sultan Chand and Sons.

Book(s) for Reference

1	Research Methodology- Panneerselvam, R. New Delhi: PHI Learning Pvt. Ltd
2	Statistics for Management- Levin R., and Rubin, D. New Delhi: Pearson India.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	http://www.ddegjust.ac.in/studymaterial/mba/cp-206.pdf

Course Designed By: A.SURESH BABU (sureshbabu1510@gmail.com)

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	M	S	M	S	S
CO2	S	S	M	S	S	S	S	M	S	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	L	S	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	33D	WORLD TOURISM PANORAMA	L	T	P	C
Core		CORE-XIV	4			4
Pre-requisite		Idea About World Countries	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Know the global tourism resources
2. Equip learners to prepare international tour itineraries
3. Enhance destination knowledge

Expected Course Outcomes:

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

1	Describe the world tourism destinations	K1
2	Classify different tourism resources	K2
3	Group destinations continent wise	K2
4	Acquire destination knowledge	K2
5	Prepare resources-based itineraries	K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Attractions of Australia	18 hours

Wonders of The World Including the Contemporary; Antarctica As a Tourism Resource; Space as a Tourism Resource; Important Tourism Centres Of Australia – Sydney Harbour; Sydney Opera House; Beaches- Bondi, Surfers Paradise, Cable, Bells, Gold Coast and Magnetic Island; Great Barriers; Great Ocean Road; Kakadu National Reserve.

Unit:2	Attractions of North and South America	18 hours

Popular Tourism Attractions of North America And South America-Times Square; National Mall; Memorial Parks; Disney World Magic Kingdom; Disney Land; Theatre Hollywood; White House, Statue Of Liberty; Library Of Congress; Empire Building; American Museum Of Natural History; Lincoln And Metro Museum; Amazon, Niagara; Angel Falls; Sea World Florida; Andes; Rockies; Grand Canyon National Park; Las Vegas.

Unit:3	Attractions of Europe	18 hours

The Most Important Tourism Centres of Northern , Western And Other Part Of Europe ; Eiffel Tower; Louvre Museum; Notre Dame De Paris; Palace Of Versailles; British Museum; Buckingham Palace; Pleasure Beach In UK; Tower Bridge; Rome Colosseum; Acropolis; The Vatican Museum; The Vatican Square; Amsterdam, Alps; Swiss; Edinburg Castle; Cathedral Dame; Barcelona Beaches; Kremlin.

Unit:4	Attractions of Asia	17 hours

Tourism attractions of Asia- central, east and west; Muktinath; Manasarovar; Jerusalem; Tibetan plateau; Mecca; Macedonia; Jerusalem; Bethleham; Bali; Angkor Wat; Borodopur; Lhasa Potala palace; China summer palace, Temple of Heaven, Forbidden city, Chang Tang national reserve; Universal studio of Japan; Malaysia beaches and Petronas twin tower; Singapore; Hong Kong; Bangkok; Dubai.

Unit:5	Attractions of Africa	17 hours

Famous African Tourism Destinations – Maasai Mara National Reserve; Simien Mountain

National Park; Other National Parks- Awash, Omo, Mago, Gambella; Rift Valley; The Blue Nile Falls; Nile Cruise; Victoria Falls; Rock-Hewn Church of Lalibela - 8th Wonder of World; Cape Town; Kilimanjaro; Zanzibar.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**90 hours**

Book(s) for Study

1	Lonely Planet Travel guides: Great Journeys; Asia Book; Australia; USA; Thailand; South America; New discover Rome, London.

Book(s) for Reference

1	Lonely Planet Travel guides: Great Journeys; Asia Book; Australia; USA; Thailand; South America; New discover Rome, London.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://www.lonelyplanet.com/best-in-travel/countries

Course Designed By: Mr. K. CHANDRAN (md@emperortraveline.com) & Mr. J. DEEPAK (deepak.deepu5@gmail.com)

Mapping with Programme Outcomes									
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	S	S	M	S	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	S	S	S
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	M	S	S	S	S	S	M
CO5	M	S	S	S	S	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	3EA	TOURISM MARKETING	L	T	P	C
Elective		**GROUP-A ELECTIVE – III (PAPER-XV)**	**4**			**4**
Pre-requisite		**Basics of Marketing Concepts**	**Syllabus Version**		**2020-21**	

Course Objectives:

The main objectives of this course are to:

1. Familiarize the marketing concepts
2. Make the learners to apply marketing functions in tourism sector
3. Design destination specific marketing strategies

Expected Course Outcomes:

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

1	Describe the importance of marketing for tourism and allied sectors	K1
2	Learn about market segments	K2
3	Design new tourism products	K6
4	Develop successful publicity campaigns	K6
5	Evaluate the success of marketing strategies	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Introduction to Marketing	18 hours

Marketing-Concepts; Tourism Marketing; Importance of Tourism Marketing; The Tourist Product; Salient Features of The Tourism Marketing; Market Research Technique.

Unit:2	Market Segmentation	18 hours

The Tourism Market- Market Segmentation-Important Bases, Tourism Marketing Mixes I.E. Four P's- Product, Price, Place, And Promotion and Expanded Marketing Mix for Services.

Unit:3	New Product Development	18 hours

Product Designing, Branding and Packaging; New Product Development; Product Life Cycle; Pricing – Determining Factors and Objectives; Distribution Systems- Electronic Distribution System.

Unit:4	Advertising	17 hours

Tourism Advertising- Importance; Selection of Media; Message; Strategy; Tourism Publicity-Publicity Media; Public Relations; PR Techniques in Tourism.

Unit:5	Promotion	17 hours

Sales Promotion- Techniques of Sales Promotion; Tools of Sales Promotion; Marketing of Indian Tourism – God's Own Country, Incredible India, Discover India; Athithi Devo Bhava; Visit India Year.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	**90 hours**

Book(s) for Study

1	Tourism Marketing- Chaudhary, M. New Delhi: Oxford University Press

2	Marketing Management- Kotler, P. Delhi: PHI

Book(s) for Reference

1	Tourism Marketing: A Collaborative Approach- Fyall, A., & Garrod, B., Bristol: Channel View Publications.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	http://egyankosh.ac.in/bitstream/123456789/16989/1/Unit-1.pdf

Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

Mapping with Programme Outcomes									
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	S	S	M	S	S	S	S	M	S	S
CO2	S	S	M	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	M	S	S	S	S
CO5	M	S	S	M	S	S	S	L	S	S

*S-Strong; M-Medium; L-Low

Course code	3EA	ADVENTURE TOURISM IN INDIA	L	T	P	C
Elective		GROUP-B ELECTIVE – III (PAPER-XV)	4			4
Pre-requisite		Meaning and Types of Adventure Activities	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Learn about adventure tourism
2. Develop adventure-based tourism itineraries
3. Understand the types of adventure activity

Expected Course Outcomes:

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

1	Describe about adventure tourism	K1
2	Classify adventure tourism activities	K2
3	Understand the potential adventure tourism destinations	K2
4	Develop adventure-based itineraries	K3
5	Envisage the future prospects of adventure tourism	K2

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Introduction to Adventure Tourism	18 hours

Adventure Tourism - Meaning, Types; Tourism Resources Required for Adventure Tourism; Potentiality For Adventure Tourism Activities In India.

Unit:2	Air Based Adventure Activities	18 hours

Air Based Adventure Sports – Gliding, Paragliding, Parachute Jump, Ballooning, Kite Festival.

Unit:3	Water Based Adventure Activities	18 hours

Water- Based Adventure, Kayaking, Boating, River Rafting, Rowing, Islands- Scuba Diving, Fishing, Cruise, Wind Surfing, Water Skiing.

Unit:4	Land Based Adventure Activities	17 hours

Land Based Adventure - Desert Camel Safaris, Elephant Safaris, Oasis, Skating, Himalayan Car Rallies, Trekking, Rock Climbing, Mountaineering, Ice Skiing.

Unit:5	Future Prospects of Adventure Tourism	17 hours

Wildlifeand National Parks of India And Their Tourism Importance; Natural World Heritage Sites; Future Prospects of Adventure Tourism In India.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	90 hours

Book(s) for Study

1	Adventure Tourism & Sports- Jagmohan Negi, New Delhi: Kanishka Publishers.
2	Adventure Tourism- Ralf Buckley, CAB Publishing

Book(s) for Reference
1	Special Interest Tourism: Concepts, Contexts and Cases - Agarwal, S., Busby, G., & Huang, R. London: CABI

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://www.researchgate.net/publication/328412858_The_Significance_of_Adventure_Tourism/link/5bcc32c7a6fdcc03c798c96a/download
Course Designed By: Mr.K.CHANDRAN (md@emperortraveline.com)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	M	M
CO2	S	S	M	S	S	S	S	S	M	S
CO3	S	S	M	S	S	S	S	S	S	S
CO4	M	S	S	S	S	S	S	M	S	S
CO5	M	S	S	S	S	S	S	M	S	S

*S-Strong; M-Medium; L-Low
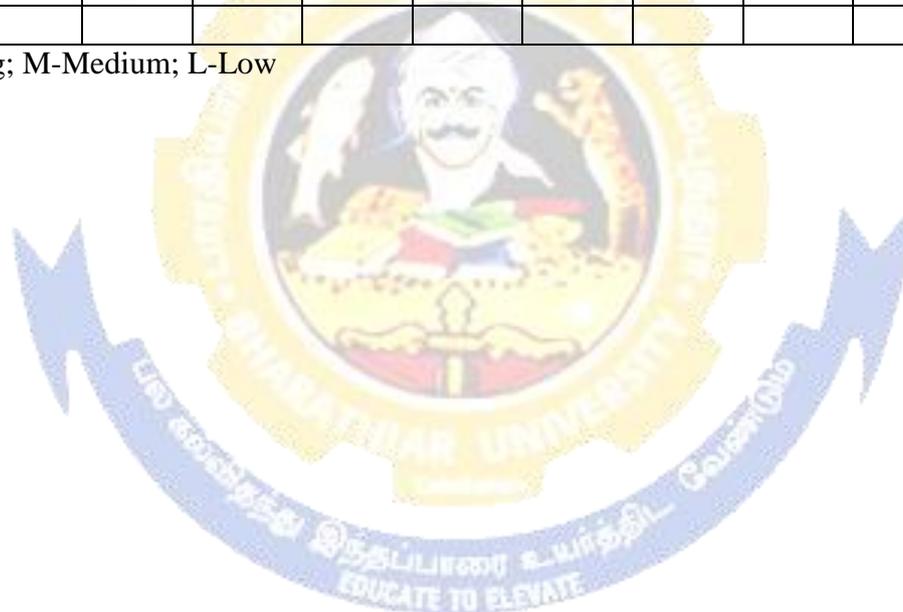
Course code	3EA	ECOTOURISM	L	T	P	C
Elective		GROUP-C ELECTIVE-III (PAPER-XV)	4			4
Pre-requisite		Awareness About Nature and Conservation	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Familiarize the concept of ecotourism
2. Educate the necessity of ecotourism
3. Understand the benefits of ecotourism

Expected Course Outcomes:

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

1	Describe the importance of environment	K1
2	Understand the balance between environment and tourism	K2
3	Describe the concept of ecotourism and its benefits	K1
4	Examine the impacts of ecotourism on environment and stakeholders	K3
5	Analyze the necessity of ecotourism in the present scenario	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Environment- An Introduction	17 hours

Environment- Definition, Concepts, Types- Living and Nonliving; Ecosystems-Types, Components and Functions; Food Chain and Food Web.

Unit:2		Environment Pollution and Global Warming	17 hours

Environmental Pollution with Special Reference to Tourism; Types of Pollutants; Types of Pollution and Effects of Pollution- Green House Effect; Ozone Depletion; Global Warming; Acid Rain Etc.

Unit:3		Ecotourism	17 hours

Ecotourism-Concepts, Objectives of Ecotourism; Characteristics of Ecotourism; Recent Developments and Trends Of Ecotourism; Ecotourism Planning and Development Strategies; The Objectives of Ecotourism Year of 2002.

Unit:4		Restricted Areas	17 hours

Ecotourism Resources and Activities in India; National Parks, Wild Life Sanctuaries, Tiger Reserves, Biosphere Reserves, Wet Lands, Mangroves, Coral Reefs and Desert Ecosystem.

Unit:5		Ecotourism Planning	20 hours

Eco-Tourism Planning and Development Strategies; Eco-Tourism Strategies with Special Reference to Environmental Protection (Environmental Impact Analysis) Product Development, Marketing and Promotion, Infrastructure Development; Eco-Tourism Organizations; – WTO, International Eco- Tourism Society, UNDP, Eco-Tourism Organization in India.

Unit:6		Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

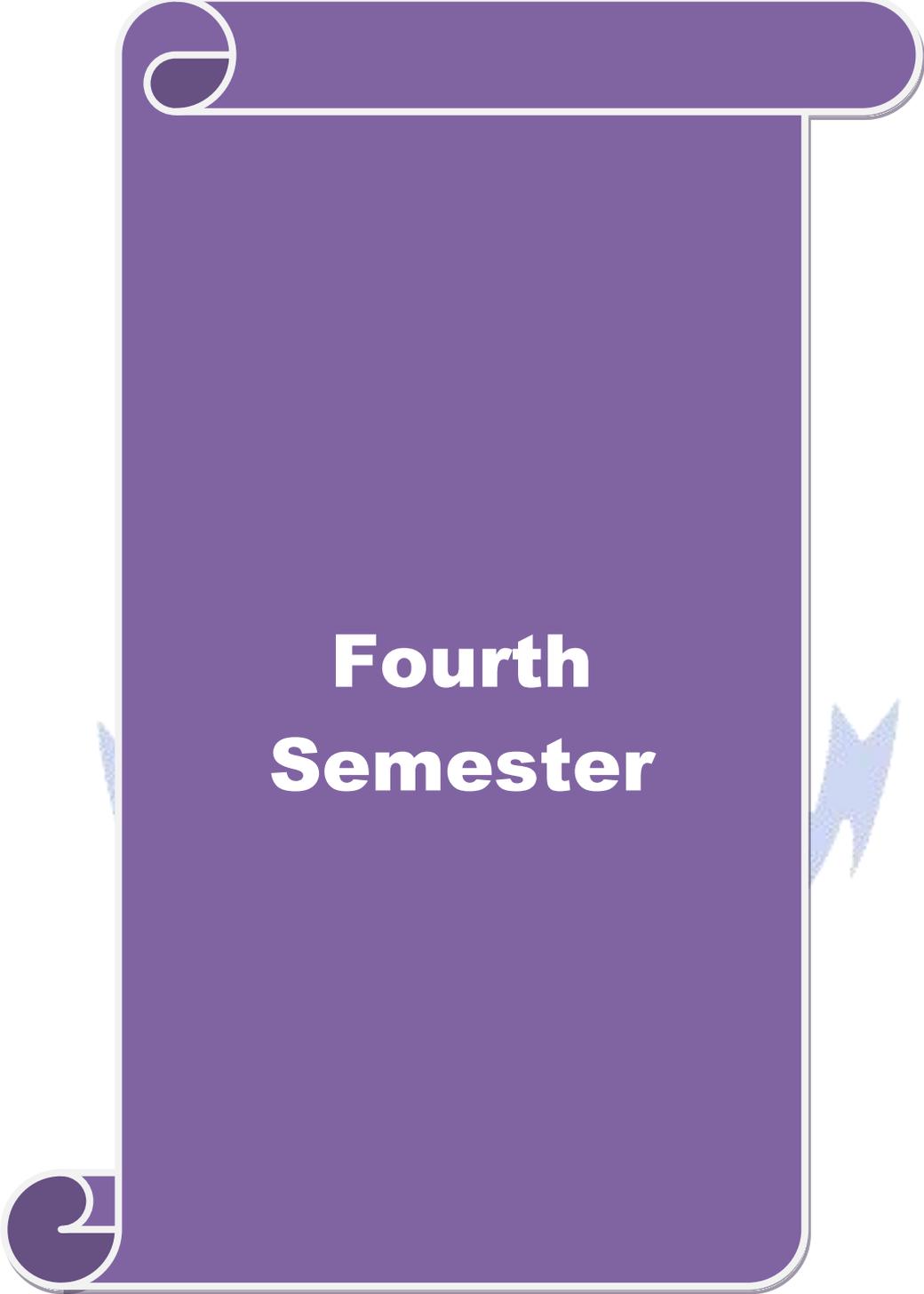|		**Total Lecture hours**	**90 hours**

	Book(s) for Study
1	Ecotourism Policy and Planning- Fennel, D. A., USA: CABI Publishing
2	The Encyclopedia of Ecotourism- Weaver, D., London: CABI Publication

	Book(s) for Reference
1	Environmental impacts of Ecotourism- Ralf Buckley, London: CABI.
2	Ecotourism and Sustainable Development: Who Owns Paradise? - Honey. Washington, DC: Island Press.

	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://www.researchgate.net/publication/261641090_The_Concept_of_Ecotourism_Evolution_and_Trends/link/5990a541458515b87b4ac28e/download

Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	S	M	M	S
CO2	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	37A	FIELD VISIT	L	T	P	C
Core		**CORE – XVI**			4	4
Pre-requisite		**Interest to Travel**	**Syllabus Version**		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Get practical exposure
2. Firsthand experience about destination
3. Develop itinerary preparation skills

Expected Course Outcomes:

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

1	Develop itinerary	K1
2	Anayse the destination through SWOC	K4
3	Develop stakeholder's relation	K3
4	Assemble the components of tourism effectively	K6
5	Prepare package tours	K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

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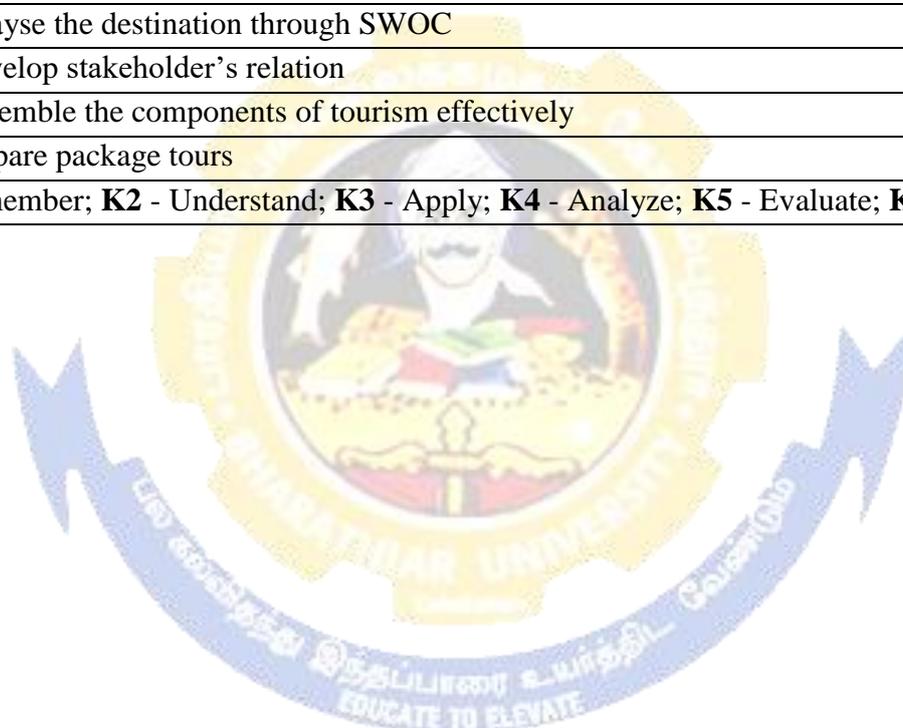
Fourth Semester

Course code	43A	E-TOURISM		L	T	P	C
Core		CORE –XVII		4			4
Pre-requisite		Interest to Learn the Sync Between Technology and Tourism		Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Learn about e-tourism
2. Understand the necessity of e-tourism
3. Understand the advantages of e-tourism

Expected Course Outcomes:

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

1	Know the meaning of e-tourism	K1
2	Associate the technology to present form of tourism	K2
3	Understand the role of e-marketing	K2
4	Learn the travel related software	K1
5	Learn the software used in hotels	K1

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Introduction To E-Tourism		13 hours

E-Tourism-Meaning; Development Of E-Tourism; E-Travel and Travel Portals; Significance of Travel Portals; Advantages and Disadvantages Of E-Tourism; Travel Portals in India; Technologies for Data Processing and Communication- Hardware and Software.

Unit:2		Role of Internet		12 hours

Internet and WWW; Web Designing; Tourism Websites; Email; Regulatory Frame Work; Internet Economics- Using IT For Competitive Advantage.

Unit:3		E-Commerce		12 hours

E-Commerce; Starting E-Business; E-Marketing of Tourism Products.

Unit:4		CRS		12 hours

Usage of CRS – Galileo; Sabre; Amadeus; Apollo; Fantasia; And Various Function; E-Ticketing.

Unit:5		CRS in Hospitality		9 hours

Uses of Computer- Computer in Airlines; Contribution of SITA To Airlines; Computer in Hotels; Usage of CRS In Hotel Industry; Operational Usage Through Chain of Hotels; Computer in Travel Agency – Videotex System, Services; Computer in Railways.

Unit:6		Contemporary Issues		2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours		**60 hours**

Book(s) for Study

1	Tourism Information Technology- Sheldon, P. CABI.
2	Information Technology for Travel and Tourism- Inkpen, G., Longman

Book(s) for Reference

1	Tourism Information Technology- Pierre Benckendorff., Zheng Xiang., & Pauline Sheldon, CABI

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	file:///C:/Users/ADMIN/Downloads/23682-ArticleText-73052-1-10-20190419.pdf

Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com)

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	S	M	S	S
CO2	M	S	S	S	S	S	S	M	S	S
CO3	S	S	S	M	M	S	M	S	S	S
CO4	S	S	M	S	S	S	S	S	S	S
CO5	S	M	S	S	S	S	S	L	M	S

*S-Strong; M-Medium; L-Low
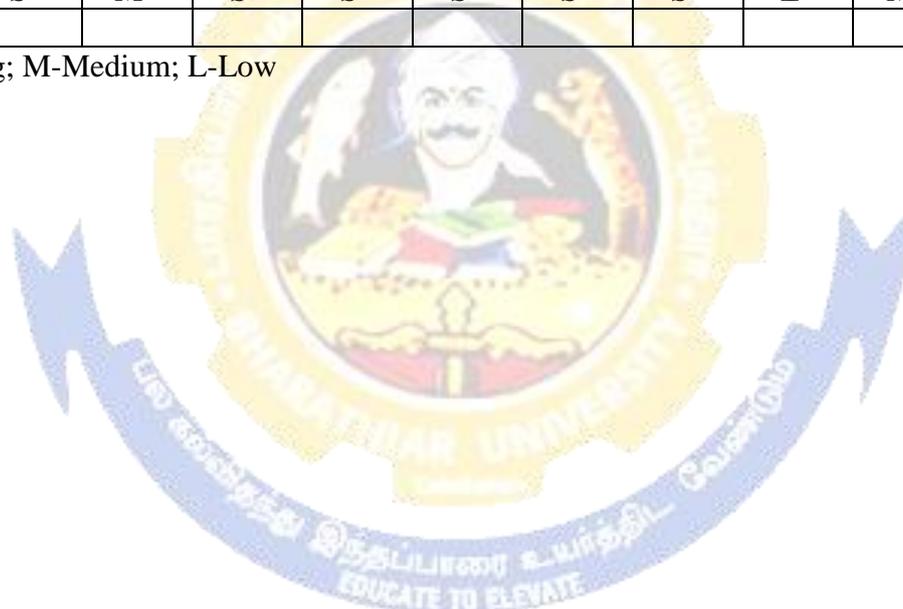
Course code	43B	HUMAN RESOURCES MANAGEMENT	L	T	P	C
Core		CORE – XVIII	4			4
Pre-requisite		Concepts of HRM	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Understand the functions of HRM
2. Know the need of HRM
3. Understand the HR planning

Expected Course Outcomes:

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

1	Understand the functions of HRM	K1
2	Classify recruitment methods	K2
3	Know the importance of training	K1
4	Estimate the benefits of workforce	K4
5	Formulate suitable strategies for managing human resources	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		HRM-An Introduction	13 hours

Human Resources Management-Functions, Objectives; HRP-Human Resource Planning-Objectives; Need for HRP on Tourism; Job Analysis.

Unit:2		Selection and Recruitment	12 hours

Recruitment and Selection: Sources and Methods of Recruitment; E-Recruitment; Selection Procedure-Tests and Interviews; Induction and Placement.

Unit:3		Training and Career Development	12 hours

Training- Methods; Performance Appraisal; Career Development; Purposes and Types of Transfers; Types and Importance of Promotions.

Unit:4		Employee Benefits	12 hours

Compensation to employees; Remuneration; Pay components; Incentives; Benefits.

Unit:5		Morale and Conflict	9 hours

Employee Morale; Grievances; Managing Conflicts; Disciplinary Process; Collective Bargaining; Labor Welfare; Trade Unions.

Unit:6		Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	60 hours

Book(s) for Study

1	Personnel Management and Human Resources- Ratnam, V. R., & Srivatsava, B.K., New Delhi: Tata McGraw Hill.
2	HRM- Mirza, S.S., New Delhi: TMH

Book(s) for Reference	
1	Managing Human Resources: Productivity, Quality of Work Life, Profits- Wayne F. Cascio – Tata Mcgraw Hill
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	file:///C:/Users/ADMIN/Downloads/Human_Resource_Management_Practice_Tourism_and_Hot.pdf
Course Designed By: Prof. RAJESH KUMAR (bhmdirector@amceducation.in)	

Mapping with Programme Outcomes										
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	S	S	M	S	M	M	M	S	S	S
CO2	M	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	M	S	S	S
CO4	M	S	M	M	M	S	S	S	S	S
CO5	S	S	S	M	M	S	S	S	L	S

*S-Strong; M-Medium; L-Low

Course code	43C	TOURISM POLICY, PLANNING AND DEVELOPMENT IN INDIA	L	T	P	C
Core		CORE-XIX	4			4
Pre-requisite		Basic Understanding on The Importance of Policy and Planning	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Understand the meaning and importance of policy
2. Know the meaning of tourism policy
3. Understand the significance of planning and development

Expected Course Outcomes:

	On the successful completion of the course, student will be able to:	
1	Know the meaning of tourism policy	K1
2	Analyse the objectives and strategies of tourism policy	K4
3	Understand the planning process of tourism	K1
4	Formulate sustainable tourism planning strategies	K6
5	Understand budgetary planning	K1

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Tourism Policy		12 hours

Tourism Policy-Concept and Importance; Tourism Policy Making Bodies-WTO, Govt. Of India; Sargeant Committee Report and L.K. Jha. Committee Report.

Unit:2		National Tourism Policy		12 hours

Objectives and Strategies of Various Tourism Policies and Plans; Tourism Policy of India-1982; National Tourism Policy 2002; Perspective Plan Of 1988; National Action Plan of Tourism 1992.

Unit:3		Tourism Planning		12 hours

Tourism Planning- Concept, Objectives, Types; Tourism Master Plan; Tourism Planning Process- Techniques of Tourism Plan Formulation; Planning for Tourism Centres -Influencing Factor; Sustainable Tourism Development.

Unit:4		Budgetary Allocations		12 hours

Tourism Related Issues In Five-Year Plans In India- Allocations, Objectives And Strategies for Tourism Sectors; Industry and Export Status; Tourism Circuits.

Unit:5		New Product Development		10 hours

Tourism Development- Product Life Cycle; Launching A New Product; Image Building of Destination.

Unit:6		Contemporary Issues		2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours		60 hours

Book(s) for Study

1	Tourism Planning: An integrated and Sustainable Approach - Inskeep E.

2	Budgetary reports, National Tourism Policy reports.
Book(s) for Reference	
1	Tourism Planning: Basic, Concepts and Cases- Gunn, C. New York: Routledge.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://tourism.gov.in/tourism-policy
Course Designed By: Dr. R. SEETHALAKSHMI (seethaprof@gmail.com)	

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	S	S	S	S	S
CO2	M	S	S	M	S	M	S	S	S	S
CO3	M	S	S	M	M	M	S	S	S	S
CO4	S	S	S	M	M	S	M	S	S	S
CO5	M	S	S	S	S	S	L	S	S	M

*S-Strong; M-Medium; L-Low

Course code	43D	ETHICAL CODES FOR TOURISM	L	T	P	C
Core		CORE-XX	4			4
Pre-requisite		Basic Idea About Ethics and Its Necessity	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Know the meaning and importance of ethics
2. Understand the need of ethics in tourism
3. Know the advantages being ethical

Expected Course Outcomes:

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

1	Know and describe the importance of ethics in tourism	K1
2	Know the ethical guidelines effectively	K2
3	Formulate the ethical norms	K6
4	Understand the global code of ethics	K2
5	Assess the role of national and international organizations in framing ethical guidelines	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		Ethics-An Introduction	12 hours

Ethics- Meaning, Importance, Types and Uses; Professional Ethics- Social Responsibility, Obligation and Ethical Concerns of Tourism Business; Present Scenario of the Tourism Industry-Social Evils and Economic Offences Taking Place in Tourism Sectors; Frauds and Crimes Being Committed Against Tourist.

Unit:2		Global Code of Ethics for Tourism	12 hours

The Role of WTO In Regulating Ethical Norms- Global Codes of Ethics for Tourism -Preamble and Ten Articles; Ethical and Social Responsibility of Tourists, Travel Agents, Tour Operator, And Accommodation Sector.

Unit:3		Tourist Rights	12 hours

Tourist Rights - Article 2 And 8 Of WTO Global Code of Ethics- Entry, Stay, Departure; Public Health; Safety and Security; Satisfaction; Tourists Bill of Rights- Manila Declaration; Standardization and Certification for Tourism Sustainability-ISO 14000; Sustainable and Responsible Tourism.

Unit:4		Conventions and Acts	12 hours

Remedial Measures and Protection Against the Maladies- Conventions, And Their Relevance in Travel and Tourism Industry- Warsaw 1924; Chicago 1944; Brussels 1961; Athens 1974; Helsinki 1976; Consumer Protection Act 1986.

Unit:5		Conservation Agencies	10 hours

Necessity of Preserving Tourism Resources Like Cultural Heritages, Nature and Other Tourism Resources; Agencies Working for The Conservation of Tourism Resources- UNESCO, ASI, INTACH, IGNCA, ICCP, IUCN.

Unit:6		Contemporary Issues	2 hours

Expert lectures, online seminars – webinars			
		Total Lecture hours	**60 hours**

Book(s) for Study

1	WTO global code of tourism.
2	Codes of Ethics in Tourism: Practice, Theory, Synthesis- David, A. F., & David, M., Channel View Publications

Book(s) for Reference

1	Tourism Ethics-David, A. F., Channel View Publications

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://www.unwto.org/global-code-of-ethics-for-tourism

Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	M	L	S	S	S
CO2	S	S	S	M	S	M	S	M	M	S
CO3	M	S	M	S	L	S	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	L
CO5	M	S	S	S	S	S	S	S	M	M

*S-Strong; M-Medium; L-Low

Course code	4EA	ENTREPRENEURSHIP DEVELOPMENT IN TOURISM	L	T	P	C
Elective		GROUP-A ELECTIVE – IV (PAPER-XXI)	4			4
Pre-requisite		Meaning of Entrepreneurship	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Develop entrepreneurial interest within the learners
2. Learn the types of entrepreneurial ventures
3. Develop tourism ventures

Expected Course Outcomes:

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

1	Understand the significant inputs of entrepreneurship	K1
2	Identify the involved process of entrepreneurial venture	K2
3	Analyse the market feasibility	K4
4	Setup a tourism venture	K3
5	Correlate various management functions	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Entrepreneur – An Introduction	12 hours

Entrepreneur- Meaning, Types, Qualities, Function; Entrepreneurship – Characteristics, Importance; Role of Entrepreneur in National Development.

Unit:2	Business Ideas	12 hours

Business Ideas- Sources; Methods of Business Ideas Generation; Identification of Opportunities; Analysis of Opportunities.

Unit:3	Feasibility Study	12 hours

Marketing Feasibility- New Destination and Tourism Services Development; Destination and Tourism Services Life Cycle; Financial Feasibility for Developing and Launching a New Tourism Products and Services; Sources of Finance; Financial Assistance and Loans Available From Financial Institutions.

Unit:4	Setting Up a Travel Agency	12 hours

Location and Other Feasibilities- Factors for the Selection of Site for Setting a Travel Agency or Hotel; Points to be Considered for the Building of Travel Agency or Hotel; Choice of Technology for the Tourism Sector.

Unit:5	Establishing a Tourism Enterprise	10 hours

Establishing a Tourism Enterprise- Steps, Procedures, License, Registration, Etc. Scope for Becoming an Entrepreneur in Tourism; Role of Govt. Agencies and Financial Institutions in Promotion of Entrepreneur in Tourism- SSI. DIC, TIDCO, TFCI.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	60 hours

	Book(s) for Study
1	Entrepreneurship Development- Vasant Desai, New Delhi: Himalaya Publishing
2	Innovation & Entrepreneurship- Drucker, P.F., New York: Harper & Row.

	Book(s) for Reference
1	Entrepreneurship- Kuratko, D.F. & Hodgets, R.M. New York: Harcourt College Publishers

	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://shodhganga.inflibnet.ac.in/bitstream/10603/89272/11/11chapter%202.pdf

Course Designed By: Mr. K. CHANDRAN (md@emperortraveline.com) AND Mr. J. DEEPAK (deepak.deepu5@gmail.com)

Mapping with Programme Outcomes									
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**
CO1	S	S	M	S	M	M	M	M	S	S
CO2	S	S	,M	S	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	M	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	L	S

*S-Strong; M-Medium; L-Low

Course code	4EA	**TOURISM RESEARCH METHODS**	L	T	P	C
Elective		**GROUP-B ELECTIVE – IV (PAPER-XXI)**	**4**			**4**
Pre-requisite		**Basic Understanding on Research, Data, And Its Need**	**Syllabus Version**		**2020-21**	

Course Objectives:

The main objectives of this course are to:

1. Understand the importance of tourism research
2. Learn the methods of carrying out tourism research
3. Aware of research techniques

Expected Course Outcomes:

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

1	Describe the meaning of research	K1
2	Understand the need of tourism research	K2
3	Apply advanced techniques in tourism research	K3
4	Classify the qualitative and quantitative techniques	K2
5	Compile various resources for making report	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**Introduction to Research**		**12 hours**

Introduction to Research - Nature, Scope, And Purposes of Tourism Research; Research Ethics and Values; Historical Developments and The Current Debates in Tourism Research; Steps in Research Process; Overview of Research Design; Specific Problems Encountered by Tourism Researchers In India.

Unit:2		**Research Problem**		**12 hours**

Identifying Research Problems; Management Problems and Their Translation into Research Problems; Review of Literature; Sources of Secondary Data for Tourism; Tourism Management Information; Surveys and Sampling; Questionnaire Design and Execution.

Unit:3		**Quantitative Techniques**		**12 hours**

Quantitative Techniques; Measures of Central Tendency and Dispersion; Time Series Analysis; Correlation and Regression Analysis; Normal Distribution Statistical Testing of Hypotheses; Parametric and Non-Parametric Techniques; Multivariate Analytical Techniques; Quantitative Techniques in Decision Support; PERT-CPM; Introduction to Game Theory; Use of Software in Data Analysis.

Unit:4		**Qualitative Techniques**		**12 hours**

Qualitative Techniques; Case Study Method; Experimentation; Depth Interviews; Participant Observation; Ethnographic Fieldwork; Preparing Field Notes; Focus Group Technique; Projective Techniques; Content Analysis; Historical Analysis in Qualitative Tradition.

Unit:5		**Report Writing**		**10 hours**

Data Presentation; Communicating the Research Findings; Written and Oral Presentation; Report Writing Tips; Scientific Writing Styles; Structure of Research Proposal; Tips on Writing Proposals for Committees or External Funding.

Unit:6		**Contemporary Issues**		**2 hours**

		Expert lectures, online seminars – webinars		
			Total Lecture hours	**60 hours**

Book(s) for Study

1	Market Research in Travel & Tourism- Brunt, P., UK: Butterworth Heinemann
2	Researching and Writing Dissertations in Hospitality and Tourism- Clark, M.,Riley, M., Wilkie,E. & Wood, R.C. UK: ITBP.

Book(s) for Reference

1	Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers - Ritchie, J.R.B. and Goeldner, C.R., UK: Wiley.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	file:///C:/Users/ADMIN/Downloads/RESEARCH_METHODS_IN_TOURISM.pdf

Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	M	S	S	S
CO2	S	S	S	M	S	S	M	S	S	S
CO3	S	S	S	S	S	S	M	S	S	S
CO4	S	S	S	M	S	S	M	S	M	S
CO5	S	S	S	M	S	S	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	4EA	EMERGING ISSUES IN TOURISM	L	T	P	C
Elective		**GROUP-C ELECTIVE-IV (PAPER-XXI)**	**4**			**4**
Pre-requisite		**Follow-up of issues related to tourism**	**Syllabus Version**		**2020-21**	

Course Objectives:

The main objectives of this course are to:

1. Understand the issues related to tourism sector
2. Analyse the impacts experienced by tourism sector
3. Exercise plan to overcome the issues

Expected Course Outcomes:

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

1	Learn the ongoing issues and its effect in tourism sector	K1
2	Identify solutions for the issues	K2
3	Apply technology in addressing the problem	K3
4	Understand and analyse various solutions	K4
5	Propose a suitable solution	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**Ongoing Trends in Tourism Sector**		**12 hours**

Recent Trends and Practices in Tourism Traffic in India; Emerging New Forms of Tourism in India- Eco Tourism; Agricultural and Rural Tourism; Adventure Tourism; Wild Life Tourism; Medical Tourism and Business Travel; The Declining Market for Cultural Tourism Products in India.

Unit:2		**Issues of Tourism**		**12 hours**

Prospects of The Introduction of Euro in The Tourism-Economic Crisis and Depression and Its Impact on Tourism; Terrorism and Tourism – An Overview of Unrest; Safety and Security Issues in Tourism.

Unit:3		**E-Tourism**		**12 hours**

Introduction of Technologies; E-Tourism, Tour Net, Travel Portal; E-Commerce and Tourism – Effects Of Business Travel And MICE

Unit:4		**Tax Structures for Travel Business**		**12 hours**

Current Initiatives in Indian Tourism; Taxes and Tourism -Impact of Tourism; Direct and Indirect Taxes for Tour Services, Airport Taxes, Luxury Tax.

Unit:5		**Reviewing of Policy**		**10 hours**

Reasons for Not Achieving the Target and Objectives of Various Tourism Policies and Plans of India; Obsolete Strategy in Product Development and Marketing; Shortage of Rooms; Shortage of Air Seats; Higher Price; Higher Taxes; Lack of Trained Manpower, Travel Documentation Formalities etc.

Unit:6		**Contemporary Issues**		**2 hours**

Expert lectures, online seminars – webinars

	Total Lecture hours		**60 hours**

	Book(s) for Study
1	Lonely Planet News letter
2	Global Tourism: Challenges and Development-Thakur, M., Omega Publications.

	Book(s) for Reference
1	Current Issues in Hospitality and Tourism: Research and Innovations-A. Zainal, S.M. Radzi, R. Hashim, C.T. & Chik, R. Abu., CRC Press.

	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://www.oecd-ilibrary.org/docserver/tour-2010-4-en.pdf?expires=1596398121&id=id&accname=guest&checksum=5DB8FDBDA2668F525E49706416D1E2BC
	Course Designed By: A.SURESH BABU (sureshbabu1510@gmail.com)

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	M	M	M	S	S	M
CO2	S	M	S	S	M	S	S	M	S	S
CO3	S	M	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	M	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	47A	PROJECT AND VIVA VOCE	L	T	P	C
Core		**CORE- XXII**			6	6
Pre-requisite		**Understanding on Research Methods**	**Syllabus Version**		2020-21	

Course Objectives:

The main objectives of this course are to:

1. Understand the existing scenario
2. Address the issues with suitable solutions
3. Learn new things

Expected Course Outcomes:

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

1	Understand the methods of doing research	K2
2	Describe the existing problem	K1
3	Analyse the problem	K3
4	Correlate policy with the issues	K4
5	Design a solution	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create
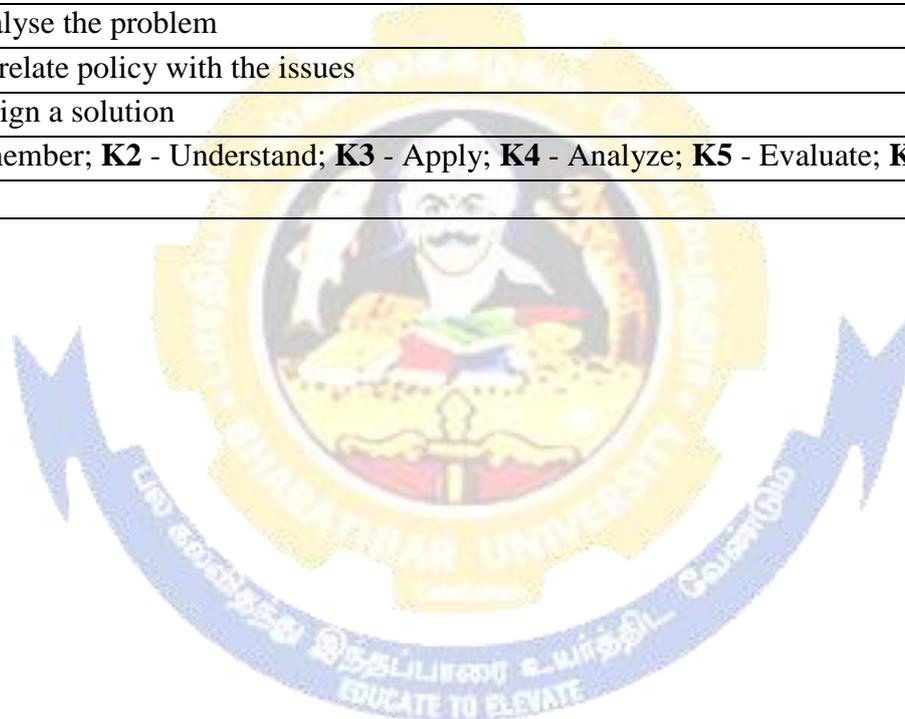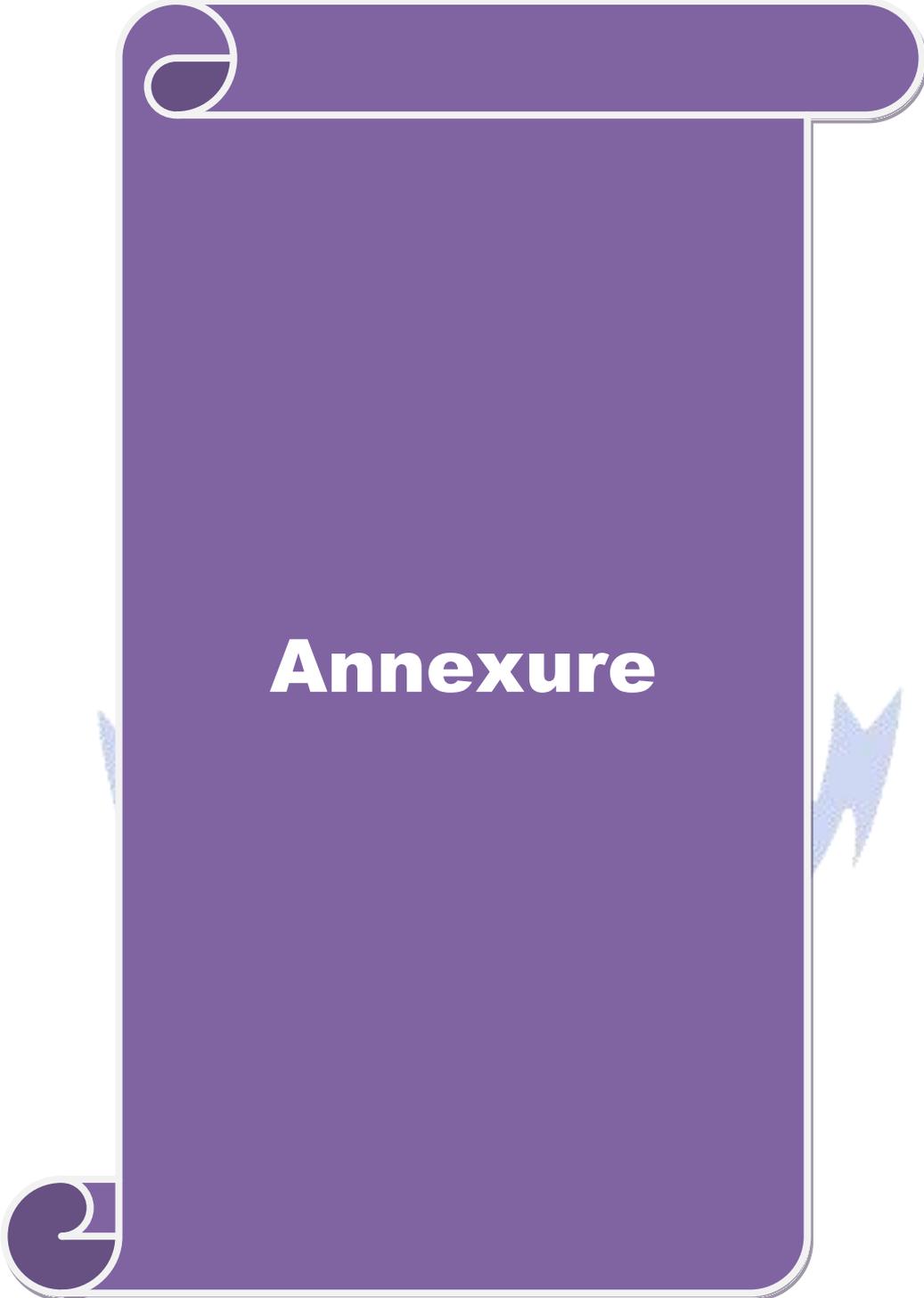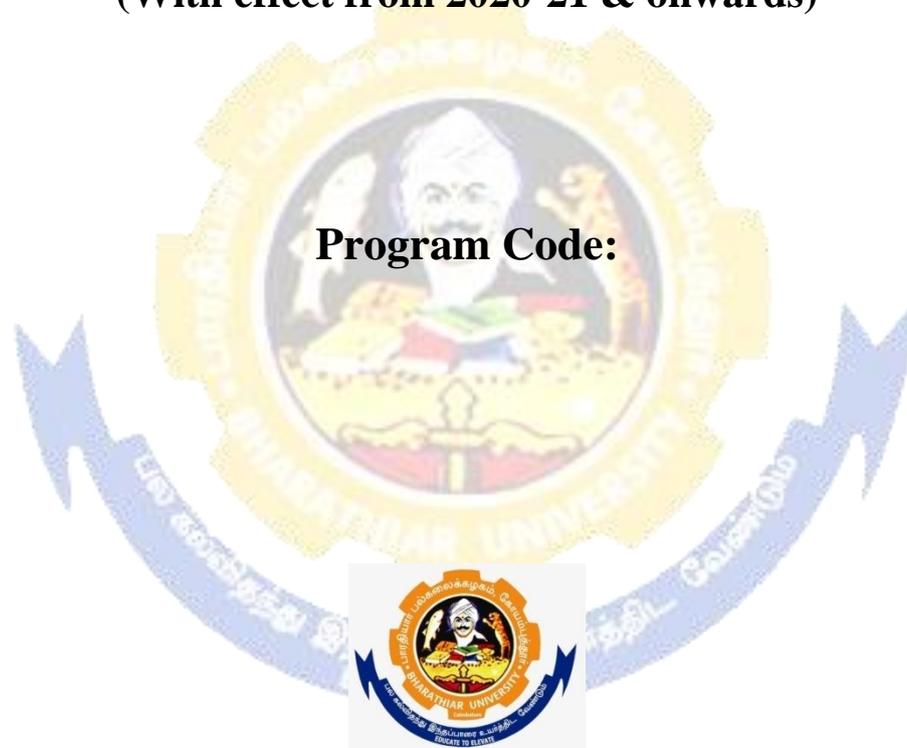
Annexure

M. A. TOURISM &TRAVEL MANAGEMENT

Syllabus
(With effect from 2020-21 & onwards)

Program Code:

DEPARTMENT OF TOURISM &TRAVEL MANAGEMENT

(Affiliated Colleges)
Bharathiar University

(A State University, Accredited with "A "Grade by NAAC and
13th Rank among Indian Universities by MHRD-NIRF)

Coimbatore 641 046, INDIA

BHARATHIAR UNIVERSITY: COIMBATORE 641046
DEPARTMENT OF TOURISM &TRAVEL MANAGEMENT

Tourism is a vibrant, dynamic and growth-oriented industry, which has a set of all business activities which fulfills the need of tourists during their visit to different tourism destinations. All countries have geared up to concentrate on tourism to reap its benefits for their economy enhancement exercise and, India being an incredible nation known for its rich civilization and its natural splendors, travel successfully in alluring tourists from far and near contributing around 50 million jobs and significant share accounting 9.2% of nation's GDP in 2018. The country has varied themes to offer including nature-based tourism, cultural and religious, ayurveda, wellness, adventure and MICE.

In the journey of growth, India is also facing serious dearth of skilled human resources, who can foster further growth. This M.A. program in Tourism and Travel Management is aimed to develop quality professionals for the sector through blend of theory and practical exposures.

Program: M.A. Tourism & Travel Management

Duration: Full Time program consists of 4 Semesters in 2 years.

Eligibility for Admission: A candidate who has passed any **Under Graduate Degree** of this University or an examination of some other University accepted by the Syndicate as equivalent thereto shall be eligible for admission to the M.A. (Tourism & Travel Management).

Attendance: Student should possess minimum 75% of attendance to appear in university examinations, which will be held at the end of the semester. Students will also be assessed by Continuous Internal Assessment (CIA) for each course by the department as per the guidelines.