B.A. TOURISM AND TRAVEL MANAGEMENT

Syllabus

AFFILIATED COLLEGES

Program Code: 21U

2020 – 2021 onwards

BHARATHIARI UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC, Ranked 13th among Indian Universities by MHRD-NIRF, World Ranking: Times - 801-1000, Shanghai - 901-1000, URAP - 982)

Coimbatore - 641 046, Tamil Nadu, India
<table>
<thead>
<tr>
<th>PEO</th>
<th>Objective</th>
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<tbody>
<tr>
<td>PEO1</td>
<td>Make the students to be aware of tourism destinations</td>
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<tr>
<td>PEO2</td>
<td>Enables to learn the richness of the country, its geographic, socio-cultural, environmental incredibleness of tourism destinations</td>
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<td>PEO3</td>
<td>Able to analyse the destinations on its strength and weakness</td>
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<td>PEO4</td>
<td>Facilitates to attain managerial and communication skills to face the industry and competitive world effectively.</td>
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<td>PEO5</td>
<td>Provides entrepreneurial skills</td>
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<td>PEO6</td>
<td>Enables to pursue higher education</td>
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<td>PEO7</td>
<td>Committed to continuous learning</td>
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<td>PEO8</td>
<td>Develops a responsible and ethical individual</td>
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Program Specific Outcomes (PSOs)

<table>
<thead>
<tr>
<th>PSO</th>
<th>Description</th>
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<tbody>
<tr>
<td>PSO1</td>
<td>Understand, analyze and design new products and services using the basic concepts, theories of tourism and allied subjects</td>
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<td>PSO2</td>
<td>Develop the ability to understand the limitations of the sector</td>
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<td>PSO3</td>
<td>Possess hands on experience on destination knowledge, marketing skills, and developing destination competitiveness</td>
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<td>PSO4</td>
<td>Develop entrepreneurial skills</td>
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<td>PSO5</td>
<td>Able to innovate and develop novel ideas which best suits the tourism destination</td>
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<td>PSO6</td>
<td>Understand the significance of team work and group behaviour</td>
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<td>PSO7</td>
<td>Have interest in higher education</td>
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# Program Outcomes (POs)

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<tr>
<td>On successful completion of B.A. program</td>
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<tr>
<td>PO1</td>
<td>Ability to develop understanding and analyzing skills</td>
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<td>Develops thought process thinking</td>
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<td>PO3</td>
<td>Exposed to the modern technology</td>
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<td>PO4</td>
<td>Develops interpersonal communication</td>
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<td>Develops team work and networking culture</td>
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<td>PO6</td>
<td>Developing ethical understanding in all learning and deliverables</td>
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<td>PO7</td>
<td>Thrive towards sustainability</td>
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<td>PO8</td>
<td>Understand about employment opportunities</td>
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<td>PO9</td>
<td>Understand the necessity of being proactive to society</td>
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<td>PO10</td>
<td>Understand the need of continuous learning</td>
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BHARATHIAR UNIVERSITY: COIMBATORE-641 046
B.A. TOURISM & TRAVEL MANAGEMENT CURRICULUM (CBCS pattern)
(Affiliated Colleges)
(For the students admitted during the academic year 2020 – 21 onwards)

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<tr>
<th>Part</th>
<th>Course Code</th>
<th>Title of the Course</th>
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**Fourth Semester**

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Total 25 625

**Fifth Semester**

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<th>III</th>
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Total 23 575

**Sixth Semester**

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NOTE:

$- Includes 25marks/20 marks/ 40% continuous internal assessment for core & allied, skill-based paper and practical's respectively.

@- No university examinations, only continuous internal assessment

#- No continuous internal assessment, only university examinations

* - Two unaccounted additional credits for Swachh Bharat Internship Programme through NSS

List of elective paper (student can choose any one of the papers as electives provided the chosen elective paper has resource to teach)

** PROJECT REPORT - 80 MARKS AND VIVA VOCE- 20 MARKS

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<thead>
<tr>
<th>ELECTIVE - I</th>
<th>A) EVENT MANAGEMENT</th>
<th>B) ENTREPRENEURSHIP DEVELOPMENT</th>
<th>C) TRAVEL AND TOURISM INDUSTRY 4.0</th>
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<td>A) ADVENTURE TOURISM</td>
<td>B) AIRPORT FORMALITIES</td>
<td>C) CUSTOMER RELATIONSHIP MANAGEMENT</td>
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<td>A) PROJECT WORK</td>
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<td>B) ORGANISATIONAL BEHAVIOUR FOR TOURISM</td>
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First Semester
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### Course Objectives:

The main objectives of this course are to:

1. To learn the concepts of tourism, travel, tourists and travelers.
2. To gain an understanding on the influencing factors of tourism.
3. To know the types of tourism and tourists.

### Expected Course Outcomes:

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

1. Reproduce the historical significances of tourism and travel \( K_1 \)
2. Identify the alluring factors of tourism \( K_2 \)
3. Classify and distinguish the types of tourism \( K_4 \)
4. Measure and compare the best suited strategies in domestic and international tourism \( K_5 \)
5. Discover the ways to address barriers of domestic and international tourism \( K_3 \)

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

#### Unit:1  Tourism Concepts and History  15 hours


#### Unit:2  Influencing Factors and Resources of Tourism  14 hours

Elements of Tourism-Components of Tourism-Tourism Motivation (Push and Pull factors)- Technological Advancements in Tourism & Its Impacts- Tourism Resources (Natural, manmade and entertainment centres) - Tourism Infrastructure (Rail, Road, Air, Water).

#### Unit:3  Types of Tourism  14 hours

Types of Tourism-Rest and Relaxation Tourism-Pleasure Travel- Religious Tourism- Sports Tourism- Social Tourism- Business Tourism- Ecotourism-Adventure Tourism- Community Based Tourism- Wilderness Tourism-Special Interest Tourism.

#### Unit:4  Domestic Tourism  15 hours

Domestic Tourism-Meaning-Nature of Domestic Tourism- Benefits of Domestic Tourism- Barriers of Domestic Tourism-Strategies to Boost Domestic Tourism- India and Domestic Tourism- An Overview of India’s Domestic Tourism Statistical Data.

#### Unit:5  International Tourism  15 hours

International Tourism-Meaning-Types of International Tourism- Nature of International Tourism- Benefits of International Tourism- Barriers of International Tourism- Strategies to Boost International Tourism- India as a favored International Tourism Destination.
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**Book(s) for Study**


**Book(s) for Reference**


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

1. [https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm](https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm)

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

**Mapping with Programme Outcomes**

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*S-Strong; M-Medium; L-Low*
Course code 13B  PRINCIPLES OF TOURISM MANAGEMENT  L  T  P  C
Core  CORE-II  4  4
Pre-requisite  Basics About Management  Syllabus Version 2020-21

Course Objectives:
The main objectives of this course are to:
1. To understand the process of management and its concepts.
2. To make the learners aware of applying management functions in tourism sector.
3. To develop managerial qualities within the learners.

Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. State the application of management concepts in tourism  K1
2. Compare the inputs of management thoughts to the present scenario  K5
3. Practice the communication process and leadership styles  K3
4. Observe and discover the effective use of managerial functions in an organisation  K2
5. Able to correlate and appraise the effect of motivation and output levels  K5

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

Unit:1  Management-An Introduction  15 hours

Unit:2  Evolution of Management Thoughts  14 hours

Unit:3  Communication and Leadership  14 hours

Unit:4  Functions of Management  15 hours

Unit:5  Motivation and MBO  15 hours
Motivation-Meaning- Definition- Nature of Motivation- Types of Motivation- Motivation Need- Theories of Motivation- Management by Objectives (MBO) - Introduction- Process of MBO- Advantages and Disadvantages of MBO.

Unit:6  Contemporary Issues  2 hours
Expert lectures, online seminars – webinars
**Total Lecture hours** | 75 hours
---|---
**Book(s) for Study**

**Book(s) for Reference**

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

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

**Mapping with Programme Outcomes**

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*S-Strong; M-Medium; L-Low*
Course code: 1AA

INFORMATION, COMMUNICATION AND AUTOMATION

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Course Objectives:
The main objectives of this course are to:
1. Get introduced to computer and its uses
2. Able to understand the communication process
3. Use of computer in tourism and allied sector

Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. To recognize the best suited communication type for tourism sector (K1)
2. Classify and discuss the communication types (K2)
3. Apply and determine the uses of computer in tourism sector (K3)
4. Facilitate tourism and allied services in an easy and effective manner (K6)
5. Establishing a strong database of tourism resources (K3)

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

Unit: 1

Communication

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Unit: 2

Information

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<td>Information- Meaning- Types of Information Systems- Sources of Information- Data collection- Usage of Computers in Information analysis- Role of Travel guide in dissemination of Information.</td>
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Unit: 3

Computer and its Application

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Unit: 4

Uses of Computer

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<td>Automation and Information system- Need- Multimedia- Electronic Mail System- Fax- Software used in computer-based reservation (Airline and Hotel Booking).</td>
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Unit: 5

Modern day Applications of Computer

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Unit: 6

Contemporary Issues

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Expert lectures, online seminars – webinars

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<td>1 Computer Applications in Tourism and Hospitality Industry- Sheikh Bilal. LAP Lambert Academic Publishing</td>
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Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

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*S-Strong; M-Medium; L-Low
Second Semester
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**Course Objectives:**

The main objectives of this course are to:

1. Learn the concepts of Economics
2. Understand the application and functions Economics in Tourism
3. Learn the economical impacts on tourism sector

**Expected Course Outcomes:**

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

1. Describe the benefits experienced by the tourism sector. **K2**
2. Estimate the impact of demand indicators. **K2**
3. Examine and interpret the impacts for the development of tourism. **K3**
4. Estimate tourism forecasting. **K2**
5. Assess the GDP from tourism sector. **KX**

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

**Unit: 1 | Introduction to Tourism Economics | 14 hours**


**Unit: 2 | Demand and Supply | 15 hours**

Tourism Demand- Meaning and Definition- Types of Tourism Demand- Determinants of Tourism Demand- Indicators of Tourism Demand- Demand Elasticity- Supply- Meaning and Definition- Supply in Tourism- Process of Product Development.

**Unit: 3 | Impacts on Tourism Sector | 15 hours**

Impacts of Tourism- Meaning-Need to study the Impact of Tourism- Economic Impact of Tourism- Social Impacts of Tourism- Foreign Exchange- Multiplier Effect.

**Unit: 4 | Forecasting | 15 hours**

Tourism Forecasting- Balance of payment- Balance of Trade- Inflation and Deflation- Bilateral Agreements. – Employment and Income Generation.

**Unit: 5 | Policy and Planning Perspectives | 14 hours**

Tourism Development and National Economy- Tourism Contribution to GDP- Tourism policy and planning- Changing dimensions of tourism planning.

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

Expert lectures, online seminars – webinars

**Total Lecture hours | 75 hours**

**Book(s) for Study**
Economics of Tourism and Development - Romila Chawla, New Delhi: Sonali Publications.

Book(s) for Reference

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
http://81.47.175.201/stodomingo/attachments/article/9/EconomicImpactsofTourism.pdf
http://ecoursesonline.iasri.res.in/mod/page/view.php?id=4391

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

Mapping with Programme Outcomes

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*S-Strong; M-Medium; L-Low
Course code | 23B | TRAVEL MANAGEMENT | L | T | P | C
---|---|---|---|---|---|---
Core | | CORE-IV | | 4 | | 4 |
Pre-requisite | | Basics of Travel | Syllabus | Version | 2020-21 |

Course Objectives:
The main objectives of this course are to:
1. Educate the learners about the travel business.
2. Understand about the travellers and necessary documents to travel.
3. Role and relationship of allied sectors.

Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. Reproduce the basics of tourism concepts and identify the functions of tourism business providers. K1
2. Classify various documents for travel and indicate its significance. K2
3. Describe the types of traveler and administer their requisites accordingly. K3
4. Connect and correlate the role and responsibility of allied sectors. K4
5. Adapt the policy and understand its effectiveness. K6

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

**Unit:1** TRAVEL BUSINESS 15 hours
Travel Management- Meaning- Significance- Travel Business- Meaning- Types of Travel Business- Travel Agency- Meaning and Definition- Role and Types- Functions of Travel Agency-Tour Operator- Meaning- Functions and Types.

**Unit:2** TRAVEL FORMALITIES 15 hours
Travel Formalities and Regulations- Travel Documents- Passport-VISA- Foreign Exchange-Tour Itinerary- Meaning- Steps to prepare Itinerary- Importance of Itinerary- Preparation of Tour Itinerary.

**Unit:3** TYPES OF TRAVELLERS 15 hours
Travellers- Meaning- Types of Travellers- Indian Travellers- Traits of Indian Tourists- Non-Resident Indian (NRI) - Person of Indian Origin (PIO)- Foreign National- Traits of Western Tourists- Preferences towards selection of Destination and attraction.

**Unit:4** TITLE OF THE UNIT (CAPITALIZE EACH WORD) 14 hours
Allied Sectors connected to Tourism and Travel- Hotels-Transport Sector- Air- Rail- Cruises-Motor Coaches- Cab Operators- Formal and Informal Service providers.

**Unit:5** TITLE OF THE UNIT (CAPITALIZE EACH WORD) 14 hours

**Unit:6** CONTEMPORARY ISSUES 2 hours
Expert lectures, online seminars – webinars

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<td>1 Tourism: Principles and Practices- Swain, S. K., &amp; Mishra, J. M. Oxford University Press</td>
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Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

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**Course Objectives:**

The main objectives of this course are to:

1. Create documents in MS Office.
2. Prepare tour itinerary with the help of computer.
3. Communicate with service providers via electronic forms.

**Expected Course Outcomes:**

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

1. Record and reproduce the data. K1
2. Create advertising messages. K6
3. Design a tour schedule. K6
4. Tabulate the facts of tourist arrivals. K1
5. Illustrate the facts with diagrams and graphs. K2

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

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### Book(s) for Study


### Book(s) for Reference

1. Introduction to Computers- Gary B Shelly et al. USA.: Cengage Learning

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

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

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*S-Strong; M-Medium; L-Low*
Third Semester
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<td>Interest to Learn French</td>
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**Course Objectives:**

The main objectives of this course are to:

1. Know the alphabets and numbers.
2. Know the salutations and basic conversations.
3. Learn to make correspondences.

**Expected Course Outcomes:**

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

1. Introduce in French
2. Understand the basic conversation
3. Write simple sentences
4. Know about the times
5. Know the translation of simple sentences

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

<table>
<thead>
<tr>
<th>Unit:1</th>
<th>Introduction To French</th>
<th>15 hours</th>
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<tr>
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<td>Greetings, Introduction, Numbers.</td>
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<th>The Station</th>
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<td>The Station, The Bank, The Media (1), The Past, The Car, Going to the show</td>
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**Total Lecture hours**

75 hours

**Book(s) for Study**

1. Contact French Made Easy- A Course for Beginners- Francois Makowski.
Book(s) for Reference

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

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

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<td>Basics of Geography</td>
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<td>Syllabus Version 2020-21</td>
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**Course Objectives:**
The main objectives of this course are to:
1. Learn the physical features of India.
2. Know the geographical treasures.
3. Know about seasonality and tourism.

**Expected Course Outcomes:**
On the successful completion of the course, student will be able to:
1. Describe the role of geography in tourism. K1
2. Discuss the relationship between seasonality and tourism. K2
3. Classify the type of natural resources used for tourism sector. K3
4. Illustrate the geographical features of tourism system model. K2
5. Assemble different natural resources for tourism. K6

**Unit:1** Geography-An Introduction 15 hours
Geography- Meaning and Definition- Importance of Geography- Use of Geography in Tourism- Indian Sub-Continent- Location- Size and Shape- Boundaries- Political Features- States, UT’s and Capitals- Physical Features- The Mighty Himalayas- The Peninsular Plateau.

**Unit:2** Seasons 14 hours
Climate- Meaning- Climate and Tourism- Season- Meaning- Seasonality and Tourism- Types of Season.

**Unit:3** Vegetation 15 hours
Natural Vegetations and Soils- Types of Soils- Forests- Types of Forests- Afforestation and Deforestation- Deserts- Lakes- Oceans- Wetlands- Role of Natural Habitats in Tourism Promotion.

**Unit:4** Rivers 14 hours
Rivers- Rivers and Tourism- Rivers of North India- Rivers of Eastern India- Rivers of Western India and Rivers of Southern India.

**Unit:5** Tourism Systems 15 hours
Factors Affecting Regional Tourist Movements- Leiper Tourism System- Airlines and Airports.

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

**Total Lecture hours** 75 hours
### Book(s) for Study

1. Physical Geography - Strahler A.N, Wiley International.
2. Physical Geography - S. Singh, Prayag Pustak Bhavan

### Book(s) for Reference

1. An Introduction to the Geography of Tourism- Nelson, V. United Kingdom: Rowman and Littlefield Publisher.

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

1. file:///G:/BOS%20TOURISM%202020-2021/Tourism%20Geography.pdf

Course Designed By: R. NARASIMMARAJ (narasimmarajj@gmail.com)
### Course Objectives:
The main objectives of this course are to:
1. Know the meaning of market, marketing process.
2. Learn the concepts of marketing and its uses in tourism sector.
3. Learn the marketing skills.

### Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. Figure out the ways to market tourism products. **K1**
2. Differentiate the customer specific marketing strategies. **K2**
3. Illustrate the effectiveness of tourism product. **K3**
4. Devise customized products and pricing. **K4**
5. Integrate the tangible and intangibles in service experiences. **K5**

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

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<th>Unit:1</th>
<th>Marketing – An Introduction</th>
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<th>STP Strategy</th>
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<tr>
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<td>Market Segmentation- Meaning- Need and Importance- Bases of Segmentation (S)- Target Marketing (T) - Meaning and Advantages- Market Positioning (P) - Meaning and Benefits- Marketing Mix- Meaning.</td>
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<td>Pricing- Meaning- Concept- Definition- Pricing of Tourism Products- Strategies of Pricing- Distribution Channels- Promotion- Meaning and types- Promotional Mix- Integrated Marketing.</td>
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<th>Extended Marketing Mix</th>
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<td>Extended Marketing Mix- Physical Evidence- Significance of Physical Evidence- Tangible and Intangible Evidences- People- Importance and Managing People- Internal Marketing- Process- Blue Printing.</td>
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Unit:6  
Contemporary Issues  
2 hours  
Expert lectures, online seminars – webinars  

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<tr>
<th>Book(s) for Study</th>
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<tbody>
<tr>
<td>1. Tourism Marketing- Manjula Chaudhary, New Delhi: Oxford University Press</td>
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<td>2. Marketing for Hospitality and Tourism- Prasanna Kumar, McGraw Hill Education</td>
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Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]  

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

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*S-Strong; M-Medium; L-Low
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<td>Syllabus Version</td>
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**Course Objectives:**
The main objectives of this course are to:
1. Know the importance of developing communication skills.
2. Familiarize the learners about the communication process and methods.
3. Educate the learners to use the communication methods in tourism-based services.

**Expected Course Outcomes:**
On the successful completion of the course, student will be able to:
1. Describe the different forms of communication. K1
2. Develop strong communication skill sets. K3
3. Prepare notices, brochures, announcements and record. K3
4. Connect the tourists effectively. K4
5. Establish team work. K3

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

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<th>Unit</th>
<th>Business Correspondence</th>
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<td>Reading and Listening- Key Cards- Guide Books- Reports- Letters- Dialogues between Tourists and Guides- Face to Face Conversation- Telephone Conversation.</td>
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<td>Listening and Speaking- Dialogues- Role Plays- Wide Range of Accents- Listening to Tourism Advertisements- Extempore- Debates- Seminars and Group Discussions.</td>
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<td>Writing Skills- Drafting a Letter- Sending Fax- Memos- Notices- Drafting Circulars- Making Announcements and Drafting- Sending and Receiving Mails.</td>
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<tr>
<th>Unit</th>
<th>Communication in Hotel Sector</th>
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<tr>
<td></td>
<td>Testing and Evaluation in a given Situation- Enquiries at a Hotel Reception- Booking a Hotel Room- Taking order from Room Service- Explaining an Attraction as Guide- Complaint Handling by a Guide.</td>
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<table>
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<tr>
<th>Unit</th>
<th>Communication In Tourism Sector</th>
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<tr>
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<td>Preparation of Travel Agency List- Preparation of Conferences list- Negotiating with a Tourists- Preparing Itinerary- Preparing Route Map.</td>
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<th>Unit</th>
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<td><strong>Total Lecture hours</strong></td>
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**Book(s) for Study**

1. English for Travel and Tourism - Leo Jones, Cambridge University Press
2. English for Hotel and Tour Industry - Red Revill and Chris, Oxford University Press

**Book(s) for Reference**

1. Communication for Business - Shirley Taylor: Pearson Education

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


Course Designed By: Mr. K. CHANDRAN (md@emperortraveline.com)

**Mapping with Programme Outcomes**

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*S-Strong; M-Medium; L-Low*
Course code  | 3AA | INDIAN CULTURAL HERITAGE | L  | T  | P  | C  |
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Allied | ALLIED-III | 4 | 4 |
Pre-requisite | Basics of History | Syllabus Version | 2020-21 |

**Course Objectives:**
The main objectives of this course are to:
1. Familiarize with the historical insights of our country.
2. Understand the cultural milieu of the country.
3. Aware about the physical and cultural attributes of our early rulers.

**Expected Course Outcomes:**
On the successful completion of the course, student will be able to:
1. Describe the cultural richness of the country. K1
2. Trace the literature of the Vedic period. K2
3. Recall the contributions of the early rulers to the country. K3
4. Compare and correlate the best practices of the early rulers. K4
5. List the physical and cultural exhibits of the country. K5

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

**Unit:1**  | 15 hours | Ancient Civilization |
--- | --- | --- |

**Unit:2**  | 15 hours | Religions |
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**Unit:3**  | 14 hours | Mauryas |
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Mauryan Culture- Religious Policy- Societal Setup- Economy under Mauryas- Kaniskha and Kushananas Contribution to Indian Culture.

**Unit:4**  | 15 hours | Guptas |
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**Unit:5**  | 14 hours | Sangam Age |
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Sangam Age- Contribution of Cholas, Cheras, Pandyas and Pallavas towards Indian Culture.

**Unit:6**  | 2 hours | Contemporary Issues |
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Expert lectures, online seminars – webinars

**Total Lecture hours**  | 75 hours
### Book(s) for Study

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<tr>
<td>1</td>
<td>Indian Art - Partha Mitter, London: Oxford Publications,</td>
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<td>Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education.</td>
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### Book(s) for Reference

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

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

### Mapping with Programme Outcomes

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*S-Strong; M-Medium; L-Low*
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<td>Pre-requisite</td>
<td>Basic idea about Passport, Visa and Insurance</td>
<td>Syllabus Version</td>
<td>2020-21</td>
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</table>

**Course Objectives:**

The main objectives of this course are to:

1. Know the travel formalities and documents needed to travel.
2. Understand the importance of documents.
3. Know about the baggage restrictions.

**Expected Course Outcomes:**

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

1. Identify the necessary documents used for international travel and to restricted areas.
2. Distinguish the travel guidelines of specific regions.
3. Classify the Passport.
4. Tell the types of VISA.
5. Describe the baggage guidelines involved in air travel.

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

<table>
<thead>
<tr>
<th>Unit:1</th>
<th>Introduction to Travel Documents</th>
<th>9 hours</th>
</tr>
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<tbody>
<tr>
<td>Travel Documents- Introduction- Meaning- Need- Significance- Travel Formalities- Passport-VISA- Insurance- Immunization Certificates- Immigration &amp; Emigration-Custom Regulations.</td>
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<tr>
<td>Passport- Definition- Types- Citizenship- NRI-PIO- Dual Citizenship- Passport Issuing Authority- Role of Passport Offices- Steps in Obtaining Passport- Documents Required to Obtain Passport.</td>
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<th>Unit:3</th>
<th>VISA</th>
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<tr>
<td>VISA- Definition- Types- VISA on Arrival- e-VISA- Organisation Issuing VISA- Embassy-Consulates- Inner Line Permit- Special Permission- Restricted Area Permit.</td>
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<th>Unit:4</th>
<th>Health Insurance</th>
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<td>Health Insurance- Health Certificates- Red Channel- Green Channel- Prohibited Items- Vaccination- Special Category Passengers- Baggage Restrictions.</td>
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<td>Travel Insurance- Travellers Cheques- International Debit and Credit Cards- Vouchers- C-Forms- E- Tickets- Money Restrictions. Transit and Stop-over- Meaning.</td>
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**Total Lecture hours** 45 hours
Book(s) for Study

Book(s) for Reference

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

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

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*S-Strong; M-Medium; L-Low
Fourth Semester
### Course Code: 43A

**FOREIGN LANGUAGE FOR COMMUNICATION – FRENCH -II**

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<td>Revision of French I</td>
<td>Syllabus Version</td>
<td>2020-21</td>
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### Course Objectives:

The main objectives of this course are to:

1. Familiarize with the important terms of tourism in French.
2. Make the students identify and use French terms for general topics.
3. Write and read simple sentences in French.

### Expected Course Outcomes:

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

1. Read and write the basics French
2. Familiarise the students with different types of words and texts related tourism and hospitality industry.
3. Express the tourism related information and dialogues.
4. Construct a tourism related message.
5. Reproduce the tourism information in French

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

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<tr>
<th>Unit</th>
<th>Topic</th>
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<tr>
<td>1</td>
<td>Hospitality</td>
<td>15 hours</td>
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<td>The hotel, Holidays, Clothes, The family.</td>
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<td>2</td>
<td>Business</td>
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<td>Traffic, The service station, Housework, Love, Moods</td>
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<td>6</td>
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<td>2 hours</td>
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</table>

**Total Lecture hours** 75 hours

### Book(s) for Study

1. Contact French Made Easy - A Course for Beginners - Francois Makowski.

### Book(s) for Reference

1.
2.
### Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1

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4

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

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*S-Strong; M-Medium; L-Low
**Course code**: 43B  
**ECOLOGY, ENVIRONMENT AND TOURISM**  

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<td>Syllabus Version</td>
<td>2020-21</td>
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**Course Objectives:**
The main objectives of this course are to:
1. Have a basic understanding about environment.
2. Make the learners about the relationship between environment and tourism.
3. Create conservation interest among the learners.

**Expected Course Outcomes:**
On the successful completion of the course, student will be able to:

1. Describe the importance of environment and its impacts.  
2. Illustrate the positive and negative impacts on environment on account of tourism practices.  
3. Apply the conservation methods in their locale.  
4. Analyze the outcome and reasons for the environmental damages.  
5. Appraise the society about the benefits if environment conservation.

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

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<th>Environment – An Introduction</th>
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<td>Ecotourism- Meaning- Definition- Principles of Ecotourism- Environmental Parameters for Ecotourism- Ecotourism forms- Rural Tourism- Agro Tourism- Green Tourism- Special Interest Tourism- Advantages and Challenges of Ecotourism.</td>
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<td>Environmental Issues of Ecotourism- Ecological Imbalances- Concept of Sustainable Tourism and Development- Responsible Tourism- Benefits- Carrying Capacity.</td>
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<th>Unit</th>
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<th>Unit</th>
<th>Laws and Regulatory Policies</th>
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<td>1 Ecotourism - Fennell, D.A. New York: Routledge Publication</td>
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<td>2 Ecotourism-Principles &amp; Practices- Ralf Buckley.</td>
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<td>1 A Text Book of Environmental Sciences for UG- Bharucha, Ecach. New Delhi: Orient Black Swan.</td>
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Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

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*S-Strong; M-Medium; L-Low
### Course Code: 43C  
#### INDIAN TOURIST PANORAMA  
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### Course Objectives:
The main objectives of this course are to:
1. Learn the incredibleness of India.
2. Identify the best possible resources to suit tourism sector.
3. Become aware of niche and intangible assets of India.

### Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. Describe India’s tourism treasures.  
2. Discover the intangible assets of people and place of different Indian states.  
3. Explain the nature’s role in tourism.  
4. Correlate the resources of India to act as alluring factor.  
5. Classify tourism based on the resources.

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

### Unit: 1  
**India-An Introduction**  
15 hours
- India-Kaleidoscope of Attractions- Advantages of India in Tourist Map- Performing Arts-Meaning- Types- Forms- States and Its Tourism Tag lines.

### Unit: 2  
**Museums, Fairs and Festivals**  
15 hours
- Museums-Meaning- Types- Galleries- Palaces- Forts- Fairs and Festivals of different states-
- Unknown legacies of India- Cultural and Spiritual Journeys.

### Unit: 3  
**Natural Treasures and Activities**  
15 hours

### Unit: 4  
**Entertainment Centres**  
14 hours
- Theme Parks and Entertainment Centres- Destination of Special Interests- Heritage Sites- Monuments.

### Unit: 5  
**Handicrafts**  
14 hours

### Unit: 6  
**Contemporary Issues**  
2 hours
- Expert lectures, online seminars – webinars

| Total Lecture hours | 75 hours |

Book(s) for Study
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<th>COs</th>
<th>PO1</th>
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*S-Strong; M-Medium; L-Low*
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<td>2020-21</td>
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**Course Objectives:**

The main objectives of this course are to:

1. Expose learners to the concepts of advertising.
2. Identify the best suited advertising methods for tourism sector.
3. Understand the ethical principles to be used in advertising.

**Expected Course Outcomes:**

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

1. Describe the concepts of advertising and its usages in tourism sector. K1
2. Identify the impact of advertising on society. K2
3. Analyse the extent of advertising effectiveness in tourism. K4
4. Apply advertising campaigns to change the image of the tourism destination. K3
5. Propose a product specific advertising campaign. K6

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

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<thead>
<tr>
<th>Unit:1</th>
<th>Advertising-An Introduction</th>
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<th>Unit:5</th>
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<td>Advertising Strategy- Approaches to advertising campaign- Uses and Abuses of Advertising- Ethics of Advertising- Society and Advertising- Its role in shaping the Society.</td>
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<td>Unit:6</td>
<td>Contemporary Issues</td>
<td>2 hours</td>
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**Book(s) for Study**


**Book(s) for Reference**


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


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

### Mapping with Programme Outcomes

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*S-Strong; M-Medium; L-Low*
Course code: 4AA  
TRAVEL AGENCY AND TOUR OPERATIONS  

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<td>Basic understanding of Travel agency and tour operators</td>
<td>Syllabus Version</td>
<td>2020-21</td>
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Course Objectives:
The main objectives of this course are to:
1. Understand the importance of travel agency and tour operators.
2. Acquaint with the functions of travel intermediaries.
3. Know about setting up of travel agency.

Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. Define the role of travel intermediaries involved in tourism sector. K1
2. Develop interpersonal skills as sales personnel in travel and tour firms. K3
3. Facilitate the travel and tour firms. K6
4. Establish team work culture. K3
5. Develop coordination between the associated sectors of tourism. K3

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

Unit: 1  
Travel Service Providers  
15 hours
Travel Business and Intermediaries- Introduction to Travel Business- Significance of Travel Business- Role of Business providers in tourism development- Meaning of an Intermediary- Significance of Intermediaries- Role and Responsibilities.

Unit: 2  
Travel Agency  
14 hours
Travel Agency- Meaning- Role- Functions and Responsibilities of Travel Agents- Skills and Qualities of a Travel Personnel- Functioning and Departments of a Travel Agency- An overview of online travel booking platforms.

Unit: 3  
Tour Operators  
15 hours

Unit: 4  
Structure of Travel Agency  
14 hours
Setting up of Travel Agency - Necessary approvals and Recognitions- Organization Structure - Setting of Tour Operating firm - Necessary Approvals and Recognition - Structure of Tour Operating Firm.

Unit: 5  
Travel Trade Associations and Certifications  
15 hours
Travel Trade Organisations and Associations (National and International) - IATA- PATA- ASTA- IATO- TAAI. Destination certificates from tourism boards-IITF certification program-Country specific destination specialist program.

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

<table>
<thead>
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<th>Total Lecture hours</th>
<th>75 hours</th>
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**Book(s) for Study**

1. Travel Agency Management- An Introductory Text- Mohinder Chand, New Delhi: Anmol Publications

**Book(s) for Reference**


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

1. [http://elearning.nokomis.in/uploaddocuments/Travel%20Agency%20Management/chp%202%20The%20Travel%20Agent/PPT/Unit%202.pdf](http://elearning.nokomis.in/uploaddocuments/Travel%20Agency%20Management/chp%202%20The%20Travel%20Agent/PPT/Unit%202.pdf)

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

### Mapping with Programme Outcomes

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<td>Syllabus Version</td>
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**Course Objectives:**
The main objectives of this course are to:
1. Understand the importance of communication skills
2. Know to write business letters
3. Learn the promotional materials

**Expected Course Outcomes:**
On the successful completion of the course, student will be able to:
1. Express the facts and figures of tourism effectively. K2
2. Apply communication methods in all possible travel platforms effectively. K3
3. Demonstrate innovative thinking. K2
4. Respond effectively to cultural communication differences. K3
5. Communicate ethically. K3

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

**Unit:1**
Introduction to Communication | 9 hours
Introduction to Communication- Types- Process- Significance of Effective Communication- Limitations of Communication.

**Unit:2**
Business Letters | 8 hours

**Unit:3**
Report Writing | 8 hours
Report Writing- Technical Writing- Proof reading- Project Proposal Preparation.

**Unit:4**
Promotional Material Preparation | 9 hours
Preparation of Brochure- Preparation of Advertisement- Pamphlets Preparation – Posters.

**Unit:5**
Interviews and Teamwork | 9 hours
Interview Preparation- Mock Interview- Group Discussions- Team Work Qualities- Negotiation Skills- Convening a Meeting.

**Unit:6**
Contemporary Issues | 2 hours
Expert lectures, online seminars – webinars

**Total Lecture hours** | 45 hours

**Book(s) for Study**
## Book(s) for Reference

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<td>1</td>
<td>Business communication: process and product- Mary E.G., &amp; Dana L.S.-Western Cengage Learning.</td>
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## Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

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

### Mapping with Programme Outcomes

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


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<td>Fundamental Knowledge of Hospitality Management</td>
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### Course Objectives:

The main objectives of this course are to:

1. Understand the fundamentals of hospitality industry
2. Assess various departmental functions of the hotel industry
3. Examine the role and responsibilities of various departments

### Expected Course Outcomes:

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

1. Gain fundamental knowledge on hospitality industry
2. Exposure to various departmental activities of hotel industry
3. Get hands on experience after the industrial visit of hotel
4. Categorize the F& B departmental activities
5. Establish interrelationship between each other departments

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

### Unit: 1

**Introduction to Hotel Management**

10 hours

Introduction to Hotels- Growth and Development of Hotels- Types of Hotels- Departments of a Hotel-Classification and its Facilities. Alternative Lodging Industry- Houseboats, Service Apartments, Cruise liners, Home Stays etc.

### Unit: 2

**House Keeping Department**

20 hours

House Keeping- Organization Structure- Duties and Responsibilities- Different Sections- Liaisoning with other Departments- Functions of a House Keeping Department.

### Unit: 3

**Front Office Department**

25 hours

Front Office- Introduction- Functions of Front Office Department- Organization Structure- Duties and Responsibilities- Check-in Procedures- Check-out Procedures- Software used in Reservation- Types of Rooms- Types of Plans.

### Unit: 4

**Food & Beverage Department**

20 hours

Food & Beverage Service- Introduction- Organization Structure- Functions- Food & Beverage Outlets-Room Service- Functions of Room Service- Banquets- Duties and Responsibilities of F&B staffs- Types of Services- Types of Restaurants.

### Unit: 5

**F&B Production Department**

13 hours

Food & Beverage Production- Organization Chart- Duties and Responsibilities of F&B Production Staffs-Types of Kitchen- Sections of Kitchen- Types of Cooking- Reheating- Other Functional Departments of Hotel.
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**Book(s) for Study**

1. The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets, Micah Solomon

**Book(s) for Reference**


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

2. [http://nchm.nic.in/node/255](http://nchm.nic.in/node/255)

**Course Designed By: Prof. RAJESH KUMAR (bhmdirector@amcedu.com)**

**Mapping with Programme Outcomes**

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*S-Strong; M-Medium; L-Low*
### Course Objectives:
The main objectives of this course are to:
1. Familiarization of Indian history and its civilization
2. Examine the various forms of art and architectures of India
3. Acquire knowledge on various forms of classical dances of India

### Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. Understanding the uniqueness of the Indian Geographical Conditions  
   K1
2. Examine the relationship between geography and human civilization 
   K2
3. Developed basic knowledge of Indian Arts and Architecture 
   K3
4. Classified various form of classical dances of India 
   K4
5. Able to distinguish between western and Indian forms of arts and architectures  
   K6

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

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<th>Unit:1 Basics of Indian History and Architecture</th>
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<td>Historical and Geographical Background of India- Indus Valley Civilization- Stupas- Chaityas-Vimanas.</td>
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<tr>
<td>Dance Forms- Classical Dances and other Dancing Styles- Bharatanatyam- Kathakali-Mohiniattam - Kuchipudi- Odissi- Manipuri etc.</td>
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### Book(s) for Study
1. Indian Art- Partha Mitter, London: Oxford Publications
### 2. Indian Art and Culture-Nitin Singania, Tata Mc Graw Hill Education

#### Book(s) for Reference

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<td>Sandhya Ketkar., The History of Indian Art, Jyotsna Prakashan.</td>
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#### Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

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<td>AN INTRODUCTION TO INDIAN ART Textbook in Fine Arts for Class XI, <a href="http://ncert.nic.in/textbook/pdf/kefa1ps.pdf">http://ncert.nic.in/textbook/pdf/kefa1ps.pdf</a></td>
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Course Designed By: Dr. R. SEETHALAKSHMI (seethaprof@gmail.com)

#### Mapping with Programme Outcomes

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*S-Strong; M-Medium; L-Low*
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<th>Course code</th>
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<th>TOURISM POLICY AND PLANNING</th>
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**Course Objectives:**
The main objectives of this course are to:
1. Understand the various elements of tourism management
2. Familiarize with the tourism policies in the national and international context
3. Realize the potential of tourism industry in India

**Expected Course Outcomes:**
On the successful completion of the course, student will be able to:

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<th></th>
<th>Understand about tourism policy</th>
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<td>Visualize the impact of tourism policy</td>
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<td>Distinguish the various types of planning</td>
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<td>Familiarize the structure of destination life cycle</td>
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<td>Examine the government role in the promotion of tourism</td>
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K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create

**Unit:1**  

**Unit:2**  

**Unit:3**  
Destination Sustainability - 15 hours  
Destination Life Cycle- Controlling Approaches and Techniques- Design Considerations and Restrictions- Sustainable Design- Regulations of buildings near natural resources.

**Unit:4**  
Tourism Circuits - 15 hours  

**Unit:5**  
Role of stakeholders - 18 hours  
Tourism Development Bodies of State and Central Government- Single Window Clearance-Incentives and Benefits of State and Central Governments- Government Initiatives towards Tourism Promotion and Development.

**Unit:6**  
Contemporary Issues - 2 hours
Expert lectures, online seminars – webinars

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| **Book(s) for Reference**    |                     |          |
| 1 Tourism Principles, Policies & Practices- Swain Sampatha Kumar & Mishra Jethendra Mohan, Oxford University Press. | | |
| 2 Tourism-an introduction- Ray Youell, Essex, Addison Wesley Longman. | | |

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


Course Designed By: Dr. R.Narasimmaraj (narasimmaraj@gmail.com)

### Mapping with Programme Outcomes

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*S-Strong; M-Medium; L-Low*
### Course Code: 53D

**INDUSTRIAL TRAINING (SKILL ORIENTED PROGRAMME)**

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<td>2020-21</td>
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#### Course Objectives:

The main objectives of this course are to:

1. Able to know industry requirement from the graduate’s point of view
2. Enrich practical knowledge
3. Gain the confidence of facing the customer related services

#### Expected Course Outcomes:

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

1. Enhance needs wants of Industry’s requirement (K4)
2. Understand the difference between theoretical learning and practical knowledge (K1)
3. Gain the customer handling techniques (K2)
4. Gain the customer handling techniques (K3)
5. Handle technological related things (K5)

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

Industrial Training Programme is designed to develop necessary skills in their respective field and specialization with 4 credits, thus giving equal momentum in sync with the core paper. This training is kept in the curriculum in order to pave way for them to get placed in the same institutions where they undergo training. Student has to undergo training not less than 30 days in reputed travel agencies, tour operating firms, airlines, hotels, tourism organizations etc. A Certificate for having undergone the training has to be produced to the head of the department, which shall be followed by a class room seminar to evaluate the outcome of training. This training shall be undergone after IV semester examinations. Also, a tour program during the fifth (V) semester shall be undertaken (National tour if possible or within South India). During the tour, student should be encouraged to participate in guiding to learn the modalities and difficulties of tour guiding. Fifth (V) Semester mark entries should be made only after the completion of tour program.

#### Distribution of Marks:

- Industrial Training- 60 Marks
- Seminar- 10 Marks
- Tour-30 Marks

The Participation in every part of this activity is mandatory. In the Fifth (V) semester, a staff member from the department should be made in-charge of supervising these programmes with a paper’s workload support.

Course Designed By: Dr. R. Narasimmaraj (narasimmaraj@gmail.com)
### Mapping with Programme Outcomes

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**Course Objectives:**

The main objectives of this course are to:

1. Understand the concept of event management
2. Analyse the role of MICE in the contemporary tourism business
3. Study the role and functions of the promoting and developing MICE Tourism

**Expected Course Outcomes:**

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

1. Observe the basic concept of MICE (K1)
2. Gain the various MICE destinations and their role (K3)
3. Distinguish between various types of events (K4)
4. Visualize required planning techniques for conducting conference and meeting (K5)
5. Identify various government and private organization’s role on the promotion of the MICE tourism and development in India. (K2)

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

**Unit:1  Events-An Introduction**


**Unit:2  MICE**


**Unit:3  Trade Shows and Exhibitions**

Trade Shows and Exhibitions- Types- Benefits- Impacts of Tradeshows on Economy- Role of Tradeshows and Exhibitions in Tourism Development- Road Shows- Incentives- Meaning- Types.

**Unit:4  Meeting Planners**

Conferences and Conventions- Meaning- Convention Facilities- Meeting Planners- Attributes of Meeting Planners- Types of Meeting Planners.

**Unit:5  Travel Intermediaries and MICE**

Travel Agency and its Role in MICE Development and Promotion - Role and Functions of ICPB & ICCA - Government Support & MICE Tourism Development.

**Unit:6  Contemporary Issues**

2 hours
Expert lectures, online seminars – webinars

| Total Lecture hours | 60 hours |

**Book(s) for Study**

**Book(s) for Reference**
1. Events design and experience- Berridge, G. Oxford: ButterworthHeinemann

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

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

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*S-Strong; M-Medium; L-Low
## Course code: 5EA  
### ENTREPRENEURSHIP DEVELOPMENT

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**Pre-requisite**: Knowledge on Entrepreneurship Development  
**Syllabus Version**: 2020-21

### Course Objectives:

The main objectives of this course are to:

1. Trace the growth and development of entrepreneurship
2. Gain the various motivational techniques for entrepreneurial development
3. Know about process of tourism entrepreneurial development

### Expected Course Outcomes:

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

1. Understand the fundamentals of Entrepreneurship development  
   **K1**
2. Comprehend the main intention of motivations to start up a venture  
   **K2**
3. Enunciate the major Institutions and their role in the development of the new business venture  
   **K4**
4. Gain the knowledge about process, classification and support of the financial institution to startup a new tourism venture  
   **K6**
5. Familiarize various kind of issues and challenges of the Entrepreneurship development.  
   **K5**

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

### Unit: 1 Basics of an Entrepreneurship  
**10 hours**


### Unit: 2 Entrepreneurial Motivation  
**15 hours**

Entrepreneurial Traits and Motivation- Characteristics and Quality of an Entrepreneur- Entrepreneur Vs Professional Management- Development of Women Entrepreneurs.

### Unit: 3 Institutional supports  
**15 hours**

Institutions Aid of Entrepreneurs- Process of Tourism Entrepreneurial Development- Project Identification - Project Formulation.

### Unit: 4 Planning and Development  
**10 hours**


### Unit: 5 Issues and challenges  
**8 hours**


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

Expert lectures, online seminars – webinars
### Book(s) for Study

<table>
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<th>Title</th>
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<tr>
<td>1</td>
<td>Dynamics of Entrepreneur Devolvement and Management</td>
<td>Vasanth Desai</td>
<td>Himalaya Publication House.</td>
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### Book(s) for Reference

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<td>Tourism Entrepreneurship, Melodi Botha, Felicité Fairer, Wessels, Berendien Lubbe</td>
<td>Juta and Company Ltd.</td>
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### Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. [https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTE_S.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTE_S.pdf)

### Mapping with Programme Outcomes

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**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


**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

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<th>Expert lectures, online seminars – webinars</th>
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### Book(s) for Study

1. Travel Information Manual – IATA

### Book(s) for Reference

1. Handbook of Research on Smart Technology Applications in the Tourism Industry- Evrim Çeltek, IGI Global Publishers

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

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

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*S-Strong; M-Medium; L-Low*
## Course Code

<table>
<thead>
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<th>TOUR GUIDING</th>
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<td>SKILL BASED COURSE- III</td>
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## Pre-requisite

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<tr>
<th>Pre-requisite</th>
<th>Meaning of tour guide and their roles</th>
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<tbody>
<tr>
<td></td>
<td>Syllabus Version 2020-21</td>
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</table>

## Course Objectives:

The main objectives of this course are to:

1. Understand the basic skills required for the tour guides
2. Examine the interpersonal relationship between various stakeholders
3. Gain the destination/product knowledge

## Expected Course Outcomes:

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

1. Remember the various forms of tourism destinations
2. Ability to distinguish between duties and responsibilities of a tour guide
3. Familiarize with difficulties faced by the tour guides
4. Acquire destination knowledge
5. Understand the interpersonal skills

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

### Unit: 1

**Fundamentals of the Tour Guiding**

Tour Guiding and Escorting - Meaning & Differences - Duties and Responsibilities of a Tour Guide - Qualities of Tour Guide - Steps to become a Tour Guide.

10 hours

### Unit: 2

**Role of Tour Guides**


10 hours

### Unit: 3

**Destination Based Guiding**

Diversified Tourism Destinations and Guiding - Religious Centres - Sports - Monuments - Museums etc.

10 hours

### Unit: 4

**Emergency Handling**


10 hours

### Unit: 5

**Skill Development Programs**

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

3 hours

### Unit: 6

**Contemporary Issues**

Expert lectures, online seminars – webinars

2 hours

**Total Lecture hours**

45 hours

### Book(s) for Study

Page 62 of 89
2 How to Start a Tour Guiding Business - Mitchell, G.E., Charleston.

**Book(s) for Reference**

1 The Grand Tour Guide to the World, by The Grand Tour
2 https://www.worldtravelguide.net/

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


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

### Mapping with Programme Outcomes

<table>
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</table>

*S-Strong; M-Medium; L-Low*
Sixth Semester
### Course Objectives:
The main objectives of this course are to:
1. Gain the conceptual importance of HRM
2. Obtain knowledge about manpower planning and performance management system
3. Acquire the basic understanding of employee - employer relation

### Expected Course Outcomes:
On the successful completion of the course, student will be able to:

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<tr>
<th>No.</th>
<th>Task Description</th>
<th>Knowledge Level</th>
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<tbody>
<tr>
<td>1</td>
<td>Understand various industrial issues with the help of HRM practices</td>
<td>K1</td>
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<td>2</td>
<td>Obtained the basic concept of HRM</td>
<td>K2</td>
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<td>3</td>
<td>Understand various recruitment types methods</td>
<td>K3</td>
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<td>4</td>
<td>Familiarize employee appraisal system</td>
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<td>Visualize various employee layoff methods</td>
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K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create

### Syllabus
**Course: HUMAN RESOURCE MANAGEMENT**

**Course code:** 63A  
**Pre-requisite:** Knowledge of Human Resource Management  
**Syllabus Version:** 2020-21

<table>
<thead>
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<th>Unit</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Human Resource Management</td>
<td>18</td>
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<tr>
<td>2</td>
<td>Job Description and Job Analysis</td>
<td>15</td>
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<td>3</td>
<td>Recruitment Techniques and Interpersonal Skills</td>
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<td>4</td>
<td>Performance Appraisal and Job Evaluation</td>
<td>20</td>
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<td>5</td>
<td>Employee Welfare</td>
<td>15</td>
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<td>Unit:6</td>
<td>Contemporary Issues</td>
<td>2 hours</td>
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<td>Expert lectures, online seminars – webinars</td>
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### Book(s) for Study


### Book(s) for Reference


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

1. [https://www.academia.edu/38318720/chapter850-pdf_4485794.pdf](https://www.academia.edu/38318720/chapter850-pdf_4485794.pdf)

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

### Mapping with Programme Outcomes

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*S-Strong; M-Medium; L-Low*
### Course Objectives:
The main objectives of this course are to:

1. Able to understand the basics of destination management
2. Acquire the need and importance of destination image and branding
3. Understand the role and function of PPP on destination development

### Expected Course Outcomes:
On the successful completion of the course, student will be able to:

1. Understand the basic knowledge about destination management
2. Internalize the core ideas of destination management
3. Comprehend the destination image and branding
4. Realize the need and importance of destination promotional techniques
5. Analyze the role played by the PPP on destination development

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

### Syllabus

<table>
<thead>
<tr>
<th>Course Code</th>
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#### Unit: 1 Introduction to Destination Management 17 hours
- Destination Concept & Meaning
- Types of Destination
- Characteristics of Destinations
- Elements of Tourism Destination

#### Unit: 2 Destination Planning and Development 18 hours
- Destination Planning
- Meaning
- Importance
- Advantages of Destination Planning
- Guidelines of Destination Planning
- Destination Design
- Destination Planning and its Impacts

#### Unit: 3 Destination Image 18 hours
- Destination Image
- Meaning
- Attributes of Destination Image
- Components of Destination Image
- Steps to Enhance Destination Image
- Destination Image and Purchasing Behaviour
- Measuring Destination Image

#### Unit: 4 Destination Branding 17 hours
- Destination Branding
- Meaning
- Concept
- Destination Promotion
- Publicity
- Stakeholder’s role in Destination Branding
- Destination Promotion Mix

#### Unit: 5 Stakeholders Role in Destination Management 18 hours
- Government Role in Increasing Destination Competitiveness
- Private Public Partnership (PPP) in Destination management
- New Schemes in Increasing the Scope of Destinations

#### Unit: 6 Contemporary Issues 2 hours
- Expert lectures, online seminars – webinars

Total Lecture hours 90 hours
**Book(s) for Study**

2. Tourism in Destination Communities - Shalini Singh, CABI Publishing.

**Books for Reference**

1. Destination Branding: Creating the Unique Proposition, Nigel Morgan
2. Tourism in Destination Communities, Shalini Singh, CABI Publishing.

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

1. [https://www.unwto.org/policy-destination-management](https://www.unwto.org/policy-destination-management)

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

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*S-Strong; M-Medium; L-Low*
**Course Objectives:**

The main objectives of this course are to:

1. Know about the interrelationship between tourism and information technology
2. Gain the need and importance of CRS and GDS to tourism
3. Able to understand the e-tourism promotion

**Expected Course Outcomes:**

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

1. Gain the fundamental knowledge about E-Tourism. [K2]
2. Learn the need and importance of CRS and GDS in present day tourism context. [K3]
3. Marketing aware of business process via e-commerce [K5]
4. Acquire required skills in solving e-marketing related problems and challenges [K4]
5. Understand the implementation of e-tourism best practices and customer retention [K1]

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

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<thead>
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<th>Unit:1</th>
<th>Basics of E-Tourism</th>
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<td>Meaning and Definition of E-tourism – An Introduction- Historical development - Data processing and Communication- IT in Tourism Industry.</td>
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<table>
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<tbody>
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<td>Global Distribution System (GDS) - Computer Reservation System (CRS) - Billing and Settlement Plan (BSP) - Challenges in CRS.</td>
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<td>Business to Business (B2B) - Business to Customer (B2C) - Customer to Business (C2B) Customer to Customer (C2C).</td>
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<th>E – Marketing:</th>
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<td>E – Marketing &amp; Promotion- Role of Social network- E- Business Agenda- Online Shopping.</td>
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<table>
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<th>Unit:5</th>
<th>Customer Oriented Implications</th>
<th>17 hours</th>
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<tbody>
<tr>
<td>Customer Retention- Challenges- Future of E-tourism- Economic Implications.</td>
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<table>
<thead>
<tr>
<th>Unit:6</th>
<th>Contemporary Issues</th>
<th>2 hours</th>
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<tbody>
<tr>
<td>Expert lectures, online seminars – webinars</td>
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</table>

**Total Lecture hours** 90 hours

**Book(s) for Study**

### Book(s) for Reference


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


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

### Mapping with Programme Outcomes

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*S-Strong; M-Medium; L-Low*
Supportive Course
Course code | 6EA | ADVENTURE TOURISM | L | T | P | C
--- | --- | --- | --- | --- | --- | ---
Elective | | ELECTIVE II A | | | | |
Pre-requisite | | Inclination towards adventure and its activities | Syllabus Version | 2020-21 |

Course Objectives:
The main objectives of this course are to:
1. Understand the basic concept of adventure tourism
2. Familiarize various types of Adventure tourism
3. Know the various adventure activity training institutes and their role.

Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. Understanding of adventure tourism K6
2. Know land- based Adventure activities and its importance K2
3. Aware of water- based adventure activities and its importance K1
4. Acquire knowledge on air- based adventure activities and its importance K3
5. Familiarize the role of adventure activity training institutes K5

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

<table>
<thead>
<tr>
<th>Unit:1</th>
<th>Adventure Tourism</th>
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<tbody>
<tr>
<td>Adventure- Meaning- Characteristics- Adventure Tourism- Meaning- Importance of Adventure Tourism- Classification of Adventure Tourism- Elements of Adventure Tourism.</td>
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<table>
<thead>
<tr>
<th>Unit:2</th>
<th>Land- Based Adventure Tourism Activities and Places in India</th>
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<td>Land Based Adventure – Meaning– Types- Equipment used to Land Based Adventure Activities-Important Land Based Adventure Activity Places in India.</td>
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<th>Water- Based Adventure Tourism Activities and Places in India</th>
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<td>Water Based Adventure- Meaning- Types- Equipment used to Water Based Adventure Activities-Important Water Based Adventure Activity Places in India.</td>
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<th>Role of Adventure Activity Training Institutes</th>
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<td>Adventure Activity Training Institutes- Its Role- Safety Measures in Adventure Activity- Future of Adventure Tourism in India.</td>
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<th>Unit:6</th>
<th>Contemporary Issues</th>
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**Book(s) for Study**
1. Adventure Tourism- Ralf Buckley, CAB Publishing.

**Book(s) for Reference**
1. Adventure Tourism- Damian Morgan, Federation Business School Federation University Churchill Australia

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

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

**Mapping with Programme Outcomes**

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*S-Strong; M-Medium; L-Low
**Course code**: 6EA  
**AIRPORT FORMALITIES**

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<td>Basic knowledge of Airport formalities</td>
<td>Syllabus</td>
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**Course Objectives:**

The main objectives of this course are to:
1. Know the basic of air travel formalities
2. Familiarize the baggage rules in the airport.
3. Aware of travel insurance and other health related issues in air travel.

**Expected Course Outcomes:**

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

1. Understand the basic ideas about Airport and its uses of modern airport system K2
2. Gain knowledge on procedural formalities at the airport K1
3. Identify the classes of service in a flight and required documents of air travel K3
4. To gain the knowledge about various air lines and classes of services. K5
5. Know the travel insurance importance in international air travel. K4

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

**Unit:1**  
Introduction to Airline and Airports- Computer Reservation System (CRS) - Global Distribution System (GDS)- Common Air Transport Terms.  
18 hours

**Unit:2**  
Departure / Arrival Formalities  
Airport Terminals- Departure / Arrival Formalities- Transit Areas-Security Check.  
17 hours

**Unit:3**  
Airline and Airport Services  
Classes of Services- In- Flight Services- Immigration and Passport Control, VISA and its Types - Baggage Claim- Customs Clearances.  
18 hours

**Unit:4**  
Baggage Related Procedures  
Special Passengers- Baggage- Free Baggage Allowance - Special Charges- list of Prohibited Items.  
18 hours

**Unit:5**  
Insurance  
Health Certificates- Insurance- Currency Regulations- Phonetic Alphabets- Airport Two letter codes –Airline three letter codes.  
17 hours

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

**Total Lecture hours**  
90 hours

**Book(s) for Study**

1. IATA Foundation Course Modules
2. Official Airline Guides
**Book(s) for Reference**

1. Travel Information Manual

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

1. [https://www.slideshare.net/ayshezenemij/basic-airport-procedures](https://www.slideshare.net/ayshezenemij/basic-airport-procedures)

Course Designed By: Mr. J. DEEPAK (deepak.depu5@gmail.com)

**Mapping with Programme Outcomes**

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*S-Strong; M-Medium; L-Low*
Course code | 6EA | CUSTOMER RELATIONSHIP MANAGEMENT | L | T | P | C
---|---|---|---|---|---|---
Elective | ELECTIVE II C | 4 | 4 | 4 | 4 |
Preerequisite | Understanding on Customer Relationship Management | Syllabus Version | 2020-21 |

Course Objectives:
The main objectives of this course are to:
1. Obtain the customer behavior, customer satisfaction and market segmentation
2. Get the holistic knowledge of customer handling and various techniques
3. Understand the contemporary trends in CRM

Expected Course Outcomes:
On the successful completion of the course, student will be able to:
1. Understand the salient features of the CRM in present context of the business K2
2. Figure out the main tenets of data collection, gathering customer information, data mining and data analysis for the contemporary business K3
3. Enunciate the core principles of big data of the customer K5
4. Obtain the concept of service capacity and planning process K4
5. Gain the knowledge about service quality and e CRM. K1

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

Unit:1 Basics of Consumer Behaviour 18 hours
Customer values and Satisfaction - Customer Acquisition and Retention- Market Segmentation.

Unit:2 Customer Data Handling 18 hours
Customer Information Database- Data Warehousing - Data mining- Data Analysis-Data Process- Data Interpretation.

Unit:3 Customer Loyalty Management 18 hours
Customer Loyalty Programmes- Types of Loyalty Programmes Planning, Managing and barriers.

Unit:4 Service Quality and CRM 17 hours
Concept of Service Capacity-Service Capacity Planning Process- Queuing Theory and System

Unit:5 E-CRM 17 hours
An Introduction to e CRM- Benefits and Data Handling in e CRM- Ethical issues in CRM - Emerging Technologies in CRM.

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

Total Lecture hours 90 hours

Book(s) for Study
1 Customer Relationship Management- Urvashi Makkar, Harinder Kumar Makkar, New Delhi:TATA Mc Graw Hill.

**Book(s) for Reference**
2 Services Marketing, Christopher Lovelock & Jochen Wirtz, New Delhi: Pearson Education.

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

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

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*S-Strong; M-Medium; L-Low
**Course code** | **6EV** | **PROJECT WORK** | **L** | **T** | **P** | **C**
---|---|---|---|---|---|---
Elective | ELECTIVE -III -A | | | 4 | | 4

**Pre-requisite**

<table>
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<th>Project Work will be able to understand to resolve the contemporary issues and challenges in Tourism Fields</th>
<th>Syllabus Version</th>
<th>2020-21</th>
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**Course Objectives:**

The main objectives of this course are to:

1. Understand the real problems of the various tourism field of the studies
2. Gain the confidence to resolve the research problems
3. Give the solid solution to society

**Expected Course Outcomes:**

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

1. Understand the basics research approaches K1
2. Familiarize various kinds of socio-economic and cultural issues K2
3. Field visit gives new dimensions to learning K3
4. Improves the interpersonal skills with various stakeholders K4
5. Gain the confidence to higher studies K6

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

**Topics for the Project Work**

Students have to select a topic related to any aspect of Tourism interest. The following are the areas from which the candidate may choose a topic.

2. Abodes of Worship: a) Hindu Temples b) Mosques c) Churches
3. Religious Institutions
4. Fine Arts
5. Architecture
6. Monuments
7. Museums/Art Galleries/ Sanctuaries
8. Dams/lakes/ Water Falls
9. Picnic Spots and Hill Stations
10. Culinary Arts
11. Fairs and Festivals
12. Flora and Fauna
13. Accommodation Sector
14. Transportation Sector
15. Promotional Activities

**Total Lecture hours** | **60 hours**
**Book(s) for Study**
1. Challenges in tourism research - Tej Vir Singh. Bristol; Buffalo: Channel View Publications.
2. Tourism Research Frontiers - Donna Chambers (Editor); Tijana Rakić.

**Book(s) for Reference**
1. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches - John W. Creswell
2. Interviews: Learning the Craft of Qualitative Research Interviewing - Steinar Kvale

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

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

### Mapping with Programme Outcomes

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*S*-Strong; *M*-Medium; *L*-Low
### Course Objectives:
The main objectives of this course are to:

1. Study the fundamentals of organizational behavior
2. Learn about the different types of management processes and techniques
3. Inculcate the application of management concept with respect to tourism

### Expected Course Outcomes:
On the successful completion of the course, student will be able to:

1. Describe and assess the basic concept and significance of OB
2. Able to analyze perception, attitude, values and basic motivation process.
3. Ability to understand and distinguish between group and team
4. Gain knowledge on organizational conflict and organizational development
5. Understanding on conflict management

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

### Syllabus

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**Total Lecture hours**: 60 hours

### Book(s) for Study

### Book(s) for Reference

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<td>1</td>
<td>Organizational Behavior- L.M Prasad, Sultan, New Delhi: Chand &amp; Sons.</td>
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<td>2</td>
<td>An Introduction to Organizational Behavior: <a href="http://lardbucket.org/">http://lardbucket.org/</a></td>
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### Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

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

### Mapping with Programme Outcomes

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**Course Objectives:**

The main objectives of this course are to:

1. Analyse the socio–economic Impact, physical & Political Impact of Tourism
2. Study the Methods and Analysis of Impacts.
3. Learn about Methods and Techniques to case studies.

**Expected Course Outcomes:**

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

1. Familiarize the factors that has direct interrelationship with tourism K3
2. Distinguish between positive and negative impacts of tourism K4
3. Analyze various types of impact assessment K2
4. Learn impact assessment techniques and methods K1
5. Gain new knowledge on various types alternative forms of tourism K5

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

**Unit:1**  
Tourism Impacts-An Introduction  
15 hours  
Socio – Cultural Impact - Range of Impact – Economic Impacts – Positive and Negative Impacts

**Unit:2**  
Physical Impacts  
13 hours  
Physical Impact: Political Impacts – Types –Positive and Negative Impacts.

**Unit:3**  
Impact Analysis  
10 hours  

**Unit:4**  
Case Studies of Successful Tourism Destinations  
10 hours  

**Unit:5**  
Alternative Tourism  
10 hours  
Alternative Tourism: Sustainable Tourism- Community –Based Tourism – Ecotourism – Nature-Based Tourism- Responsible Tourism.

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

**Total Lecture hours**  
60 hours

**Book(s) for Study**

1. Tourism for the next millennium - Praveen Seth, New Delhi: Rajat Publications.

**Book(s) for Reference**


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


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

**Mapping with Programme Outcomes**

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*S-Strong; M-Medium; L-Low
Course code: 6ZD  
TAMILNADU TOURISM  

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<td>Syllabus</td>
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Course Objectives:
The main objectives of this course are to:
1. Understand the historical background of the Tamilnadu
2. Analyze the socio-cultural legacy of land and People
3. Gain the basic idea of various tourism potentiality of Tamilnadu

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

1. Learn the unique historical background of Tamilnadu  
   K2
2. Remember the geographical attractions of Tamilnadu  
   K1
3. Familiarize the man and natural attractions of Tamilnadu  
   K3
4. Distinguish deference between man and natural attractions of Tamilnadu  
   K4
5. Scrutinize the role played by the TTDC on the promotion of Tourism development in Tamilnadu.  
   K6

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

Unit: 1  
Introduction to Tamil Nadu  
7 hours
Introduction to Tamil Nadu Tourism- History- Legacy- Culture- Tradition- Festivals- Rituals.

Unit: 2  
Geographical Features of Tamil Nadu  
10 hours

Unit: 3  
Pilgrimage Attractions of Tamil Nadu  
10 hours
Temples of Tamil Nadu- Grand Temple of Tanjore- Meenakshi Temple, Madurai- Cave/Shore Temples of Mamallapuram- Other Famous Temples-Role of Temples in Tourism Promotion-Churches (Velankanni) – Mosques (Nagoor).

Unit: 4  
Nature –Based Tourism  
10 hours

Unit: 5  
TTDC &Tamil Nadu Tourism  
6 hours
Tamil Nadu Tourism Development Corporation (TTDC) - Famous Tourism Circuits of Tamil Nadu-Tourism Schemes of Tamil Nadu- Action Plan for Tamil Nadu Tourism.

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

Total Lecture hours  
45 hours
**Book(s) for Study**
1 | Tourist Guide to Tamil Nadu Paperback – 1 January 2012, Sura Books Editorial Team.

**Book(s) for Reference**
1 | Internet Sources
2 | Tourism in Tamil Nadu: Growth and Development-S. Subramania Pillai, MJP Publisher,

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**
1 | http://www.tamilnadutourism.org/

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

### Mapping with Programme Outcomes

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*S-Strong; M-Medium; L-Low*
Annexure
B.A. TOURISM AND TRAVEL MANAGEMENT

Syllabus
(With effect from 2020-21 & onwards)

Program Code:

DEPARTMENT OF TOURISM AND 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 AND TRAVEL MANAGEMENT

The Tourism industry has emerged as one of the key drivers of growth among the services sector in India. It has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. As of 2019, 4.2 crore jobs were created in the tourism sector in India, which was 8.1 per cent of the total employment in the country. The number is expected to rise by two per cent annum to 52.3 million jobs by 2028. According to WTTC, India ranked third among 185 countries in terms of travel and tourism’s total contribution to GDP in 2018. India ranked 34 in the Travel and Tourism Competitiveness Report 2019 published by the World Economic Forum. With this generous background, the scope and necessity of tourism industry is understood lucidly. In order to fulfill the aspirations of Indian tourism industry by creating skilled and quality professionals, the program of B.A. Tourism and Travel Management is designed appropriately to best suit the needs of the industry.

Objectives:

Bachelor of Arts (B.A.) in Tourism & Travel Management is designed to meet the following objectives

1. To educate the basic and necessary inputs for tourism sector and inculcate the required skills to work in the industry.
2. It also aimed to provide an overview of various multifaceted disciplines of the course and its functions
3. It equips skills to setup tourism related enterprises.

Duration:

The B.A. Tourism & Travel Management comprises of six semesters spanning over 3 years, each year comprising two semesters. As per UGC directive, there shall be 90 days class room study in each semester.

Eligibility:

Any candidate who has passed the +2 level/higher secondary or equivalent duly approved by the Tamil Nadu state government/TANSCHE shall stand eligible.

Scheme of Instruction:
There shall be six semesters of course study including an internship not less than 1 month and a study tour. As per the inputs of Outcome Based Education (OBE), field visits for one day, workshops, guest lectures, special invited talks, seminars and conferences shall be conducted accordingly for the benefit of the students.

**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.