B. A. Tourism & Travel Management

Syllabus

AFFILIATED COLLEGES

Program Code: 21U

2023 – 2024 onwards

BHARATHIAR 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 - 1047)**

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
PEO1	Make the students to be aware of tourism destinations
PEO2	Enables to learn the richness of the country, its geographic, socio-cultural, environmental incredibleness of tourism destinations
PEO3	Able to analyse the destinations on its strength and weakness
PEO4	Facilitates to attain managerial and communication skills to face the industry and competitive world effectively.
PEO5	Provides entrepreneurial skills
PEO6	Enables to pursue higher education
PEO7	Committed to continuous learning
PEO8	Develops a responsible and ethical individual

Program Specific Outcomes (PSOs)	
After the successful completion of B.A. Tourism and Travel Management program, the students are expected to	
PSO1	Understand, analyze and design new products and services using the basic concepts, theories of tourism and allied subjects
PSO2	Develop the ability to understand the limitations of the sector
PSO3	Possess hands on experience on destination knowledge, marketing skills, and developing destination competitiveness
PSO4	Develop entrepreneurial skills
PSO5	Able to innovate and develop novel ideas which best suits the tourism destination
PSO6	Understand the significance of team work and group behavior
PSO7	Have interest in higher education

Program Outcomes (POs)	
On successful completion of B.A. program	
PO1	Ability to develop understanding and analyzing skills
PO2	Develops thought process thinking
PO3	Exposed to the modern technology
PO4	Develops interpersonal communication
PO5	Develops team work and networking culture
PO6	Developing ethical understanding in all learning and deliverables
PO7	Thrive towards sustainability
PO8	Understand about employment opportunities
PO9	Understand the necessity of being proactive to society
PO10	Understand the need of continuous learning

BHARATHIAR UNIVERSITY: COIMBATORE-641 046

B.A. TOURISM & TRAVEL MANAGEMENT CURRICULUM (CBCS pattern)
Scheme of Examinations (Affiliated Colleges)

(For the students admitted during the academic year 2023 – 24 onwards)

Part	Course Code	Title of the Course	Credits	Hours		Maximum Marks		
				Theory	Practical	CIA	ESE	Total
FIRST SEMESTER								
I	11T	**LANGUAGE – I**	4	6	-	25	75	100
II	12E	**ENGLISH – I**	4	6	-	25	75	100
III	13A	**CORE : I - INTRODUCTION TO TOURISM**	4	5	-	25	75	100
III	13B	**CORE : II - PRINCIPLES OF TOURISM MANAGEMENT**	4	5	-	25	75	100
III	1AA	**ALLIED PAPER : I - INFORMATION, COMUNICATION AND AUTOMATION – 1 (Full theory paper)**	3	6	-	25	50	75
IV	1FA	**ENVIRONMENTAL STUDIES #**	2	2	-	-	50	50
		Total	21					525
SECOND SEMESTER								
I	21T	**LANGUAGE – II**	4	6	-	25	75	100
II	22E	**ENGLISH – II**	2	3	-	25	75	100
		Skill based Subject Naan Mudhalvan: Language Proficiency for Employability. http://kb.naanmudhalvan.in/ Special:Filepath/Cambridge_Course Details.pdf	2	3	-	25	25	50
III	23A	**CORE : III – ECONOMICS OF TOURISM**	4	5	-	25	75	100
III	23B	**CORE : IV – TRAVEL MANAGEMENT**	4	5	-	25	75	100
III	2AP	**ALLIED PAPER : II - INFORMATION, COMMUNICATION AND AUTOMATION – 2 (Fully Practical)**	3	-	6	30	45	75
IV	2FB	**VALUE EDUCATION HUMAN RIGHTS #**	2	2	-	-	50	50
		Total	21					575
THIRD SEMESTER								
I	31T	**LANGUAGE – III**	4	6	-	25	75	100
II	32E	**ENGLISH – III**	4	6	-	25	75	100
III	33A	**CORE : V – INDIAN GEOGRAPHY**	4	5	-	25	75	100
III	33B	**CORE : VI – TOURISM MARKETING**	4	5	-	25	75	100
III	3AA	**ALLIED PAPER : III – INDIAN CULTURAL HERITAGE**	4	5	-	25	75	100
IV	3ZA	**SKILL BASED SUBJECT: I – TRAVEL DOCUMENTATION**	2	2	-	20	55	75
IV	3FA 3FC	**TAMIL @/ ADVANCED TAMIL # (OR) NON – MAJOR ELECTIVE : I – YOGA FOR HUMAN EXCELLENCE # / WOMEN'S RIGHTS #**	2	2	-	50		50
		Total	24					625

		FOURTH SEMESTER						
I	41T	LANGUAGE – IV	4	6	-	25	75	100
II	42E	ENGLISH – IV	4	6	-	25	75	100
III	43A	CORE : VII – ECOLOGY, ENVIRONMENT AND TOURISM	4	4	-	25	75	100
III	43B	CORE : VIII– INDIAN TOURIST PANORAMA	4	4	-	25	75	100
III	4AA	ALLIED PAPER : IV – TRAVEL AGENCY AND TOUR OPERATIONS	4	4	-	25	75	100
IV	4ZB	SKILL BASED SUBJECT: II – TOURISM AND ADVERTISING	2	2	-	20	55	75
		SKILL BASED SUBJECT: Naan Mudhalvan – Office Fundamentals Fundamentals http://kb.naanmudhalvan.in/ Bharathiar_University_(BU)	2	2	-	20	30	50**
IV	4FA 4FE	TAMIL @ /ADVANCED TAMIL# (OR)NON– MAJOR ELECTIVE : II – GENERAL AWARENESS	2	2	-	50		50
		Total	26					675
		FIFTH SEMESTER						
III	53A	CORE : IX – HOSPITALITY MANAGEMENT	4	6	-	25	75	100
III	53B	CORE : X – HISTORY OF INDIAN ARTS	4	6	-	25	75	100
III	53C	CORE : XI – TOURISM POLICY AND PLANNING	4	6	-	25	75	100
III	53D	CORE : XII – INDUSTRIAL TRAINING (SKILL ORIENTED PROGRAMME)	4	6	-	100	-	100
III	5EA	ELECTIVE – I	4	4	-	25	75	100
IV	5ZC	SKILL BASED SUBJECT : III – TOUR GUIDING	2	2	-	20	30	50
		Total	22					550
		SIXTH SEMESTER						
III	63A	CORE : XIII – HUMAN RESOURCE MANAGEMENT	4	6	-	25	75	100
III	63B	CORE : XIV – DESTINATION MANAGEMENT	4	6	-	25	75	100
III	63C	CORE : XV – E - TOURISM	4	6	-	25	75	100
III	6EA	ELECTIVE – II	4	4	-	25	75	100
III	6EV	ELECTIVE – III	4	4	-	25	75	100
IV	6ZD	SKILL BASED SUBJECT : IV – TAMIL NADU TOURISM	2	2	-	20	30	50
		SKILL BASED SUBJECT : Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing/ Operational Logistics) http://kb.naanmudhalvan.in/ Bharathiar_University_(BU)	2	2	-	20	30	50**
V	67A	EXTENSION ACTIVITIES @ SWACHH BHARAT INTERNSHIP PROGRAMME	2	-	-	50	-	50
		Total	26					650
		Grand Total	140					3600

NOTE:

$ - Includes 50 marks/30 marks/40% continuous internal assessment for core & allied, skill – based paper and practical's respectively.

* English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.

** Naan Mudhalvan- Skill Courses- 25 marks will be assessed by Industry and Internal 25 marks will be assessed by the respective Course teacher.

@ - 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)

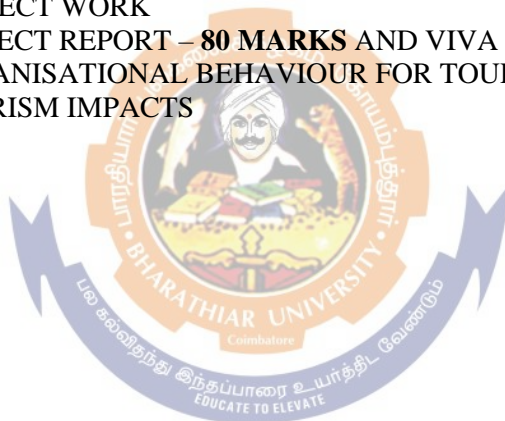|	
ELECITIVE – I	A) EVENT MANAGEMENT
	B) ENTREPRENEURSHIP DEVELOPMENT
	C) TRAVEL AND TOURISM INDUSTRY 4.0
ELECITIVE – II	A) ADVENTURE TOURISM
	B) AIRPORT FORMALITIES
`	C) CUSTOMER RELATIONSHIP MANAGEMENT
ELECITIVE – III	A) PROJECT WORK
	** PROJECT REPORT – **80 MARKS** AND VIVA VOCE – **20 MARKS**
	B) ORGANISATIONAL BEHAVIOUR FOR TOURISM
	C) TOURISM IMPACTS

First Semester

Course code	13A	INTRODUCTION TO TOURISM	L	T	P	C
Core		CORE-I	5			4
Pre-requisite		Basic Idea About the Meaning of Tour, Travel and Stay	Syllabus Version		2023-24	

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	K1
2	Identify the alluring factors of tourism	K2
3	Classify and distinguish the types of tourism	K4
4	Measure and compare the best suited strategies in domestic and international tourism	K5
5	Discover the ways to address barriers of domestic and international tourism	K3

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

Unit:1		Tourism Concepts and History		15 hours

Definition of Tourism, Leisure, Recreation and their Interrelationships-Concepts of Attraction, Tourism Product and Destination- Historical Evolution and Development- Travel Through Ages-Account of Famous Travelers- Industrial Revolution and Development of Travel- Meaning of Modern Tourism.

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.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	75 hours

Book(s) for Study

1	Basics of Tourism-Kamra & Chand, Kaniskha Publishers, New Delhi
2	Modern Dictionary of Tourism-Raj, Ivy Publishing House, New Delhi
3	Tourism Development- A.K.Bhatia, Sterling Publishers, New Delhi

Book(s) for Reference

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

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

1	https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm

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

Mapping with Programme Outcomes

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

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

Course code	13B	PRINCIPLES OF TOURISM MANAGEMENT	L	T	P	C
Core		CORE-II	5			4
Pre-requisite		Basics About Management	Syllabus Version		2023-24	

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

Introduction to Management- Meaning and Definition of Management- Nature of Management- Elements of Management-Features of Management-Scope of Management-Management and Tourism Development.

Unit:2	Evolution of Management Thoughts	14 hours

Evolution of Management Thoughts- Six School of Thoughts- Management Process School- Empirical School- Social System School- Human Relations School- Decision Theory School- Mathematical School.

Unit:3	Communication and Leadership	14 hours

Henry Fayol's Management Principles- Taylor's Management Principles- Communication- Meaning- Types of Communication- Process of Communication- Barriers of Communication- Leadership- Styles of Leadership- Qualities of Leadership.

Unit:4	Functions of Management	15 hours

Functions of Management- POSDCORB- Planning- Organising- Staffing- Directing- Coordinating- Reporting- Budgeting- Controlling.

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

1	Essentials of Management: An International Perspective- Koontz, H., & Weihrich, H. New Delhi: McGraw Hill.
2	Management- Stoner, J. A.F., & Wankel, C. New Delhi: Prentice Hall India

Book(s) for Reference

1	Practice of Management- Drucker, P. F.New York: Harper & Row.

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

1	https://courses.lumenlearning.com/suny-principlesmanagement/chapter/primary-functions-of-management/

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

Mapping with Programme Outcomes

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

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

Course code	1AA	INFORMATION, COMMUNICATION AND AUTOMATION	L	T	P	C
Allied		ALLIED-I	6			3
Pre-requisite		Basics of Computer	Syllabus Version		2023-24	

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	18 hours

Communication- Definition- Need- Purpose- Process of Communication- Importance of Communication in Tourism Sector- Types of Communication- Verbal- Non-Verbal Communication- Formal- Informal Communication- Tools for effective Communication- Barriers of Communication- Functions of Communication.

Unit:2	Information	18 hours

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.

Unit:3	Computer and its Application	18 hours

Introduction to Computer- History- Need- Advantages- Application of Computer in travel field- Growth of e-commerce in travel field.

Unit:4	Uses of Computer	17 hours

Automation and Information system- Need- Multimedia- Electronic Mail System- Fax- Software used in computer-based reservation (Airline and Hotel Booking).

Unit:5	Modern day Applications of Computer	17 hours

Customer Services and Computer- Customer Database- Development of Short films- Virtual tours- Videography- Interactive Websites.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars			
		Total Lecture hours	**90 hours**

Book(s) for Study

1	Fundamentals of Computers- Rajaraman, V., & Adabala, N: PHI Learning Pvt. Ltd.
2	Fundamentals of Information Technology- Bharihoke, D. New Delhi: Excel Books

Book(s) for Reference

1	Computer Applications in Tourism and Hospitality Industry- Sheikh Bilal. LAP Lambert Academic Publishing

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

1	https://www.researchgate.net/publication/330104936_The_Effect_of_ICT_Application_on _the_Tourism_and_Hospitality_Industries_in_London

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

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

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

Course code	23A	ECONOMICS OF TOURISM	L	T	P	C
Core		CORE-III	5			4
Pre-requisite		Meaning of Demand and Supply	Syllabus Version		2023-24	

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

Introduction to Economics- Meaning and Definition- Tourism Economics- Meaning-Significance of Tourism Economics- Benefits of Tourism Economics- Measurement of Tourism.

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

1	Economics of Tourism-Kamra,K.K. New Delhi: Kaniskha Publishers.
2	Economics of Tourism and Development- Romila Chawla, New Delhi: Sonali Publications.

Book(s) for Reference

| 1 | The Economics of Recreation, Leisure and Tourism- Tribe, John. Burlington: Elsevier |
| | |

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

1	http://81.47.175.201/stodomingo/attachments/article/9/EconomicImpactsofTourism.pdf
2	http://ecoursesonline.iasri.res.in/mod/page/view.php?id=4391

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

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

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

Course code	23B	TRAVEL MANAGEMENT	L	T	P	C
Core		CORE-IV	5			4
Pre-requisite		Basics of Travel	Syllabus Version		2023-24	

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

Strategies towards Tourism Development- Agencies Working towards Tourism Development-National Tourism Policy- Tourism Task Force- Destination Planning Guidelines.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars			
		Total Lecture hours	**75 hours**

Book(s) for Study

1	Travel Agency Mgt- An Introductory Text- Mohinder Chand, New Delhi: Anmol Publications
2	Travel Agency Operations- Concepts and Principles- Jagmohan Negi, New Delhi: Kaniskha Publishers

Book(s) for Reference

1	Tourism: Principles and Practices- Swain, S. K., & Mishra, J. M. Oxford University Press

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

1	https://travel.earth/different-types-of-travellers/
2	https://fdocuments.in/document/travel-formalities-and-regulation.html

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

Mapping with Programme Outcomes

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

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

Course code	2AP	INFORMATION, COMMUNICATION AND AUTOMATION	L	T	P	C
Allied		ALLIED-II			6	3
Pre-requisite		Know to Work with Computer	Syllabus Version		2023-24	

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

Unit:1	Introduction to MS Office	18 hours

Introduction to MS Office- MS Word- Creating a Word Document- Saving a Word Document- Editing a Word Document- Replacing- Deleting- Copying and Pasting- Find and Replace- Print Preview and Printing.

Unit:2	MS Word	18 hours

Formatting of Text- Paragraphs- Fonts- Columns- Tables- Borders- Page Layout- Pagination of Document- Setting of Margins- Creating Page Numbers- Header and Footer.

Unit:3	MS Excel	17 hours

Introduction to Excel- Parts of Excel- Workspace creation- Tool bar and Shortcut Commands- Types of data- Editing- Inserting- Deleting of Rows and Columns.

Unit:4	MS Power point	18 hours

Introduction to Power Point- Creating a Slide- Adding Picture- Designs- Animations- Slide Shows- Preparing a Tour Advertisement- Preparing Tour Schedule- Preparing Arrival and Departure Schedules.

Unit:5	Letter Drafting	17 hours

Letter Drafting- Sending and Receiving Reply form Hotels- Preparing an Itinerary in Microsoft Word- Preparing an Expenditure Statement in Excel Sheet.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	90 hours

Book(s) for Study	
1	Computer Fundamentals- Pradeep K.Sinha and Priti Sinha, New Delhi : BPB Publications,
2	Fundamentals of Computers- Rajaraman, V., & Adabala, N: PHI Learning Pvt. Ltd.
Book(s) for Reference	
1	Introduction to Computers- Gary B Shelly et al. USA.: Cengage Learning
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)	

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

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

Third Semester

Course code	33A	INDIAN GEOGRAPHY	L	T	P	C
Core		CORE-V	5			4
Pre-requisite		Basics of Geography	Syllabus Version	2023-24		

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

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

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.
2	The Geography of Tourism and Recreation- Hall, M., & Page, S.J. London: Routledge
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)	

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

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

Course code	33B	TOURISM MARKETING	L	T	P	C
Core		CORE-VI	5			4
Pre-requisite		Basics of Market, Customer, and Sales	Syllabus Version		2023-24	

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.	K2
4	Devise customized products and pricing.	K4
5	Integrate the tangible and intangibles in service experiences.	K6

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

Unit:1	Marketing –An Introduction	15 hours

Marketing- Meaning- Concept- Definition- Importance of Marketing- Characteristics of Marketing- Travel Market- Meaning- Features- Commodity Market- Meaning and Features- Services Marketing- Meaning- Salient Features of Services Marketing- Services Triangle.

Unit:2	STP Strategy	15 hours

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.

Unit:3	Tourism Product	14 hours

Tourism Product- Meaning- Nature- Types- New Product Development- Branding- Product Designing- Packaging- Destination Life cycle.

Unit:4	Pricing	15 hours

Pricing- Meaning-Concept- Definition- Pricing of Tourism Products- Strategies of Pricing- Distribution Channels- Promotion- Meaning and types- Promotional Mix- Integrated Marketing.

Unit:5	Extended Marketing Mix	14 hours

Extended Marketing Mix- Physical Evidence- Significance of Physical Evidence- Tangible and Intangible Evidences- People- Importance and Managing People- Internal Marketing- Process- Blue Printing.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**75 hours**

Book(s) for Study

1	Tourism Marketing- Manjula Chaudhary, New Delhi: Oxford University Press
2	Marketing for Hospitality and Tourism- Prasanna Kumar, McGraw Hill Education

Book(s) for Reference

1	Marketing for Hospitality and Tourism- Philip Kotler et al., New Delhi: Prentice Hall

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

1	https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf

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

Mapping with Programme Outcomes

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

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

Course code	3AA	**INDIAN CULTURAL HERITAGE**	L	T	P	C
Allied		**ALLIED-III**	**5**			**4**
Pre-requisite		**Basics of History**	**Syllabus Version**		**2023-24**	

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.	K1
4	Compare and correlate the best practices of the early rulers.	K4
5	List the physical and cultural exhibits of the country.	K1

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

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

History, Heritage, Culture and Civilization- Heritage- Meaning- Types and Managing Organizations- INTACH- UNESCO- Harappan Culture- Extent and Distribution- Town Planning and Settlement Types- Arts and Agriculture- Language and Script.

Unit:2	**Religions**	**15 hours**

Vedic Culture- Aryans- Early Vedic and Later Vedic Culture- Origin and Growth of Caste System- Rise of Jainism and Buddhism- Principles of Buddhism and Jainism- Causes for their Growth and Decline- Invasion of Alexander.

Unit:3	**Mauryas**	**14 hours**

Mauryan Culture- Religious Policy- Societal Setup- Economy under Mauryas- Kaniskha and Kushanas Contribution to Indian Culture.

Unit:4	**Guptas**	**15 hours**

Gupta Age- Golden Age of Guptas- Economy and Religious Growth under Guptas- Harshas- Society- Economy- Religious situation under Harsha. - Literature and its impact.

Unit:5	**Sangam Age**	**14 hours**

Sangam Age- Contribution of Cholas, Cheras, Pandyas and Pallavas towards Indian Culture.

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

Expert lectures, online seminars – webinars

	Total Lecture hours	**75 hours**

Book(s) for Study	
1	Indian Art- Partha Mitter, London: Oxford Publications,
2	Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education.
Book(s) for Reference	
1	The Cultural Heritage of India – By Ramakrishna Mission Institute of Culture
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.drishtiias.com/images/pdf/secondary%20indian%20culture%20and%20heritage.pdf
Course Designed By: R. SEETHALAKSHMI (seethaprof@gmail.com)	

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

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

Course code	3ZA	TRAVEL DOCUMENTATION	L	T	P	C
Skill Based Course		SKILL BASED COURSE-I	2			2
Pre-requisite		Basic idea about Passport, Visa and Insurance	Syllabus Version		2023-24	

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.	K2
2	Distinguish the travel guidelines of specific regions.	K3
3	Classify the Passport	K2
4	Tell the types of VISA	K1
5	Describe the baggage guidelines involved in air travel.	K1

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

Unit:1	Introduction to Travel Documents	9 hours

Travel Documents- Introduction- Meaning- Need- Significance- Travel Formalities- Passport-VISA- Insurance- Immunization Certificates- Immigration & Emigration-Custom Regulations.

Unit:2	Passport	9 hours

Passport- Definition- Types- Citizenship- NRI-PIO- Dual Citizenship- Passport Issuing Authority- Role of Passport Offices- Steps in Obtaining Passport- Documents Required to Obtain Passport.

Unit:3	VISA	8 hours

VISA- Definition- Types- VISA on Arrival- e-VISA- Organisation Issuing VISA- Embassy-Consulates- Inner Line Permit- Special Permission- Restricted Area Permit.

Unit:4	Health Insurance	9 hours

Health Insurance- Health Certificates- Red Channel- Green Channel- Prohibited Items-Vaccination- Special Category Passengers- Baggage Restrictions.

Unit:5	Travel Insurance	8 hours

Travel Insurance- Travellers Cheques- International Debit and Credit Cards- Vouchers- C-Forms- E- Tickets- Money Restrictions. Transit and Stop-over- Meaning.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	45 hours

Book(s) for Study

1	Essentials of Aviation Management: A Guide for Aviation Service Businesses- Rodwell, J.F. United States: Kendall Hunt Publishing Company.
2	Handbook of Global Aviation Industry and Hospitality Services- Singh, R. New Delhi: Kanishka Publishers.

Book(s) for Reference

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

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

1	https://academy.travefy.com/wp-content/uploads/2019/05/International_Travel_Documents-Ebook_2015-Travefy.pdf

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

Mapping with Programme Outcomes

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

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

Fourth Semester

Course code	43A	ECOLOGY, ENVIRONMENT AND TOURISM	L	T	P	C
Core		CORE-VII	4			4
Pre-requisite		Basics Understanding About Environment and Conservation	Syllabus Version		2023-24	

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.	K1
2	Illustrate the positive and negative impacts on environment on account of tourism practices.	K3
3	Apply the conservation methods in their locale.	K3
4	Analyze the outcome and reasons for the environmental damages.	K4
5	Appraise the society about the benefits if environment conservation.	KX

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

Unit:1	Environment – An Introduction	15 hours

Environment- Introduction- Ecology-Concept/Meaning- Interaction between Ecology and Environment- Biomes of the World.

Unit:2	Nature Based Tourism	14 hours

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.

Unit:3	Environment and Its Problems	14 hours

Environmental Issues of Ecotourism- Ecological Imbalances- Concept of Sustainable Tourism and Development- Responsible Tourism- Benefits- Carrying Capacity.

Unit:4	Environment, Community and Conservation	15 hours

Impacts of Ecotourism on Environment, Community and Tourism- Displacement of People- Out- Migration- Cultural Conflict- Man and Animal Conflict – Threats to Community and their assets- Conservation of Natural and Cultural Heritage.

Unit:5	Laws and Regulatory Policies	15 hours

Environment Policy and Tourism- Tourism Policy and its impacts- Environmental Degradation on Tourism- Environmental Laws and Regulations- Environment Impact Assessment.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	**75 hours**

Book(s) for Study

1	Ecotourism - Fennell, D.A. New York: Routledge Publication
2	Ecotourism-Principles & Practices- Ralf Buckley.

Book(s) for Reference

1	A Text Book of Environmental Sciences for UG- Bharucha, Ecach. New Delhi: Orient Black Swan.

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

1	https://pdfs.semanticscholar.org/0e5f/d3074640978f54bebe4ded90b14cc9f8e8a1.pdf?_ga=2.208529173.646697281.1595877804-122716081.1584295485

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

Mapping with Programme Outcomes

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

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

Course code	43B	INDIAN TOURIST PANORAMA	L	T	P	C
Core		CORE-VIII	4			4
Pre-requisite		Brief Awareness on India's Tourism Resources	Syllabus Version		2023-24	

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.	K1
2	Discover the intangible assets of people and place of different Indian states.	K2
3	Explain the nature's role in tourism.	K4
4	Correlate the resources of India to act as alluring factor.	K4
5	Classify tourism based on the resources.	K4

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

Wildlife Sanctuaries- National Parks- Deserts- Gardens- Water bodies- Safaris- Adventure Activities- Hill Stations- Beaches.

Unit:4	Entertainment Centres	14 hours

Theme Parks and Entertainment Centres- Destination of Special Interests- Heritage Sites-Monuments.

Unit:5	Handicrafts	14 hours

Handicrafts- Carving- Literary festivals- Pottery- Weaving- Jewel making- Musical Instruments- Terracotta- Idol Carving.

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

	Total Lecture hours	75 hours

Book(s) for Study

1	Indian Tourism Products- Jacob, R. New Delhi: Abhijeet Publications
	Other Sources
1	State Tourism Websites
	Book(s) for Reference
1	Tourism in India- Dixit, M and Yadav, C. S. Lucknow: New Royal Publisher.
	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	http://www.pondiuni.edu.in/sites/default/files/Tourism%20Products%20of%20Indiat200813.pdf
	Course Designed By: R. NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes

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

*S-Strong; M-Medium; L-Low
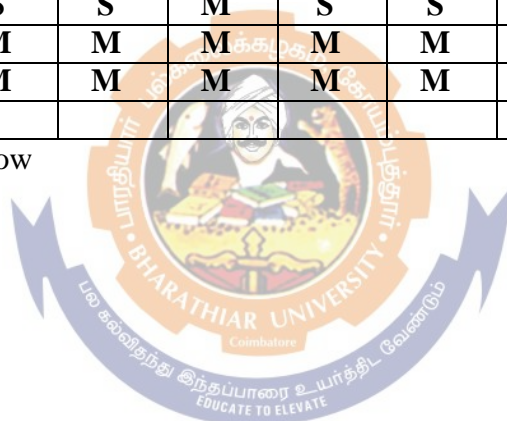
Course code	4AA	TRAVEL AGENCY AND TOUR OPERATIONS	L	T	P	C
Allied		ALLIED-IV	4			4
Pre-requisite		Basic understanding of Travel agency and tour operators	Syllabus Version		2023-24	

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

Tour Operation- Meaning- Role and Responsibilities of a Tour Operator- Function of a Tour Operator- Tour Package- Meaning- Components of a Tour Package- Brochure- Meaning and Making of Brochure.

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		
		Total Lecture hours	**75 hours**

Book(s) for Study

1	Travel Agency Management- An Introductory Text- Mohinder Chand, New Delhi: Anmol Publications
2	The Business of Tour Operations- Yale, P., Pitman, London.

Book(s) for Reference

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

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

1	http://elearning.nokomis.in/uploaddocuments/Travel%20Agency%20Management/chp%20 2%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

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

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

Course code	4ZB	TOURISM AND ADVERTISING	L	T	P	C
Core		SKILL BASED SUBJECT II	2			2
Pre-requisite		Basic Meaning of Advertising	Syllabus Version		2023-24	

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

Unit:1	Advertising-An Introduction	15 hours

Advertising- Meaning & Definition- Concept of Advertising- History of Advertising- Types of Advertising- Advertising Strategy- Steps in designing an Advertisement- Significance of Advertising.

Unit:2	Advertising Agency	15 hours

Nature and Scope of Advertising- Role and Effects of advertising- Structure of an Advertising Agency- Its Functions- Advertising Design and Development.

Unit:3	Publicity	15 hours

Tourism Publicity – Meaning – Definition - Publicity Materials – Folders – Brochures – Pamphlets - Newsletters – Magazines – Radio – Television – Internet - Films- Difference between Advertisement and Publicity. Travel trade fairs-Importance of trade fairs-National and International Trade fairs (TTM, TTF, ITB, SATTE, IBTM, WTM etc).

Unit:4	Media Planning	14 hours

Media Planning- Media Vehicle- Media Planning Process- Media Selection Process- Media Scheduling- Evaluation of Tourism Advertising.

Unit:5	Advertising and Society	14 hours

Advertising Strategy- Approaches to advertising campaign- Uses and Abuses of Advertising- Ethics of Advertising- Society and Advertising- Its role in shaping the Society.

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**75 hours**

Book(s) for Study

1	Advertising Management- B. S. Rathore, New Delhi: Himalaya Publishing House.
2	Advertising- William M. Weilbacher, Macmillan.

Book(s) for Reference

1	Advertising in Tourism and Leisure- Nigel, M. & Annette, P. Butterworth-Heineman

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

1	http://essay.utwente.nl/68173/1/Horenberg%20Frank%20-s%201026895%20scriptie.pdf

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

Mapping with Programme Outcomes

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

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

Fifth Semester

Course code	53A	HOSPITALITY MANAGEMENT	L	T	P	C
Core		CORE- IX	6			4
Pre-requisite		Fundamental Knowledge of Hospitality Management	Syllabus Version		2023-24	

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	K2
2	Exposure to various departmental activities of hotel industry	K1
3	Get hands on experience after the industrial visit of hotel	K3
4	Categorize the F& B departmental activities	K4
5	Establish interrelationship between each other departments	K5

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- Liasoning 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.

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

Book(s) for Study

1	The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets, Micah Solomon
2	Hotel Operations – Sudhir Andrews, McGraw Hill Education, New Delhi

Book(s) for Reference

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

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

1	http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/FRONT%20OFFICE%20OPERATIONS%20XI%20(810)/Introduction%20to%20Tourism%20&%20Hotel%20Industry%20XI.pdf
2	http://nchm.nic.in/node/255
Course Designed By: Prof. RAJESH KUMAR (bhmdirector@amceducation.in)	

Mapping with Programme Outcomes

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

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

Course code	53B	HISTORY OF INDIAN ARTS	L	T	P	C
Core		CORE X	6			4
Pre-requisite		Basics of art and architecture of India	Syllabus Version		2023-24	

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

Unit:1	Basics of Indian History and Architecture	20 hours

Historical and Geographical Background of India- Indus Valley Civilization- Stupas- Chaityas-Vimanas.

Unit:2	Architecture	15 hours

Development of Indian Temple Architecture- Temple Styles- Dravidian- Nagara- Vesara. Islamic Architecture.

Unit:3	Paintings	15 hours

Paintings- Pre-historic Paintings- Tribal and Folk Paintings- Ajanta Paintings- Miniature Paintings-Rajasthani and Mughal School of Painting-Modern Painting- Literary festivals.

Unit:4	Classical Dances of India	20 hours

Dance Forms- Classical Dances and other Dancing Styles- Bharatanatyam- Kathakali-Mohiniattam - Kuchipudi- Odissi- Manipuri etc.

Unit:5	Music and Handicrafts	18 hours

Music- School of Indian Music- Types of Musical Instruments- Major types of Dramas-Handicrafts- Metal works- Stone Carving- Wood Carving-Engraving.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	90 hours

Book(s) for Study

1	Indian Art- Partha Mitter, London: Oxford Publications

2	Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education

Book(s) for Reference	
1	Mahjan, V.D., Ancient India, New Delhi; S.Chand & Company.
2	Sandhya Ketkar., The History of Indian Art, Jyotsna Prakashan.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	AN INTRODUCTION TO INDIAN ART Textbook in Fine Arts for Class XI, http://ncert.nic.in/textbook/pdf/kefa1ps.pdf
Course Designed By: Dr. R. SEETHALAKSHMI (seethaprof@gmail.com)	

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

*S-Strong; M-Medium; L-Low
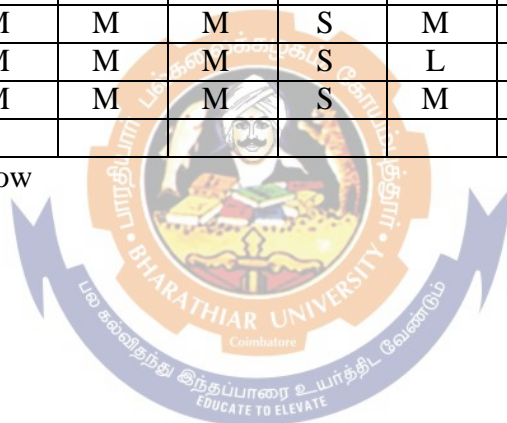
Course code	53C	TOURISM POLICY AND PLANNING	L	T	P	C
Core		CORE- XI	6			4
Pre-requisite		Understanding on policy and planning	Syllabus Version		2023-24	

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:

1	Understand about tourism policy	K1
2	Visualize the impact of tourism policy	K2
3	Distinguish the various types of planning	K3
4	Familiarize the structure of destination life cycle	K4
5	Examine the government role in the promotion of tourism	K5

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

Unit:1	Tourism Policy	20 hours

Tourism Policy- Concept- Nature- Importance- Tourism Policy and its need- An Overview of India's Tourism Policy- Organisation drafting Tourism Policy- Challenges/Risk Associated with Plan Formulation and Implementation.

Unit:2	Tourism Planning	20 hours

Tourism Planning- Meaning- Nature- Importance and Scope of Tourism Planning- Limitations of Tourism Planning- Approaches of Tourism Planning (Societal, Community, Environmental and Regulated Tourism Plan)- APPA Approach- Stages and Steps in Tourism Planning- Impacts of Unplanned tourism development.

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

Tourism Circuit Development- Infrastructure Development- Development of Basic Amenities and Facilities- Preparing Action Plans.

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	
	Total Lecture hours	**90 hours**

Book(s) for Study

1	Destination Development- A.K.Bhatia, New Delhi; Himalaya Publishing House.
2	International Tourism Management- Bhatia A.K., New Delhi; Sterling Publishers.

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.]

1	http://www.pondiuni.edu.in/sites/default/files/Tourism%20Principles%2CPolicies%20and%20Practicet200813.pdf

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

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

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

Course code	53D	INDUSTRIAL TRAINING (SKILL ORIENTED PROGRAMME)	L	T	P	C
Core		CORE- XII	6			4
Pre-requisite		Interest to acquire new skills	Syllabus Version		2023-24	

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	Familiarize the interpersonal skills	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 be 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.

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Mapping with Programme Outcomes

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

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

Course code	5EA	EVENT MANAGEMENT	L	T	P	C
Elective		**ELECTIVE-IA**	**4**			**4**
Pre-requisite		Basic understanding about meetings, exhibitions	**Syllabus version**		**2023-24**	

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	10 hours

Event- Meaning- Types of Events (Cultural, Religious, Business, and Sports etc) – Need/Importance of Events- Events and Tourism- Its Relation and Role- Impacts of Events in Tourism.

Unit:2	MICE	10 hours

MICE - Meaning of MICE - Components of MICE - Growth of MICE Tourism - Its Market - Major MICE Destination across world - Factors Influencing MICE Tourism.

Unit:3	Trade Shows and Exhibitions	15 hours

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	15 hours

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

Unit:5	Travel Intermediaries and MICE	8 hours

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

1	Meetings, Expositions, Events and Conventions- an Introduction to the Industry- Feninch, G.G., New Delhi Prentice Hall.
2	Meeting & Convention Management- Weirich, M.L, New Delhi, Delmar Publishers Inc.

Book(s) for Reference

1	Events design and experience- Berridge, G. Oxford: ButterworthHeinemann
2	Bowdin, G. A. J.Events management- Bowdin, G. A. J.London: ButterworthHeinemann.

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

1	http://www.uou.ac.in/sites/default/files/slm/HM-402.pdf

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

Mapping with Programme Outcomes

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

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

Course code	5EA	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
Elective		ELECTIVE I B	4			4
Pre-requisite		Knowledge on Entrepreneurship Development	Syllabus rsion		2023-24	

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

Definition, Structure and Concepts of Entrepreneurship- Nature, Growth and Importance of Entrepreneurship- Theories of Entrepreneurship- Types of Entrepreneurship.

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

Budget and Planning Process - Search for a Tourism Business Idea- Concept and Classification of Tourism Projects - Financial Institutions.

Unit:5	Issues and challenges	8 hours

Tourism Marketing Channels- Setting-Up Quality Standard- Small Scale Industry- Types, Incentives & Subsides - Sickness of Small-Scale Industry and Remedies.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	60 hours

Book(s) for Study

1	Dynamics of Entrepreneurial Devolvement and Management- Vasanth Desai, New Delhi: Himalaya Publication House.
2	Innovation & Entrepreneurship- Peter F. Drucker, Harper & Row, New York.

Book(s) for Reference

1	Tourism Entrepreneurship: International Perspective- Stephen Page,Jovo Ateljeve, London:Butterworth- Heinemann.
2	Tourism Entrepreneurship, Melodi Botha, Felicité Fairer, Wessels, Berendien Lubbe, Juta and Company Ltd.

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

1	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf

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

Mapping with Programme Outcomes

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

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

Course code	5EA	TRAVEL AND TOURISM INDUSTRY 4.0	L	T	P	C
Elective		ELECTIVE I C	4			4
Pre-requisite		Interest to Learn the Technological Innovations	Syllabus Version		2023-24	

Course Objectives:

The main objectives of this course are to:

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

Expected Course Outcomes:

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

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

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

Unit:1	Tourism and Technology	10 hours

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

Unit:2	E-Commerce	12 hours

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

Unit:3	CRS and GDS	15 hours

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

Unit:4	Technological Advancements	13 hours

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

Unit:5	Case Studies	8 hours

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

Unit:6		**Contemporary Issues**	**2 hours**
Expert lectures, online seminars – webinars			
		Total Lecture hours	**60 hours**

Book(s) for Study

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

Book(s) for Reference

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

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

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

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

Mapping with Programme Outcomes

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

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

Course code	5ZC	TOUR GUIDING	L	T	P	C
Skill Based Course		**SKILL BASED COURSE- III**	**2**			**2**
Pre-requisite		Meaning of tour guide and their roles	**Syllabus version**		**2023-24**	

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 stake holders
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	K1
2	Ability to distinguish between duties and responsibilities of a tour guides	K3
3	Familiarize with difficulties faced by the tour guides	K5
4	Acquire destination knowledge	K5
5	Understand the interpersonal skills	K2

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

Unit:1	Fundamentals of the Tour Guiding	10 hours

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

Unit:2	Role of Tour Guides	10 hours

Practical Difficulties of a Tour Guide- Tips for a Successful guide- Tour Guide and Destination Promotion.

Unit:3	Destination Based Guiding	10 hours

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

Unit:4	Emergency Handling	10 hours

Handling Untoward Incidences- Handling Difficult/Demanding Tourists- Emergency Handling-Setting up a Tour Guide Business.

Unit:5	Skill Development Programs	3 hours

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

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	45 hours

Book(s) for Study

1	Handbook for Tour Guides – Nimit Chowdhary, New Delhi: Matrix Publishers.
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.]

| 1 | http://oasis.col.org/bitstream/handle/11599/457/2006_VUSSC_Tour-Guiding.pdf?sequence=3&isAllowed=y |
| | |

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

Mapping with Programme Outcomes

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

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

Sixth
Semester

Course code	63A	HUMAN RESOURCE MANAGEMENT	L	T	P	C
Core		CORE XIII	6			4
Pre-requisite		Knowledge of Human Resource Management	Syllabus version		2023-24	

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:

1	Understand various industrial issues with the help of HRM practices	K1
2	Obtained the basic concept of HRM	K2
3	Understand various recruitment types methods	K3
4	Familiarize employee appraisal system	K4
5	Visualize various employee layoff methods	K5

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

Unit:1		Introduction to Human Resource Management		18 hours

Human Resource Management (HRM)- Meaning- Concept- Importance of HRM- Scope of HRM- Role of HR Manager- Challenges of Modern HR Manager- Organisational Objectives- Organisational Structure- Job Design- Job Enrichment- Job Enlargement- Strategic Control- Personnel Audit...

Unit:2		Job Description and Job Analysis		15 hours

Job Analysis- Job Description- Job Specification- Uses of Job Analysis Information- Human Resources Planning- Work Force Analysis- Absenteeism- Turn Over.

Unit:3		Recruitment Techniques and Interpersonal Skills		20 hours

Recruitment- Internal & External recruitment- Recruitment Evaluation- Hiring Procedures- Interviews-Types of Interviews- Principles of Interviewing- Physical Examination- Orientation Development-Operative Training- On the Job Training- Vestibule Training- Apprenticeship- Decision Making Skills-Interpersonal Skills- Organisation Knowledge.

Unit:4		Performance Appraisal and Job Evaluation		20 hours

Performance Appraisal- Appraising System- Career Development Programs- Compensation- Job Evaluation and System- Fringe Benefits- Principles of Employee Benefit Programme- Life Insurance-Guaranteed annual wage- Medical Services- Recreation- Cafeteria- Legal, Financial and Housing Assistance.

Unit:5		Employee Welfare		15 hours

Importance of Human Relations- Nature of Human Needs- Motivation Theories- Labour Union- Nature-Type of Unions- Retirement, Mandatory Vs Voluntary Retirement- Layoff.

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

Book(s) for Study

1	Personnel Management- Edwin Flippo, New Delhi: Mc Graw Hill,
2	Personnel Management and Industrial Relations- P.CTripathi, Sultan Chand & Sons.

Book(s) for Reference

1	Personnel Management- Edwin Flippo, New Delhi: Mc Graw Hill.
2	Human Resource Management Text and Cases- Aswathappa Tata McGraw-Hill Education.

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

1	https://www.academia.edu/38318720/chapter850-pdf_4485794.pdf

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

Mapping with Programme Outcomes

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

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

Course code	63B	DESTINATION MANAGEMENT	L	T	P	C
Core		CORE XIV	6			4
Pre-requisite		Understanding about Destination Management	Syllabus rsion		2023-24	

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	K1
2	Internalize the core ideas of destination management	K2
3	Comprehend the destination image and branding	K4
4	Realize the need and importance of destination promotional techniques	K3
5	Analyze the role played by the PPP on destination development	K5

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

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	
1	Destination Development – A.K.Bhatia, New Delhi :Himalaya Publishing House.
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
Course Designed By:Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com)	

Mapping with Programme Outcomes

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

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

Course code	63C	E-TOURISM	L	T	P	C
Core		CORE- XV	6			4
Pre-requisite		Contemporary knowledge on various electronic forms of tourism	Syllabus Version		2023-24	

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

Unit:1	Basics of E-Tourism	18 hours

Meaning and Definition of E-tourism – An Introduction- Historical development - Data processing and Communication- IT in Tourism Industry..

Unit:2	Online Reservation Systems	18 hours

Global Distribution System (GDS) - Computer Reservation System (CRS) - Billing and Settlement Plan (BSP) - Challenges in CRS.

Unit:3	E-Commerce Business Models	18 hours

Business to Business (B2B) - Business to Customer (B2C) - Customer to Business (C2B) Customer to Customer (C2C).

Unit:4	E – Marketing:	17 hours

E – Marketing & Promotion- Role of Social network- E- Business Agenda- Online Shopping.

Unit:5	Customer Oriented Implications	17 hours

Customer Retention- Challenges- Future of E-tourism- Economic Implications.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	90 hours

Book(s) for Study

1	Marketing Management 14 ed, Philip Kotler, New Delhi: Pearson.

2	E- Marketing, Hare Ram Singh, ABD Publishers.

Book(s) for Reference

1	Tourism Marketing, Devashish Dasgupta, New Delhi: Pearson.
2	Handbook of e-Tourism, Zheng XiangMatthias FuchsUlrike Gretzel Wolfram Höpken, Springer.

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

| 1 | http://www.pondiuni.edu.in/sites/default/files/downloads/E-Tourism-260214.pdf |
| | |

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

Mapping with Programme Outcomes

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

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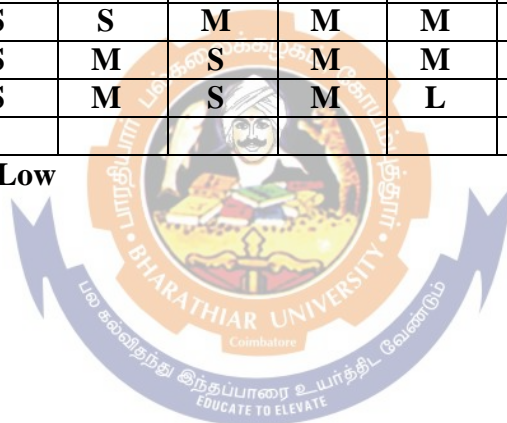
Supportive Course

Course code	6EA	ADVENTURE TOURISM	L	T	P	C
Elective		ELECTIVE II A	4			4
Pre-requisite		Inclination towards adventure and its activities	Syllabus Version		2023-24	

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

Unit:1	Adventure Tourism	18 hours

Adventure- Meaning-Characteristics- Adventure Tourism- Meaning- Importance of Adventure Tourism-Classification of Adventure Tourism- Elements of Adventure Tourism.

Unit:2	Land- Based Adventure Tourism Activities and Places in India	17 hours

Land Based Adventure – Meaning- Types- Equipment used to Land Based Adventure Activities-Important Land Based Adventure Activity Places in India.

Unit:3	Water- Based Adventure Tourism Activities and Places in India	18 hours

Water Based Adventure- Meaning- Types- Equipment used to Water Based Adventure Activities-Important Water Based Adventure Activity Places in India.

Unit:4	Air- Based Adventure Tourism Activities and Places in India	18 hours

Air Based Adventure- Meaning- Types- Equipment used to Air Based Adventure Activity-Important Air Based Adventure Activity Places in India.

Unit:5	Role of Adventure Activity Training Institutes	17 hours

Adventure Activity Training Institutes- Its Role- Safety Measures in Adventure Activity- Future of Adventure Tourism in India.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	90 hours

Book(s) for Study

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

Book(s) for Reference

1	Adventure Tourism- Damian Morgan, Federation Business School Federation University Churchill Australia
2	Adventure Tourism: The New Frontier - John Swarbrooke et al, Butterworth Heinemann.

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

1	https://www.researchgate.net/publication/29463149_Adventure_Tourism_Research_A_Guide_to_the_Literature

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

Mapping with Programme Outcomes

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

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

Course code	6EA	AIRPORT FORMALITIES	L	T	P	C
Elective		ELECTIVE II B	4			4
Pre-requisite		Basic knowledge of Airport formalities	Syllabus rsion		2023-24	

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		CRS		18 hours

Introduction to Airline and Airports- Computer Reservation System (CRS) - Global Distribution System (GDS)- Common Air Transport Terms.

Unit:2		Departure / Arrival Formalities		17 hours

Airport Terminals- Departure / Arrival Formalities- Transit Areas-Security Check.

Unit:3		Airline and Airport Services		18 hours

 Classes of Services- In- Flight Services- Immigration and Passport Control, VISA and its Types - Baggage Claim- Customs Clearances.

Unit:4		Baggage Related Procedures		18 hours

Special Passengers- Baggage- Free Baggage Allowance - Special Charges- list of Prohibited Items.

Unit:5		Insurance		17 hours

Health Certificates- Insurance- Currency Regulations- Phonetic Alphabets- Airport Two letter codes –Airline three letter codes.

Unit:6		Contemporary Issues		2 hours

Expert lectures, online seminars – webinars

		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
2	International Tourism Management - K.P. Jha, New Delhi: Alp Books.

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

1	https://www.slideshare.net/ayeshazenemij/basic-airport-procedures

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

Mapping with Programme Outcomes

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

*S-Strong; M-Medium; L-Low
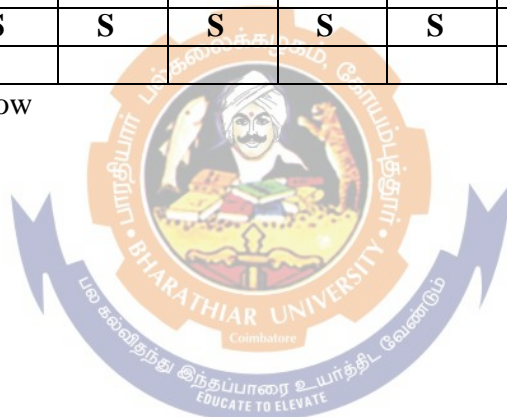
Course code	6EA	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
Elective		ELECTIVE II C	4			4
Pre-requisite		Understanding on Customer Relationship Management	Syllabus Version		2023-24	

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.
2	Tourism Marketing, Devashish Dasgupta, New Delhi: Pearson.

Book(s) for Reference

1	Consumer Behaviour- Leon G. S., Leslie, L. K., & Ramesh, K.S., New Delhi: Pearson.
2	Services Marketing, Christopher Lovelock & Jochen Wirtz, New Deli: Pearson Education.

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

| 1 | http://www.pondiuni.edu.in/storage/dde/downloads/markiv_crm.pdf |
| | |

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

Mapping with Programme Outcomes

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

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

Course code	6EV	PROJECT WORK	L	T	P	C
Elective		ELECTIVE -III -A			4	4
Pre-requisite		Project Work will be able to understand to resolve the contemporary issues and challenges in Tourism Fields	Syllabus Version		2023-24	

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.

1. Centres of Tourist Attraction: a) Religious b) Socio-Cultural c) Tradition Oriented.
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.]
1	https://www.researchgate.net/publication/326592862_Handbook_of_Research_Methods_for_Tourism_and_Hospitality_Management

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

Mapping with Programme Outcomes

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

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

Course code	6EV	ORGANISATIONAL BEHAVIOUR FOR TOURISM	L	T	P	C
Elective		**ELECTIVE III B**	**4**			**4**
Pre-requisite		**Meaning of OB**	**Syllabus version**		**2023-24**	

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	K2
2	Able to analyze perception, attitude, values and basic motivation process.	K3
3	Ability to understand and distinguish between group and team	K1
4	Gain knowledge on organizational conflict and organizational development	K4
5	Understanding on conflict management	K6

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

Unit:1	Organizational Behavior	15 hours

Organizational behavior - concept and significance; Relationship between management and Organizational behavior; organizational culture.

Unit:2	Perception and Rewards	13 hours

Perception: Process, Organisation, Interpretation- Attitudes and Values- Basic Motivation Process, Application- Types of Rewards.

Unit:3	Group and Team	10 hours

Group: Types and Functions- Models of Group Development - Group Process- Types of Teams

Unit:4	Organizational Design	10 hours

Introduction & Function- Elements of Organizational Behavior Structure. Basic Organizational Design Structure- High Performance System

Unit:5	Dynamics and Management	10 hours

Conflict - types of conflict; traditional and modern approaches to conflict; functional and dysfunctional organizational conflicts; Resolution of conflict. Organizational Development.

Unit:6	Contemporary Issues	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	**60 hours**

Book(s) for Study

1	Organizational Behavior- Kavitha Singh, New Delhi: Pearson Education.
2	Organizational Behavior- Aswathappa. K, New Delhi-Himalaya Publishing House.

Book(s) for Reference

1	Organizational Behavior- L.M Prasad, Sultan, New Delhi: Chand & Sons.
2	An Introduction to Organizational Behavior: http://lardbucket.org/

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

1	http://www.pondiuni.edu.in/sites/default/files/Management%20Concepts%20and%20Organisational%20Behaviour%20June%202013.pdf

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

Mapping with Programme Outcomes

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

*S-Strong; M-Medium; L-Low
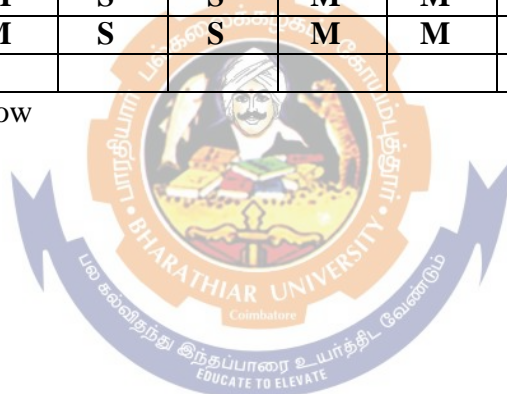
Course code	6EV	TOURISM IMPACTS	L	T	P	C
Elective		**ELECTIVE III C**	**4**			**4**
Pre-requisite		Understanding on tourism impacts	**Syllabus Version**		**2023-24**	

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

Methods of Impact Analysis – Environmental Impact Assessment (EIA) – Multiplier Theory- Carrying Capacity Measurement and its types.

Unit:4	Case Studies of Successful Tourism Destinations	10 hours

Methods and Techniques of assessment – Case Studies: Shimla, Srinagar, Ooty, Kodaikanal, Sittannavasal – Thanjavur- Chennai – Madurai- Kanyakumari

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.

2	International Tourism- A. K. Bhatia, New Delhi: Sterling Publishers Pvt Ltd.

Book(s) for Reference

1	Travel Agency and Tour Operation- Jagmohan Negi, New Delhi: Kanishka Publishers.
2	Tourism Promotion & Development- G.S.Batra & R.C.Dangwal, New Delhi: Deep & Deep Publications Pvt Ltd.

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

| 1 | https://www.researchgate.net/publication/324232970_THE_IMPACT_OF_ONLINE_ENVIRONMENT_ON_TOURISM |
| | |

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

Mapping with Programme Outcomes

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

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

Course code	6ZD	TAMILNADU TOURISM	L	T	P	C
Skill Based Course		**SKILL BASED COURSE IV**	**2**			**2**
Pre-requisite		Knowledge on Tamil Nadu Tourism attractions	**Syllabus Version**		**2023-24**	

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

Geography of Tamil Nadu- Rivers - Oceans- Hill Stations- Peaks- Waterfalls- Forests- Water Bodies - Sanctuaries- Wildlife Parks - Dams and Reservoirs.

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

Ecotourism- Concepts- Ecotourism Places in Tamil Nadu- Fairs and Festivals of Tamil Nadu- Dance and Music Forms.

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

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

Annexure
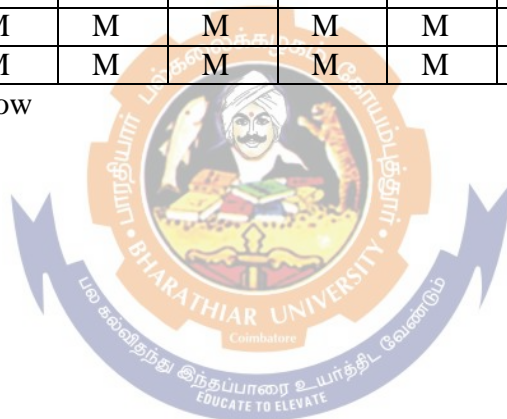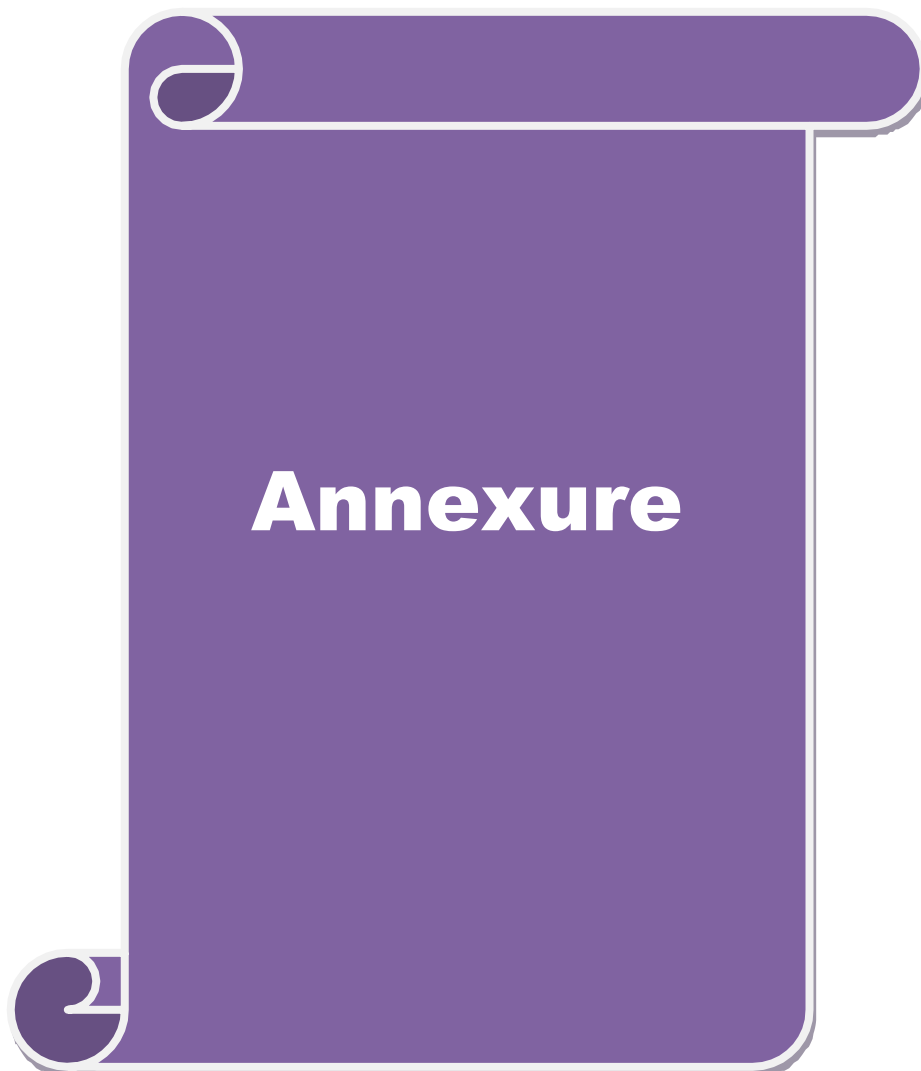
B.A. TOURISM AND TRAVEL MANAGEMENT

Syllabus
(With effect from 2023-24 & 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.