

**M. A. Tourism & Travel Management**

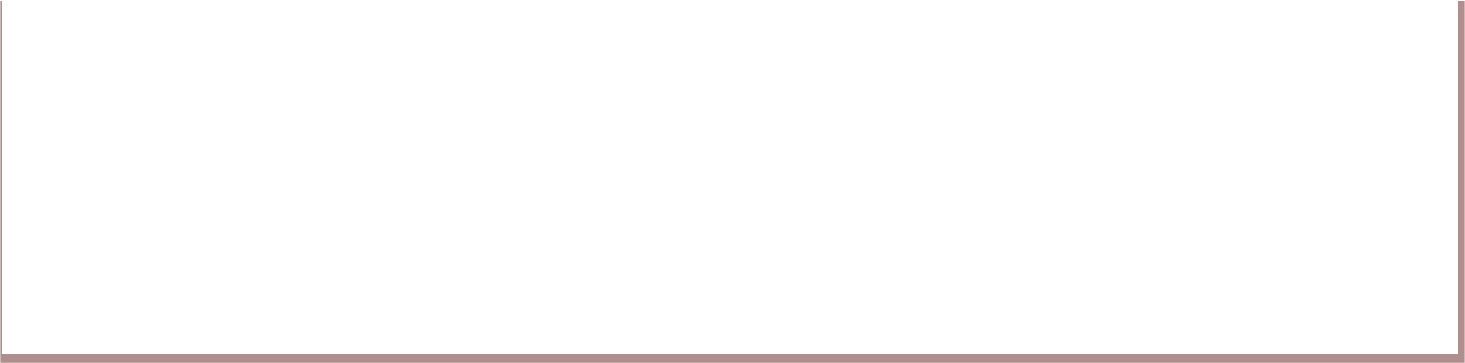
Syllabus

AFFILIATED COLLEGES

**Program Code: 31U**

**2025 – 2026 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**



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

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



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



**BHARATHIAR UNIVERSITY: COIMBATORE 641046**

**M. A. TOURISM & TRAVEL MANAGEMENT Curriculum (Affiliated College)**

*(For the students admitted during the academic year 2025– 26 onwards)*

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

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| 37A | Course - XVI  Field Visit | 3 | - |  | 75 |  | 75 |
| 37B | Health and Wellness | 1 | 2 |  | 25 |  | 25 |
| **Total** | | **24** |  |  |  |  | **600** |
| **FOURTH SEMESTER** | | | | | | | |
| 43A | Course - XVII  E-Tourism | 4 | 4 |  | 25 | 75 | 100 |
| 43B | Course - XVIII Human Resources Management | 4 | 4 |  | 25 | 75 | 100 |
| 43C | Course - XIX  Tourism Policy, Planning and Development in India | 4 | 4 |  | 25 | 75 | 100 |
| 43D | Course - XX  Ethical Codes for Tourism | 4 | 4 |  | 25 | 75 | 100 |
| 4EA | Course - XXI  Elective - IV | 4 | 4 |  | 25 | 75 | 100 |
| 47V | Course - XXII  Project and Viva Voce | 6 | 10 |  | 50 | 100 | 150 |
|  |  |  |  |  |  |  |  |
| **Total** | | **26** |  |  |  |  | **650** |
| **Grand Total** | | **90** |  |  |  |  | **2250** |
| **ONLINE COURSES** | | | | | | | |
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\* In the core subjects, no. of papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above.

@ Includes 50/50% continuous internal assessment marks for theory and practical papers respectively.

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

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

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



First Semester



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| **Course code** | | **13A** | **PRINCIPLES OF TOURISM** | | **L** | | **T** | **P** | | **C** |
| **Core** | | | **CORE –I** | | 4 | |  |  | | **4** |
| **Pre-requisite** | | | **Understand Basic Tourism Concepts** | | **Syllabus Version** | | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Know the basic concepts and importance of tourism 2. Understand various types of tourism 3. Familiarize the various organization’s role on the tourism development | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the basic concepts of tourism | | | | | | | K1 | | |
| 2 | Identify different types of tourism | | | | | | | K2 | | |
| 3 | Distinguish different types of tourism and it role | | | | | | | K3 | | |
| 4 | Familiarize the various impacts of tourism | | | | | | | K4 | | |
| 5 | Understand various leading tourism organizations’ role on the promotion of  tourism | | | | | | | K5 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | **Basics of Tourism** | | | | **15 hours** | | | | |
| Tourism - Definition, Meaning, and Characteristics; Types of Tourism; Tourists; Types of  Tourists; Emerging Trends in Tourism- Ecotourism, Adventure Tourism, Rural Tourism, Aqua Tourism etc.; Components of Tourism and their Linkages. | | | | | | | | | | |
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| **Unit:2** | | **Evolution of Travel** | | | | **15 hours** | | | | |
| Development of Travel and Tourism Through the Ages - Purposes for Travel During the Past, Travelers, Travel Accounts, Transports, Highways, Etc.; Factors Responsible for The Growth of Mass Tourism - Spas, Organized Travels, Paid Holidays Etc.; The Grand Tour. | | | | | | | | | | |
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| **Unit:3** | | **Measurement of Tourism** | | **20 hours** | | | | | | |
| Motivation for The Travel; Deterrents of Tourism; Measurement of Tourism; Need for Tourism Statistics; Types of Tourism Statistics; TSA-Tourism Satellite Accounts-Methods and Problems; Emerging Trends in Tourism Traffic in India. | | | | | | | | | | |
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| **Unit:4** | | **Impacts of Tourism** | | **20 hours** | | | | | | |
| Impacts of Tourism - Socio-Economic - Positive and Negative; Tourism Expenditure; Tourism Multipliers – Income and Employment; Manila Declaration; STD- Sustainable Tourism Development; Tourism - The World’s Peace Industry. Touch Less Travel –Pre And Post-  COVID-19 Impacts. | | | | | | | | | | |
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| **Unit:5** | | **Tourism Organisation and Association** | | **13 hours** | | | | | | |
| Tourism Organizations – Objectives and Functions; WTO, IATA, PATA, WTTC, ICAO, MOT, DOT, ITDC, and TTDC. Role of UNWTO during the Pandemic Period. | | | | | | | | | | |
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| **Unit:6** | |  | | **02 hours** | | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | |

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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | Tourism, Principles, Practices, Philosophies- Goeldner, C., & Ritchie, J.R. New Jersey: John Wiley. | | |
| 2 | Tourism Principles and Practices- Swain, S.K. & Mishra, J.M. New Delhi: OUP | | |
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| **Book(s) for Reference** | | | |
| 1 | The SAGE Handbook of Tourism Studies- Jamal, T., & Robinson, M. (Eds.). United Kingdom: Sage  Publication | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | [http://cbseacademic.nic.in/web\_material/Curriculum/Vocational/2018/Tourism/X/Introduction%20t](http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/X/Introduction%20to%20Tourism%20ii.pdf)  [o%20Tourism%20ii.pdf](http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/X/Introduction%20to%20Tourism%20ii.pdf) | | |
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| Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com) | | | |

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



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| **Course code** | | **13B** | **CULTURAL HERITAGE OF INDIA** | | **L** | **T** | **P** | | | **C** |
| **Core** | | | **CORE-II** | | 4 |  |  | | | **4** |
| **Pre-requisite** | | | **Basic Information About Indian Culture and Heritage** | | **Syllabus Version** | | | **2025 -**  **2026** | | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Enable the students to be familiar with historical and cultural background of India. 2. Understand the chorological order based various civilizations emerged in India 3. Learn and visualize various dynasty’s and rulers of early India | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Remember the inter-relationship between culture and heritage of India | | | | | | | | K1 | |
| 2 | Recollect the various civilizations and its contribution to human civilization in India | | | | | | | | K2 | |
| 3 | Understand various kingships and dynasties of India | | | | | | | | K3 | |
| 4 | Familiarize various rulers and their contributions to culture art and architecture over  the period of years | | | | | | | | K4 | |
| 5 | Distinguish various inter-collaborative art and cultural history of India | | | | | | | | K5 | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
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| **Unit:1** | | **Introduction to Indian Culture** | | | **15 hours** | | | | | |
| Culture - Meaning; Indian Culture - Meaning and Constituents; Salient Features of Indian Culture  -Unity in Diversity; The Importance of Indian Cultural Heritage for Tourism; Outline of The Historical Evolution of Indian Culture. | | | | | | | | | | |
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| **Unit:2** | | **Legacy of Different Dynasties- I** | | | **20 hours** | | | | | |
| Cultural heritage of Harappa, Vedic and Sangam period; The contribution of Buddhism and  Jainism to Indian Cultural Heritage; The Mauryan Contributions to Culture - Art and Architecture. | | | | | | | | | | |
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| **Unit:3** | | **Legacy of Different Dynasties - II** | | **20 hours** | | | | | | |
| The legacy of Indo-Greeks, Sungas and Satavahanas; The Cultural Heritage of Gupta’s and Harsha’s; Ancient Centres of Learning; The Contributions of Chandellas and other Kingdoms. | | | | | | | | | | |
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| **Unit:4** | | **Legacy of Different Dynasties - III** | | **20 hours** | | | | | | |
| The Contributions of Chalukyas, Pallavas, Pandiyas, Rastrakutas, the Cholas and Pandiyas, Nayaks, Hoysalas and Vijayanagar Kingdoms to Cultural Heritage. | | | | | | | | | | |
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| **Unit:5** | | **Legacy of Different Dynasties - IV** | | **13 hours** | | | | | | |
| The Contributions of the Delhi Sultanate and the Mughals; Indo-Islamic culture; The Importance of Bhakti Movement; The Contributions of West to Indian Cultural Heritage. | | | | | | | | | | |
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| **Unit:6** | |  | | **02 hours** | | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | |
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|  | | **Total Lecture hours** | | **90 hours** | | | | | | |
| **Book(s) for Study** | | | | | | | | | | |

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| 1 | Cultural Tourism in India- Gupta, SP, Lal, K, Bhattacharya, M., New DelhiL DK Print. |
| 2 | Tourism Products of India - Dixit Manoj & Charu Sheela,Lucknow: New Royal Publishers. |
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| **Book(s) for Reference** | |
| 1 | Indian Architecture (Buddhist and Hindu)- Brown Percy, Bombay. 2 vols. |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | <https://nios.ac.in/media/documents/SecICHCour/English/CH.02.pdf> |
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| Course Designed By: Dr. R.SEETHALAKSHMI (seethaprof@gmail.com) | |

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



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| **Course code** | | **13C** | **TOURISM RESOURCES OF INDIA** | | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE–III** | | 4 |  |  | | **4** |
| **Pre-requisite** | | | **Knowledge about Major and Minor Tourism Recourses of India** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Know the tourism resources of India and their tourism potentiality. 2. Gain the knowledge about Historical and Archaeological Attractions in North India 3. Inculcate various other tourism attractions of India | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Remember the origin of India’s unique tourism importance | | | | | | K1 | | |
| 2 | Obtain information on archeological, historical and cultural tourism attractions in  North India | | | | | | K3 | | |
| 3 | Familiarize with natural tourism attractions of India | | | | | | K4 | | |
| 4 | Learn various dynasties and their contributions to the cultural tourism of India | | | | | | K5 | | |
| 5 | Distinguish between man-made and natural attractions in India | | | | | | K2 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **Tourism Resources in India** | | | **15 hours** | | | | |
| Tourism Resources – Concept, Types - Natural and Manmade, And Characteristics; Classification and Location of Tourism Resources of India - Eastern, Western, Northern and Southern; India – A Tourist Paradise; Important Tourism Circuits; Unique Features of Tourism Resources of India. | | | | | | | | | |
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| **Unit:2** | | **Tourism Resources of Northern India** | | | **15 hours** | | | | |
| Archaeological Sites In North India And Other Parts Of India; A Case Study Of Indus Sites; Museums – Types Of Museums; Functions Of Museums; Museums In India; Important Art Galleries In India; Historical Monuments And Their Types – Region wise; Important Pillars,  Forts And Palaces; World Heritage Sites In India; Hampi; Taj Mahal, Khajuraho Temples, Ajanta And Ellora. | | | | | | | | | |
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| **Unit:3** | | **Physical Tourism Resources of India** | | **20 hours** | | | | | |
| Natural Tourism Resources - Beaches in East and West Coast; Goa, Juhu; Tourism Importance and Potentiality of Islands; Back Waters, Rivers and Lakes; Snake Boat Race, And Boat Houses. Tourism Importance of Forests and Deserts; Botanical Garden; Bio- Spheres; Mangrove Forests, Sunderbans; National Parks And Wild Life Sanctuaries; Water Falls; Hill Stations - Northern, Southern, Eastern, And Western India; Tourism Promotional Fairs and Festivals. | | | | | | | | | |
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| **Unit:4** | | **Cultural Tourism Resources of India** | | **20 hours** | | | | | |
| Cultural Tourism Resources of India; Styles of Temple Architecture; Development and Features of Temple Architecture – Hindu - Cave Temples, Monolithic Temples, Structural Temples; Different Parts of Hindu Temples; Buddhist - Chaityas, Viharas, Stupas; And Islamic Mosques. | | | | | | | | | |
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| **Unit:5** | | **Man-Made Tourism Resources of India** | | **18 hours** | | | | | |

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| Man-Made Tourism Resources - Amusement Parks, Appu Ghar, Essel world, Fantasyland, Wonderla; Kishkinta; Pogoland; Maharaja; Black Thunder; Planetariums; Medical and Wellness Tourism-Naturopathy, Panchkarma; Ashrams; MICE- Meetings, Incentives, Conferences, And  Events; Trade Fairs; Sports Stadiums. | | | |
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| **Unit:6** | |  | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | Tourism in India- Dixit, M and Yadav, C. S., Lucknow: New Royal Publisher. | | |
| 2 | Cultural Tourism in India- Gupta, SP, Lal, K, Bhattacharya, M., New Delhi: DK Print. | | |
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| **Book(s) for Reference** | | | |
| 1 | Indian Tourism Products - Jacob, R. New Delhi: Abhijeet Publications | | |
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|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://swayam.gov.in/nd2_cec19_mg28/preview> | | |
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| Course Designed By: Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com) | | | |

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



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| **Course code** | | **13D** | **TOURISM GEOGRAPHY** | | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE –IV** | | 4 |  |  | | **4** |
| **Pre-requisite** | | | **Understanding the Relationship Between Geography and Tourism** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Understand the applications of geography to tourism. 2. Inculcate the basic concepts of map reading and various time calculation techniques 3. Understand the IATA Traffic conference and Aviation Geography | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Recollect the map reading and geographical distributions | | | | | | K1 | | |
| 2 | Remember the physical geography of the World | | | | | | K2 | | |
| 3 | Familiarize the International Time calculation | | | | | | K3 | | |
| 4 | Internalized the aviation geography and IATA traffic conferences | | | | | | K4 | | |
| 5 | Disseminate the emerging tourism movements around the World | | | | | | K5 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **Introduction to Global Geography** | | | **15 hours** | | | | |
| Meaning and Types of Geography; Maps and Its Uses; Maps - Circuits and Tourism Centers;  Geographical Components of Tourism; Importance of Geography in Tourism; Important Geographical Regions - Hemisphere, Continents. | | | | | | | | | |
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| **Unit:2** | | **Physical Geography the World** | | | **15 hours** | | | | |
| Physical and Political Geography – Major Continents of The World - America, Asia, Australia, Africa And Europe; Tourism Importance of Weather and Climate. | | | | | | | | | |
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| **Unit:3** | | **Time Zones** | | **20 hours** | | | | | |
| Latitudes and Longitudes; International Dateline; Time Zones; Calculation of Time; GMT Variation and Their Relevance and Importance in Travel and Tourism Sector. | | | | | | | | | |
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| **Unit:4** | | **Aviation Geography and Its Uses** | | **20 hours** | | | | | |
| Aviation Geography and Its Uses; IATA Traffic Conference Areas, Sub Areas and Sub Regions; IATA Three Letter Codes and Airline Codes. | | | | | | | | | |
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| **Unit:5** | | **Natural Calamities Affecting Travel** | | **18 hours** | | | | | |
| Geographical Factors Affecting Global and Regional Tourism Movements; Natural Calamities; Diseases, Etc.; Impact of Weather and Climate in Tourism Sector; Emerging Trends in Global Tourist Movements. | | | | | | | | | |
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| **Unit:6** | |  | | **02 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | |
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|  | | **Total Lecture hours** | | **90 hours** | | | | | |
| **Book(s) for Study** | | | | | | | | | |

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| 1 | Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and  Littlefield Publisher. |
| 2 | Geography of Travel and Tourism- Hall, M. London: Routledge. |
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| **Book(s) for Reference** | |
| 1 | The Geography of Tourism and Recreation - Environment, Place and Space- Hall, M., & Page,  S.J. London: Routledge. |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | [https://shora.tabriz.ir/Uploads/83/cms/user/File/657/E\_Book/Tourism/Tourism%20Geograph](https://shora.tabriz.ir/Uploads/83/cms/user/File/657/E_Book/Tourism/Tourism%20Geography.pdf)  [y.pdf](https://shora.tabriz.ir/Uploads/83/cms/user/File/657/E_Book/Tourism/Tourism%20Geography.pdf) |
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| Course Designed By: Dr. R. NARASIMMARAJ ((narasimmarajj@gmail.com) | |

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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 | S | S | S | S |
| **CO2** | M | S | S | S | S | S | M | S | S | S |
| **CO3** | S | S | S | S | S | S | M | S | S | L |
| **CO4** | S | S | L | S | M | M | S | S | S | S |
| CO5 | S | S | S | M | S | S | S | M | S | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | | **IEA** | **PRINCIPLES OF MANAGEMENT** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | | **GROUP –A ELECTIVE PAPER–I (PAPER-V)** | | 4 |  |  | | **4** |
| **Pre-requisite** | | | | **Elementary Understanding on Tourism Management and Administration** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Understand the elementary management concept necessary for tourism administration. 2. Able to recollect the various theories and functions of Management 3. Observe the various managerial skills required to manager | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | | Remember the various schools of management thoughts | | | | | | K1 | | |
| 2 | | Familiarize various functions of management | | | | | | K3 | | |
| 3 | | Understand the process of Management | | | | | | K4 | | |
| 4 | | Able to Distinguish between various functions of the management | | | | | | K5 | | |
| 5 | | Gain the basic knowledge about accounting and financial management | | | | | | K2 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
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| **Unit:1** | | | **Theories of Management** | | | **15 hours** | | | | |
| Management - Meaning, Importance, Levels, Management Skills; Development of Management  Thought; Contributions Of Henry Fayol And FW Taylor. | | | | | | | | | | |
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| **Unit:2** | | | **Functions of Management** | | | **15 hours** | | | | |
| Functions of Management; Planning- Importance, Types, Process, MBO; Organization Type  and Structure. | | | | | | | | | | |
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| **Unit:3** | | | **Staffing, Directing and Controlling** | | **20 hours** | | | | | |
| Overview of Staffing, Recruitment and Selection; Directing; Communication-Types, Barriers; Controlling – Methods and Techniques. Pre And Post Covid-19 Impact on Recruitment- Issues and Challenges. | | | | | | | | | | |
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| **Unit:4** | | | **Motivation and Leadership** | | **20 hours** | | | | | |
| Motivation-Importance and Theories; Leadership –Theories, Styles and Qualities. | | | | | | | | | | |
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| **Unit:5** | | | **Accounting and Financial Management** | | **18 hours** | | | | | |
| Accounting-Nature, Purpose, And Concepts; Journal Ledger and Trial Balance; Profit and Loss  Account and Balance Sheet; Travel Agency Accounting-Uses and Users of Accounting Information; Financial Management-Objectives and Functions. | | | | | | | | | | |
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| **Unit:6** | | |  | | **02 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | |
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|  | | | **Total Lecture hours** | | **90 hours** | | | | | |
| **Book(s) for Study** | | | | | | | | | | |
| 1 | Essentials of Management: An International Perspective- Koontz, H., & Weihrich, H. New Delhi: McGraw Hill. | | | | | | | | | |

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

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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 | S | S | M | S |
| **CO2** | S | S | S | S | S | S | S | S | S | S |
| **CO3** | S | S | M | S | M | S | S | S | M | S |
| **CO4** | S | S | S | S | S | S | M | S | S | S |
| CO5 | S | S | S | S | S | S | S | S | M | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | **IEA** | **MICE** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | **GROUP –B ELECTIVE-I (PAPER-V)** | | 4 |  |  | | **4** |
| **Pre-requisite** | | | **Basic Understanding of MICE Industry** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Understand and tap the emerging market potentiality of the MICE. 2. Analyse the various components in MICE 3. Learn various organisations role on MICE tourism development in India | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Understand the basic structure the MICE industry | | | | | | K2 | | |
| 2 | Remember the MICE industry types and characteristics | | | | | | K3 | | |
| 3 | Familiarize the various originations role on MICE development in India | | | | | | K4 | | |
| 4 | Distinguish the role of travel agencies and tour operators in the field of MICE | | | | | | K5 | | |
| 5 | Recollect the role of modern technology in MICE development | | | | | | K1 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **Introduction to MICE** | | | **15 hours** | | | | |
| Introduction To MICE; Evolution of MICE Industry - Components Of MICE; Economic and Social Significance Of MICE; Introduction to Professional Meeting Planning- Definition, Types  and Roles – Associate, Corporate, Independent, TA’s And TO’s; Convention Visitor Bureaus – Functions, Structure and Funding Sources. | | | | | | | | | |
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| **Unit:2** | | **MICE - Types and Characteristics** | | | **15 hours** | | | | |
| MICE Market- Association and Corporate Meeting, Its Characteristics and Differences; Process of Meeting Management – Permeating, During the Meeting and Post Meeting Techniques); Role of Travel Agency in Management of Conferences, Pre-And-Post Conference Tours; Evaluation  of Events And Its Importance. | | | | | | | | | |
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| **Unit:3** | | **MICE in Indian Context** | | **20 hours** | | | | | |
| Conference Venues- Concept, Facility Check-In and Check-Out Procedures, Requirements; Room Lay-Outs, F & B Planning for Conference- Convention Manager, Inter-Related Venues, Project Planning and Development; Introduction to Conference Facilities in India; Role and Functions of ICPB and ICCA. | | | | | | | | | |
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| **Unit:4** | | **Trade Shows and Exhibitions** | | **20 hours** | | | | | |
| Trade Shows and Exhibitions - Types of Shows, Benefits of Exhibitions, Participant Decision Making Process- Contract Negotiations – Principles, Negotiation with Hotels, Airlines and Ground Handler; Development of Events Sales and Marketing Plan. Impact of Covid-19 On  MICE Industry. | | | | | | | | | |
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| **Unit:5** | | **Contemporary Technology used in MICE** | | **18 hours** | | | | | |
| Latest Meeting Technologies; Video Conferencing and Information Communication  Technology; Factors Including Information Communication Technology Affecting Future Of | | | | | | | | | |

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| MICE; Human Resource Requirement for Conferences; Incentive Tour and Special  Requirements for its Organization. | | | |
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| **Unit:6** | |  | **02 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | The Complete Book of International Meeting- International Society of Meeting Planner,  Arizona: Todd Publishing. | | |
| 2 | Managing Conventions and Group Business- Hoyle, L.H., & Jones, Educational Institute of  AM & MA. | | |
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| **Book(s) for Reference** | | | |
| 1 | Meeting, Conventions and Expositions- Montogmery, R.J. New York: VNR. | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.slideshare.net/Bhavana2016/components-of-mice-industry> | | |
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| Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com) | | | |

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



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| **Course code** | | | **IEA** | **CULTURAL TOURISM** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | | **GROUP –C ELECTIVE– I (PAPER-V)** | | 4 |  |  | | **4** |
| **Pre-requisite** | | | | **Familiarize the Interrelationship between Culture and Tourism** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Understand the importance of cultural tourism of India 2. Know the uniqueness of the Indian cultural aspects of tourism 3. Familiarize the role of motivation in promotion of tourism | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | | Understand the interrelation ship between culture and tourism | | | | | | K1 | | |
| 2 | | Gain the knowledge on the various festivals celebrated across the India | | | | | | K2 | | |
| 3 | | Distinguish between impacts of tourism | | | | | | K5 | | |
| 4 | | Familiarize the motivational concept of tourism | | | | | | K3 | | |
| 5 | | Internalize the cultural aspect of tourism in India | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | | **Culture and Tourism** | | | **15 hours** | | | | |
| Tourist Host Interrelationship; Social and Cultural Disparities; Cultural Determinants of  Tourism. | | | | | | | | | | |
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| **Unit:2** | | | **Tourism and Moral Conduct** | | | **15 hours** | | | | |
| Tourism and Moral Conduct; Role of Women to Tourism; Tourism and Cultural Change;  Effects on Culture; Tourism and Material Form of Culture and Nonmaterial Forms of Culture. | | | | | | | | | | |
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| **Unit:3** | | | **Tourism Festivals of India** | | **20 hours** | | | | | |
| Tourism Festivals of India; Their Organization and Impact Assessment of Tourists; Pilgrimage and Tourism; Interrelationship; Pilgrimage Tourism Case Studies- Palani, Tirupathy, Sabarimala. | | | | | | | | | | |
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| **Unit:4** | | | **Ethnic Tourism** | | **20 hours** | | | | | |
| Ethnic Tourism Concept; Positive and Negative Impact; History- Its Use and Misuse In Tourism | | | | | | | | | | |
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| **Unit:5** | | | **Promotion of Tourism** | | **18 hours** | | | | | |
| Role of Images and Motivation in Promotion of Tourism; Spatial Planning for Cultural Tourism and Infrastructural Determinants; Visitor Management at Indian Cultural Sites; Indian Cultural  Ambassadors- Artistes, Musicians, And Dancers | | | | | | | | | | |
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| **Unit:6** | | |  | | **02 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | |
|  | | | | | | | | | | |
|  | | | **Total Lecture hours** | | **90 hours** | | | | | |
| **Book(s) for Study** | | | | | | | | | | |
| 1 | Cultural Tourism in India: Museums, Monuments &Arts: Theory and Practice- Gupta, S.P., New  Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld. | | | | | | | | | |

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| 2 | Indian Tourism Products- Jacob, R. New Delhi: Abhijeet Publications |
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| **Book(s) for Reference** | |
| 1 | Cultural Tourism in India- Gupta, SP, Lal, K, Bhattacharya, M., DK Print. |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | <https://swayam.gov.in/nd2_aic19_as04/preview> |
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| Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com) | |

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



Second Semester



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| **Course code** | | **23A** | **TRAVEL AGENCY AND TOUR**  **OPERATIONS BUSINESS** | | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE-VI** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Information on Travel Agency and Tour**  **Operator Functions** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Understand the significance of travel agency and tour operation business 2. Know the current trends and practices in the tourism and travel trade sector 3. Develop adequate knowledge and skills applicable to travel industry | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Know evolution of travel agency business in the world | | | | | | K1 | | |
| 2 | Understand the difference between tour operator and travel agents | | | | | | K2 | | |
| 3 | Distinguish between different types of travel agents and tour operators | | | | | | K3 | | |
| 4 | Familiarize the Package for FIT, GIT and FAM tour | | | | | | K4 | | |
| 5 | Find various business opportunities in travel and tour sector | | | | | | K5 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **Introduction to Travel Agency** | | | **15 hours** | | | | |
| Travel Agency - Meaning, Origin and Development; Thomas Cook’s Contributions, American  Express; Types of Travel Agency. | | | | | | | | | |
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| **Unit:2** | | **Structure of Travel Agency** | | | **15 hours** | | | | |
| Procedures to Set Up A Travel Agency; Organization of Travel Agency - Departments; Functions of  Travel Agency; Sources of Income; Distribution Channels. | | | | | | | | | |
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| **Unit:3** | | **Tour Operators** | | **20 hours** | | | | | |
| Tour Operator- Meaning and Types; Regulations and Procedures to Set Up A Tour Operator Firm; Functions of Tour Operator Firm; Preparation of Tour Itinerary; FIT, GIT; Types of Tour Packages  - Product Oriented, Adventure Oriented, Special Interest Tour - Merits and Demerits- Covid-19  Impact on The Travel Industry. | | | | | | | | | |
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| **Unit:4** | | **Tourist Guides and their Role** | | **20 hours** | | | | | |
| Tourist Guide; Types; Qualities; Functions; Training and Income; Travel Formalities - Passport,  VISA and Its Types, Health and Currency Formalities. | | | | | | | | | |
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| **Unit:5** | | **Tourism Organisations** | | **18 hours** | | | | | |
| Organizations Promoting Travel and Tour Operations Business - ASTA; UFTAA; WATA; TAAI; IATO; FHRAI. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | Management of Travel Agency and Tour Operation- Chand. M., New Delhi: Anmol. | | |
| 2 | Tourist Guide and Tour Operation: Planning & Organising- Jagmohan Negi, New Delhi:  Kanishka Publishers. | | |
|  |  | | |
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| **Book(s) for Reference** | | | |
| 1 | The Business of Travel Agency and Tour Operations Management- Bhatia, A.K., New Delhi:  Sterling Publishers (P) Ltd. | | |
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|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <http://www.pondiuni.edu.in/sites/default/files/travel-agency-op-mgt-260214.pdf> | | |
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| Course Designed By: Mr. K. CHANDRAN (md@emperortraveline.com) AND Mr. J. DEEPAK  (deepak.deepu5@gmail.com) | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | M | S | S | S | S |
| **CO2** | S | S | S | S | M | S | M | S | S | S |
| **CO3** | S | S | M | S | S | S | S | S | S | S |
| **CO4** | M | S | S | S | S | S | S | S | S | L |
| CO5 | S | S | S | S | S | S | S | S | S | M |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | **23B** | **TRANSPORTS FOR TOURISM** | | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE-VII** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Fundamental Information about Various**  **Transport Systems** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Remember the origin and development of transport system 2. Gain the knowledge about various modes of transportation and its usages 3. Familiarize the India’s famous tourist train and its role on tourism developments | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Understand the genesis of transport system origin and its development | | | | | | K1 | | |
| 2 | Able to distinguish between different types transport systems and its roles | | | | | | K2 | | |
| 3 | Familiarize the various luxuries tourist trains and its role and contribution to  national tourism | | | | | | K3 | | |
| 4 | Find different types of Airline and terminologies | | | | | | K4 | | |
| 5 | Know the role of water transport system and its types | | | | | | K5 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **Introduction to Transport System** | | | **15 hours** | | | | |
| Transports -Meaning; Modes of Travel; Means of Transports; Types of Transports; Importance of Transports in Tourism. Effect of Covid-19 On Transport Sector- Tricks and Tips to Overcome and  Handle This Pandemic Situation. | | | | | | | | | |
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| **Unit:2** | | **Surface Transport** | | | **15 hours** | | | | |
| Surface Transport - The Development of Automobiles, Car, Coaches, Recreation Vehicles, Etc.  And Their Tourism Importance. | | | | | | | | | |
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| **Unit:3** | | **Railways** | | **20 hours** | | | | | |
| Origin and Development of Railways; Major Railway Systems- British Rail, Euro Rail, Amtrak; Indian Railways and its Operations; Trains of Tourism Importance - Palace on Wheels, Royal Orient, Toy Trains, World Heritage Trains, Trams, Metro, Taj Express, Shatabdi, Superfast Etc.;  Role Of Railways In Tourism Promotion - Promotional Fares, INDRAIL Pass. | | | | | | | | | |
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| **Unit:4** | | **Water Transports System** | | **20 hours** | | | | | |
| Water Transports - Liners and Cruises, Queen Mary -II, Amet, Boat Houses, Hovercrafts,  Hydrofoils, Etc.; Tourism Potentialities and Activities of Water Transports. | | | | | | | | | |
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| **Unit:5** | | **Air Transport System** | | **18 hours** | | | | | |
| Airlines-Scheduled and Charter and Its Types; Advantages of Charters; Nine Freedoms of The  Air; Major Airlines of The World; Development of Civil Aviation in India; Nationalization of | | | | | | | | | |

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| Airlines; Open Sky Policy; Role of Airlines in Tourism Promotion. | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | Tourism, Transport and Travel Management- Dileep, M.R., Routledge | | |
| 2 | Transport and Tourism: Global Perspectives-Page, S., Pearson | | |
|  |  | | |
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| **Book(s) for Reference** | | | |
| 1 | Tourism and Transport: Modes, Networks and Flows- David, T.D., Channel View  Publications | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://swayam.gov.in/nd2_cec19_mg26/preview> | | |
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| Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com) | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | S | S | S | S | S |
| **CO2** | S | S | S | S | S | M | S | S | S | S |
| **CO3** | S | S | M | S | S | S | S | M | S | S |
| **CO4** | S | S | S | S | S | S | S | S | S | S |
| CO5 | S | M | S | S | S | S | S | S | S | M |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | **23C** | **TOURISM PRODUCTS OF TAMIL NADU** | | | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE-VIII** | | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Knowledge of Tourism Destination of Tamil Nadu** | | **Syllabus Version** | | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Study the vast tourism resources of Tamil Nadu 2. Enable the students to understand the nature and importance of regional tourism potentiality. 3. Identify and manage emerging tourist destinations in Tamilnadu | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | Understand the physical geography of Tamil Nadu | | | | | | | K1 | | |
| 2 | Familiarize various tourism products in Tamil Nadu | | | | | | | K2 | | |
| 3 | Distinguish between manmade and natural tourism attractions in Tamil Nadu | | | | | | | K3 | | |
| 4 | Internalize the role of department of tourism, Govt. of TN for tourism promotion | | | | | | | K4 | | |
| 5 | Understand the recent strategies announced by the TN govt. for the tourism  promotion. | | | | | | | K5 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
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| **Unit:1** | | **Tamil Nadu- An Overview** | | | | **15 hours** | | | | |
| Geographical Locations of Tamil Nadu; Race, Language and Rulers of Tamil Nadu; Socio- Cultural Tourism Resources – Historical Monuments; Architectural Features Of – Mahabalipuram, Chola Triangle –Tanjore, Gangaikondacholapuram And Darasuram; Madurai;  Chidambaram; Srirangam; Palaces, Forts; Museums; Galleries, Etc.. | | | | | | | | | | |
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| **Unit:2** | | **Pilgrim C enters of Tamil Nadu** | | | | **15 hours** | | | | |
| Pilgrim Centers- Temples-Divyadesams; Padal Petra Sthalas; Arupadaiveedugal; Navagrga Temples; Panchabhuta Temples; Sri Rangam; Amman Shrines; Mahamaham; Nagore; Velankanni; Basilica; Ashrams; Auroville, Mutts. | | | | | | | | | | |
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| **Unit:3** | | **Natural Tourism Centers of Tamil Nadu** | | **20 hours** | | | | | | |
| Natural Tourism Centres- Beaches- Marina;Kovalam; Kanyakumari Beach-Sun Rise And Setting; Andaman & Nicobar Islands; Pitchavaram; Muttukadu; Rivers; Jog Falls , Hogenakkal, Hill Stations- Ooty, Kodaikanal; Yercaud; Valparai; Topslip; Tourism Promotion Festivals And Flower Festivals In Hill Stations; Zoological And Biological Garden; Wildlife Sanctuaries-  Vandalur, Mudumalai; Theme Parks- Athisayam; Black Thunder; Kiskhinta; Birla Planetarium. | | | | | | | | | | |
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| **Unit:4** | | **Tourism Potentialities in Western Ghats** | | **20 hours** | | | | | | |
| Tourism Potentiality In Udumalaipettai and its Environs; Climate; Hill Stations- Munnar, Thekkady, Top Slip, Valparai, Anaimalai, Parambikulam; Tea Estates; Falls; Retreat Houses;  Tree Houses; Dams - Aliyar, Tirumoorty, Amaravati, And Others; Masaniamman Temple; Aliyar | | | | | | | | | | |

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| Vedantri Maharishi Ashram; Eco, Adventure, Wildlife And Rural Tourism Activities; Trekking;  Flora And Fauna. | | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **Role of Tamil Nadu Government for Tourism**  **Promotion** | | | | | | | | | **18 hours** | | |
| The Role of Department of Tourism, Govt. Of TN for Tourism Promotion; Tourism Traffic  Trends in TN; Formation Of TTDC, Function and Various Activities Of TTDC; Tour Packages Of TTDC; Recent Strategies Announced by the TN Govt. for the Tourism Promotion. | | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | | | | | | | | **2 hours** | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
|  | | | | **Total Lecture hours** | | | | | | | | | **90 hours** | | |
| **Book(s) for Study** | | | | | | | | | | | | | | | |
| 1 | | Tourism in Tamil Nadu: Growth and Development, Pillai, S.S., MJP Publisher. | | | | | | | | | | | | | |
| 2 | | Internet Sources | | | | | | | | | | | | | |
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| **Book(s) for Reference** | | | | | | | | | | | | | | | |
| 1 | | India- Lonely Planet Publication | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | | |
| 1 | | <http://www.tamilnadutourism.org/pdf/Tourism-EnglishPolicyNote201920.pdf> | | | | | | | | | | | | | |
| Course Designed By: Dr. R. SEETHALAKSHMI (seethaprof@gmail.com) | | | | | | | | | | | | | | | |
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|  | **Mapping with Programme Outcomes** | | | | | | | | | | | | | |  |
|  | **COs** | | **PO1** | | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | | **PO10** |
|  | **CO1** | | S | | S | S | S | S | S | S | S | S | | S |
|  | **CO2** | | M | | S | S | S | S | S | S | S | S | | S |
|  | **CO3** | | S | | S | M | S | S | S | S | M | S | | M |
|  | **CO4** | | S | | S | S | S | S | M | S | S | S | | S |
|  | CO5 | | S | | S | S | S | S | S | S | S | L | | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | **23D** | **HOSPITALITY MANAGEMENT** | | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE-IX** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Awareness about Hotels and Other**  **Accommodation Units** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Enable the students to know the basic operations of hotel sectors 2. Know the organisational structures of the hospitality industry 3. Understand the hotels chains | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Remember the origin and development of the hotel | | | | | | K1 | | |
| 2 | Understand the international hotel chains and types | | | | | | K2 | | |
| 3 | Familiarize the secondary and supplementary accommodation | | | | | | K3 | | |
| 4 | Familiarize the hotel operations and organizational structure in the hotel business | | | | | | K4 | | |
| 5 | Gain the new knowledge about Leading multinational hotel chains in India | | | | | | K5 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **Fundamentals of Accommodation Sector** | | | **15 hours** | | | | |
| Accommodation – Meaning, Origin and Development; Importance of Accommodation Sectors in  Tourism Promotion; Characteristics of Hospitality Sector. | | | | | | | | | |
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| **Unit:2** | | **Hotels and Its Types** | | | **15 hours** | | | | |
| Hotels-Meaning and Types; International Hotels; Gradation; Classification; Hotel Chains;  Heritage Hotels; Motels and Its Types; Emerging Ecotel. | | | | | | | | | |
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| **Unit:3** | | **Secondary and Supplementary Accommodation** | | **20 hours** | | | | | |
| Secondary and Supplementary Accommodation; International Youth Hostels; Emergence of Time  Shares; PGA. | | | | | | | | | |
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| **Unit:4** | | **Hotel Operations** | | **20 hours** | | | | | |
| Hotel Operations and Organization; Front Office; Rooms; Food and Beverages Service and Production; Tariff Plans- American, Europe; Continental; Housekeeping; Menus-Chinese,  Continental, Indian. | | | | | | | | | |
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| **Unit:5** | | **Multinational Hotel Chains in India** | | **18 hours** | | | | | |
| Leading Multinational Hotel Chains in India; Ashok Group; Trends in Accommodation Sector; Incentives of Govt. Of India To the Sector; HRD Needs in Hospitality; Ethical Values and  Regulatory Measures Required for The Sector. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | |

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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets, Micah  Solomon | | |
| 2 | Hotel and Motel Management and Operations-Gray and Ligouri, New Delhi: PHI. | | |
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| **Book(s) for Reference** | | | |
| 1 | Introduction to Hospitality Management-John R. Walker, Pearson. | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://swayam.gov.in/nd2_cec19_mg30/preview> | | |
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| Course Designed By: Prof. RAJESH KUMAR (bhmdirector@amceducation.in) | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | S | S | S | S | S |
| **CO2** | S | S | S | S | S | S | S | S | S | L |
| **CO3** | S | S | S | S | M | S | M | S | S | S |
| **CO4** | S | S | M | S | S | S | S | S | S | S |
| CO5 | S | S | M | S | S | S | S | L | S | M |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | **2EA** | **COMMUNICATION SKILLS FOR TOURISM** | | | **L** | **T** | **P** | **C** |
| **Elective** | | | **GROUP-A ELECTIVE-II (PAPER-X)** | | | **4** |  |  | **4** |
| **Pre-requisite** | | | **Basic Communication Forms** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Impart communication skill for better public relations and interpretation about destination. 2. Emphasize on improving oral and written communication skills through experiential training 3. Gain the comprehensive understanding of the business and professorial communication skills | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Gain the fundamentals and meanings of communication skills | | | | | | | K1 | |
| 2 | Familiarize the basic structure of the grammar for leaning effective communication | | | | | | | K3 | |
| 3 | Understand the key tips and tricks of public speaking skills | | | | | | | K4 | |
| 4 | Form the sentence and structure creations | | | | | | | K5 | |
| 5 | Know the importance verbal and non verbal communication | | | | | | | K2 | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **Communication** | | | | **15 hours** | | | |
| The Concept of Communication, Meaning, Process**,** Types; Need for Communication; Channels of Communication; Barriers; Principles of Effective Communication; Relevance of Communication  for Tourism; Rules for Effective Listening; Listening to The Speech of The Foreign Tourists. | | | | | | | | | |
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| **Unit:2** | | **Communication Skills for Hotel Staffs** | | | | **20 hours** | | | |
| Grammar and Pronunciation for Effective Speaking; Communication Skills Required for Telephone Handling; Communication Skills Required for The Staff of Travel Agency, Hotels, Etc.; Skills for Tourism Product Publicity – Presentation Technique; Describing the Tourism  Attractions. | | | | | | | | | |
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| **Unit:3** | | **Public Speaking Skills** | | **15 hours** | | | | | |
| Public Speaking Skills; Reporting Skills; Role of Body Language, Dress, Gestures, Manners and  Overall Confidence; Non-Verbal Communication; Ethical and Legal Guidelines; Table Etiquettes; Role of Culture in The Process of Communication. | | | | | | | | | |
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| **Unit:4** | | **Paragraph Writing Skills** | | **20 hours** | | | | | |
| Basics of Paragraph Writing, Paragraph as A Unit of Meaning; The Sentences and The Paragraph -  Relationship and Interdependence; Use of Sentences Connectors. | | | | | | | | | |
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| **Unit:5** | | **Written Communication** | | **18 hours** | | | | | |
| Features of Written Communication; Types of Letters, Lay Out of a Letter, Writing Applications, Office Correspondence; Narrative Techniques; Writing Sales Letter; Communicating Through Reports; Preparation of Promotional Materials- Brochures, Advertisements Etc.; Writing to Various Media. | | | | | | | | | |

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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | Communication in Tourism and Hospitality- Lynn Vander Wagen, Hospitality Press Pt. | | |
| 2 | Business Communication- Rayon and V. Lesikar, John D. Pettit, JR. - Richard D. Irwin, INC | | |
|  |  | | |
|  | | | |
| **Book(s) for Reference** | | | |
| 1 | Interpersonal Skills for Travel and Tourism- Jon & Lisa Burton - Longman Group Ltd | | |
| 2 | Effective Communication and Public Speaking- Mandal S.K. Mumbai: Jaico. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | https://swayam.gov.in/nd2\_nou19\_hs09/preview | | |
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| Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com) | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | S | S | S | S | S |
| **CO2** | M | S | S | S | S | S | L | S | S | S |
| **CO3** | S | S | S | M | S | S | S | S | S | M |
| **CO4** | S | S | S | S | S | S | S | L | S | S |
| CO5 | S | S | S | S | S | S | S | S | S | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | **2EA** | **TRAVEL AND TOURISM INDUSTRY 4.0** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | **GROUP-B ELECTIVE-II (PAPER-X)** | | 4 |  |  | | **4** |
| **Pre-requisite** | | | Interest to Learn the Technological Innovations | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **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 | | | | | | | | | |
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| **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. | | | | | | | | | |
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| **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. | | | | | | | | | |
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| **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). | | | | | | | | | |
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| **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. | | | | | | | | | |
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| **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. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | |
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|  | | **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. | | |
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| **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. | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.iborn.net/blog/tourism-technology-how-tech-has-changed-way-we-travel> | | |
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| Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com) AND Prof. RAJESH  KUMAR (bhmdirector@amceducation.in) | | | |

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



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| **Course code** | | **2EA** | **TOUR GUIDING AND INTERPRETATION** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | **GROUP-C ELECTIVE-II (PAPER-X)** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Meaning of Tour Guiding** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Acquire an in-depth knowledge about the profession of tour guiding and describing the destinations to the tourists 2. Understand the structure of the socio, economic and ethnical aspects of India 3. Familiarize the cultural, spiritual, and religious centers of India | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Remember the basic structure of the Indian society and its culture | | | | | | K1 | | |
| 2 | Understand the basic skills required to the guides | | | | | | K2 | | |
| 3 | Apply the knowledge of Indian culture into practical manner for promotion tourism  in India | | | | | | K3 | | |
| 4 | Analysis the women role on the tourism business | | | | | | K4 | | |
| 5 | Create the interrelationship between various cultural aspects of India | | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **Basic concept of Tour Guiding** | | | **15 hours** | | | | |
| Tour Guiding- Concept, Present Status; Role and Responsibilities of Tour Guide- Tour Guides Code of  Conduct; Personal Hygiene and Grooming Checklist for Tour Guides; Principles of Tour Guide; Developing Tour Guiding Skills. | | | | | | | | | |
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| **Unit:2** | | **Skills Required for Tour Guides –I** | | | **15 hours** | | | | |
| Communication for Tour Guiding; Language, Posture and Presentation; Roadblocks in Communication; Speaking Faults-Body Language for Speaking; Tour Commentary Composition and Contents-Microphone Technique; Sense of Humour; Timing and Indications; Apology and  Pausing; Linking Commentary with what to be seen. | | | | | | | | | |
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| **Unit:3** | | **Skills Required for Tour Guides –II** | | **20 hours** | | | | | |
| Visitor Interpretation-Concept Principles and Types; Developing Good Interpretation Skill; Popular Understanding of a Place; Principles of Good Interpretive Practical; Re-Constructive and Creative Interpretation; Nature Interpretation-Concept; Principles of Nature Interpretation;  Intrinsic Quality of a Resource; Hierarchy of Interpretation; Heritage Interpretation. | | | | | | | | | |
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| **Unit:4** | | **Role of Guides During Emergencies** | | **20 hours** | | | | | |
| Dealing with Emergencies; Accidents, Law and Order, Theft, Loss of Documents; First Aid- Importance; General Procedures-Evaluation of Situation; First Aid Procedure-Artificial Ventilation, Bleeding Control, Treating Wounds; Principles of Bandaging; Treating Burns;  Treating Snake; Bite- Dealing with Fractures; Complaint Handling. | | | | | | | | | |
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| **Unit:5** | | **Guides-Training and Development** | **18 hours** |
| Managing Relationship with Different Stakeholders at Tourist Destination- Tour Guide as Brand Ambassador- Training and Skill Development Programs. | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism-Kumar,  C., Createspace Independent Pub | | |
| 2 | How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides-  Manning, N., & Ramirez, K., Nick Manning Publishing. | | |
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| **Book(s) for Reference** | | | |
| 1 | Handbook of Tour Guides-Chowdhary, N., Matrix Publications | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | [http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp\_content/S001827/P001855/M030302/ET/15](http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001855/M030302/ET/15260402319.37_ET.pdf)  [260402319.37\_ET.pdf](http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001855/M030302/ET/15260402319.37_ET.pdf) | | |
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| Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com) | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | M | S | S | S | S | SS | S | S | S | S |
| **CO2** | S | S | S | S | S | L | S | S | S | M |
| **CO3** | S | S | S | S | S | S | S | M | S | S |
| **CO4** | S | S | S | L | S | S | S | S | S | S |
| CO5 | S | S | S | S | S | S | S | S | S | L |
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\*S-Strong; M-Medium; L-Low



Third Semester



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| **Course code** | | **33A** | **SUSTAINABLE TOURISM DEVELOPMENT** | | **L** | **T** | **P** | **C** |
| **Core** | | | **CORE –XI** | | **4** |  |  | **4** |
| **Pre-requisite** | | | **Understanding on Sustainability** | | **Syllabus Version** | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | |
| The main objectives of this course are to:   1. Learn the concept and importance of sustainability 2. Understand the need of sustainability in tourism 3. Know the best practices adopted for ensuring sustainability | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | |
| 1 | Describe the concepts of sustainability | | | | | | K1 | |
| 2 | Associate the concepts of sustainability in tourism | | | | | | K2 | |
| 3 | Act sustainably in all service delivery | | | | | | K3 | |
| 4 | Measure the impact of sustainable concepts | | | | | | K5 | |
| 5 | Propose suitable strategies to ensure sustainability | | | | | | K6 | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | |
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| **Unit:1** | | **Sustainability-An Introduction** | | | **18 hours** | | | |
| Sustainable Development- Background, Concept and Definition; Dimensions of Sustainability-  Social, Economic, Environmental; Stockholm Conference 1972; Brundtland Commission 1987; Rio Declaration 1992; Global Warming and Sustainable Development. | | | | | | | | |
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| **Unit:2** | | **Sustainable Tourism** | | | **18 hours** | | | |
| Sustainable Tourism- Meaning, Definition, Global Significance of Sustainable Tourism; Agenda  – 21 For Travel and Tourism Industry; World Conference on Sustainable Tourism 1995; Benefit and Issues of Sustainable Tourism Development. | | | | | | | | |
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| **Unit:3** | | **Sustainable Planning** | | **18 hours** | | | | |
| Sustainable Tourism Planning; Principles of Sustainable Tourism Planning; Climate Analysis,  Locality Analysis and Site Analysis; EIA And Carrying Capacity; Design for Environment; Socio-Economic Conditions; Culture and Experimental Values. | | | | | | | | |
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| **Unit:4** | | **Organsational Role on Sustainability** | | **17 hours** | | | | |
| Standardization and Certification for Tourism Sustainability; ISO 14000 – Role Of WTTC, UN-  WTO, PATA, UNEP, IUCN In Sustainable Tourism Development Code. | | | | | | | | |
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| **Unit:5** | | **Sustainable Approaches** | | **17 hours** | | | | |
| Approaches in Sustainable Tourism; Ecotourism; Concepts, Objectives of Ecotourism; Characteristics of Ecotourism; Global Initiative Under Quebec City and Oslo Conventions; Responsible Tourism; Concept and Global Responses; Cape Town and Kerala Declaration; Community Based and Pro Poor Tourism Including STEP; Eco-Friendly Practices and Energy  Waste Management. | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | |

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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca | | |
| 2 | Ecotourism - Fennell, D.A. New York: Routledge Publication | | |
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| **Book(s) for Reference** | | | |
| 1 | Ecotourism and Sustainable Development: Who Owns Paradise? - Honey.Washington, DC: Island  Press | | |
| 2 | Taking Responsibility for Tourism- Goodwin, H. Woodeaton: Goodfellow Publishers Limited | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | [https://www.researchgate.net/publication/236108688\_Sustainable\_Tourism\_Development/l](https://www.researchgate.net/publication/236108688_Sustainable_Tourism_Development/link/00b7d515ff82fce0b8000000/download) [ink/00b7d515ff82fce0b8000000/download](https://www.researchgate.net/publication/236108688_Sustainable_Tourism_Development/link/00b7d515ff82fce0b8000000/download) | | |
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| Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com) | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | M | S | S | S | S | S | M | S | S |
| **CO2** | M | M | S | S | S | S | S | S | M | S |
| **CO3** | S | S | S | M | S | S | S | S | S | S |
| **CO4** | S | S | S | S | S | S | S | S | S | S |
| CO5 | S | S | M | S | M | S | S | S | S | S |
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 \*S-Strong; M-Medium; L-Low



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| **Course code** | | **33B** | **AIR FARES AND TICKETING** | | **L** | **T** | | **P** | **C** |
| **Core** | | | **CORE- XII** | | **4** |  | |  | **4** |
| **Pre-requisite** | | | **Understanding about Air Tickets** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Understand about air tickets 2. Know about various components of air ticketing 3. Learn about other air travel documents | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Describe the role of IATA in air travel | | | | | | K1 | | |
| 2 | Identify the airline and airport codes | | | | | | K3 | | |
| 3 | Describe the components of airfare | | | | | | K2 | | |
| 4 | Describe the computation of airfare | | | | | | K2 | | |
| 5 | Classify the air travel documents | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **IATA Traffic Conference** | | | **18 hours** | | | | |
| Division of World by IATA Traffic Conference Areas, Sub Areas, Sub Regions; Major Airlines, And Major Airports of The World; Airport Authority of India; Open Sky Policy; Time Calculations; GMT Variations; Concept of Standard Time; And Day Light Saving Time;  Calculation of Elapsed Time; Flying Time and Ground Time. | | | | | | | | | |
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| **Unit:2** | | **Codes of Airline, Airport and City** | | | **18 hours** | | | | |
| Familiarization with OAG (ABC); Important Airlines and Airport of World; Three Letter City Codes; Three Letter Airport Code; Coding and Decoding of Country, City, Airport and Airline;  Minimum Connecting Time. | | | | | | | | | |
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| **Unit:3** | | **Components of Airfare** | | **17 hours** | | | | | |
| Ticket-Meaning and Types; Manual and Machine; Vouchers; Basic Elements of Air Fare; Components of Fare; Operations Cost; Classes of Journey; Familiarization with Air Tariff; Mileage and Extra Mileage Allowance; Currency Regulation; NUC Conversion; Mode of  Payment. | | | | | | | | | |
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| **Unit:4** | | **Baggage** | | **18 hours** | | | | | |
| HIP- Higher Intermediate Point; Circle Trip Minimum (CTM); Backhaul Check; Add On; General Limitations on Indirect Travel; Mixed Class Journey; Special Fares; Passenger Ticket and Baggage Check with Issuance of Ticket with Itineraries- One Way, Return, Circle Trip,  Mixed Class Special Fare; Baggage Rules. | | | | | | | | | |
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| **Unit:5** | | **Travel Documents** | | **17 hours** | | | | | |
| Familiarization with Travel Information Manual; Documentation- Passport, VISA and Its Types; Currency, Custom and Health Regulations; Cards Useful for Expenses of Passenger’s Travel, Credit Card and Its Types; ATC- Air Travel Card, UATP- Universal Air Travel Plan;  BSP- Billing and Settlement Plan. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | OAG | | |
| 2 | Air travel Ticketing and Fare construction- Negi, J. New Delhi: Kanishka. | | |
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| **Book(s) for Reference** | | | |
| 1 | Airline Operations and Management- Cook, G. N., & Billig, B. G., London: Routledge. | | |
| 2 | IATA Training Manual. | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <http://www.yourtravelbiz.com/docs/fta-travel-101-airfare.pdf> | | |
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| Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com) | | | |

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



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| **Course code** | | **33C** | **RESEARCH METHODOLOGY** | **L** | **T** | **P** | **C** |
| **Core** | | | **CORE- XIII** | **4** |  |  | **4** |
| **Pre-requisite** | | | **Keen to learn research methods** | **Syllabus Version** | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | |
| The main objectives of this course are to:   1. Learn the meaning of research 2. Understand the need of tourism research 3. Identify the methods of tourism research | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | |
| 1 | Describe the importance of research | | | | | K1 | |
| 2 | Classify the different types of research | | | | | K2 | |
| 3 | Choose the best method for tourism research | | | | | K4 | |
| 4 | Illustrate the data with suitable statistical tools | | | | | K3 | |
| 5 | Understand the significance of hypothesis | | | | | K2 | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | |
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| **Unit:1** | | **Meaning of Research** | | **16 hours** | | | |
| Introduction to Research Methodology – Meaning of Research – Objectives of Research – Motivation in  Research – Types of Research – Significance of Research – Methodology, Criteria for Good Research. | | | | | | | |
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| **Unit:2** | | **Research Design** | | **20 hours** | | | |
| Research Design and Sampling Design – Meaning of Research Design – Need for Research Design – Features of a Good Design – Concepts Relating to Research Design – Developing Research Plan – Steps in Sampling Design – Characteristics of a Good Sampling Design –  Types of Sample Design. | | | | | | | |
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| **Unit:3** | | **Types of Data** | | **17 hours** | | | |
| Data Collection – Types – Primary Data and Secondary data – Collection of Data through  questionnaire and Schedule – Processing and Analysis of Data – Sampling Fundamentals. | | | | | | | |
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| **Unit:4** | | **Hypothesis** | | **17 hours** | | | |
| What is Hypothesis? Types of Hypothesis – Testing of Hypothesis – Procedure for Hypothesis –  Usage of Hypothesis | | | | | | | |
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| **Unit:5** | | **Report Writing** | | **-18 hours** | | | |
| Report Writing – Significance of Report Writing - Different Steps in Writing Reports – Layout of Research Reports – Types of Reports – Mechanics of Writing a Research Report – Role of Computer in Research – Introduction to SPSS. | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | |
| Expert lectures, online seminars – webinars | | | | | | | |
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|  | | **Total Lecture hours** | | **90 hours** | | | |
| **Book(s) for Study** | | | | | | | |

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| --- | --- |
| 1 | Research Methodology: Methods & Techniques- C.R. Kothari & Gaurav, New Age International  Publishers. |
| 2 | Research Methodology-P.C. Tripathi, New Delhi: Sultan Chand and Sons. |
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| **Book(s) for Reference** | |
| 1 | Research Methodology- Panneerselvam, R. New Delhi: PHI Learning Pvt. Ltd |
| 2 | Statistics for Management- Levin R., and Rubin, D. New Delhi: Pearson India. |
|  | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | <http://www.ddegjust.ac.in/studymaterial/mba/cp-206.pdf> |
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| Course Designed By: A.SURESH BABU (sureshbabu1510@gmail.com) | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | M | S | S | S | M | S | M | S | S |
| **CO2** | S | S | M | S | S | S | S | M | S | S |
| **CO3** | S | S | S | M | S | S | S | S | S | S |
| **CO4** | S | S | S | S | S | S | S | L | S | S |
| CO5 | S | S | S | S | S | S | S | S | S | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | **33D** | **WORLD TOURISM PANORAMA** | | **L** | | **T** | **P** | **C** |
| **Core** | | | **CORE-XIV** | | **4** | |  |  | **4** |
| **Pre-requisite** | | | **Idea About World Countries** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Know the global tourism resources 2. Equip learners to prepare international tour itineraries 3. Enhance destination knowledge | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Describe the world tourism destinations | | | | | | | K1 | |
| 2 | Classify different tourism resources | | | | | | | K2 | |
| 3 | Group destinations continent wise | | | | | | | K2 | |
| 4 | Acquire destination knowledge | | | | | | | K2 | |
| 5 | Prepare resources-based itineraries | | | | | | | K3 | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **Attractions of Australia** | | | | **18 hours** | | | |
| Wonders of The World Including the Contemporary; Antarctica As a Tourism Resource; Space as a Tourism Resource; Important Tourism Centres Of Australia – Sydney Harbour; Sydney Opera House; Beaches- Bondi, Surfers Paradise, Cable, Bells, Gold Coast and Magnetic Island;  Great Barriers; Great Ocean Road; Kakadu National Reserve. | | | | | | | | | |
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| **Unit:2** | | **Attractions of North and South America** | | | | **18 hours** | | | |
| Popular Tourism Attractions of North America And South America-Times Square; National Mall; Memorial Parks; Disney World Magic Kingdom; Disney Land; Theatre Hollywood; White House, Statue Of Liberty; Library Of Congress; Empire Building; American Museum Of Natural History; Lincoln And Metro Museum; Amazon, Niagara; Angel Falls; Sea World  Florida; Andes; Rockies; Grand Canyon National Park; Las Vegas. | | | | | | | | | |
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| **Unit:3** | | **Attractions of Europe** | | **18 hours** | | | | | |
| The Most Important Tourism Centres of Northern , Western And Other Part Of Europe ; Eiffel Tower; Louvre Museum; Notre Dame De Paris; Palace Of Versailles; British Museum; Buckingham Palace; Pleasure Beach In UK; Tower Bridge; Rome Colosseum; Acropolis; The Vatican Museum; The Vatican Square; Amsterdam, Alps; Swiss; Edinburg Castle;  Cathedral Dame; Barcelona Beaches; Kremlin. | | | | | | | | | |
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| **Unit:4** | | **Attractions of Asia** | | **17 hours** | | | | | |
| Tourism attractions of Asia- central, east and west; Muktinath; Manasarovar; Jerusalem; Tibetan plateau; Mecca; Macedonia; Jerusalem; Bethleham; Bali; Angkor Wat; Borodopur; Lhasa Potala palace; China summer palace, Temple of Heaven, Forbidden city, Chang Tang national reserve; Universal studio of Japan; Malaysia beaches and Petronas twin tower; Singapore; Hong Kong;  Bangkok; Dubai. | | | | | | | | | |
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| **Unit:5** | | **Attractions of Africa** | | **17 hours** | | | | | |
| Famous African Tourism Destinations – Maasai Mara National Reserve; Simien Mountain | | | | | | | | | |

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| National Park; Other National Parks- Awash, Omo, Mago, Gambella; Rift Valley; The Blue Nile Falls; Nile Cruise; Victoria Falls; Rock-Hewn Church of Lalibela - 8th Wonder of World;  Cape Town; Kilimanjaro; Zanzibar. | | | |
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| **Unit:6** | | **Contemporary Issues** | **2 hours** |
| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **90 hours** |
| **Book(s) for Study** | | | |
| 1 | Lonely Planet Travel guides: Great Journeys; Asia Book; Australia; USA; Thailand; South America; New discover Rome, London. | | |
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| **Book(s) for Reference** | | | |
| 1 | Lonely Planet Travel guides: Great Journeys; Asia Book; Australia; USA; Thailand; South  America; New discover Rome, London. | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | https:/[/www.lonel](http://www.lonelyplanet.com/best-in-travel/countries)y[planet.com/best-in-travel/countries](http://www.lonelyplanet.com/best-in-travel/countries) | | |
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| Course Designed By: Mr. K. CHANDRAN (md@emperortraveline.com) & Mr. J. DEEPAK  (deepak.deepu5@gmail.com) | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | S | S | S | S | S | S |
| **CO2** | S | S | M | S | S | S | S | S | S | S |
| **CO3** | M | S | S | S | S | S | S | S | S | S |
| **CO4** | S | S | S | M | S | S | S | S | S | M |
| CO5 | M | S | S | S | S | S | S | S | S | M |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | | **3EA** | **TOURISM MARKETING** | | **L** | | **T** | **P** | **C** |
| **Elective** | | | | **GROUP-A ELECTIVE – III (PAPER-XV)** | | **4** | |  |  | **4** |
| **Pre-requisite** | | | | **Basics of Marketing Concepts** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Familiarize the marketing concepts 2. Make the learners to apply marketing functions in tourism sector 3. Design destination specific marketing strategies | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | | Describe the importance of marketing for tourism and allied sectors | | | | | | | K1 | |
| 2 | | Learn about market segments | | | | | | | K2 | |
| 3 | | Design new tourism products | | | | | | | K6 | |
| 4 | | Develop successful publicity campaigns | | | | | | | K6 | |
| 5 | | Evaluate the success of marketing strategies | | | | | | | K4 | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
|  | | | | | | | | | | |
| **Unit:1** | | | **Introduction to Marketing** | | | | **18 hours** | | | |
| Marketing-Concepts; Tourism Marketing; Importance of Tourism Marketing; The Tourist  Product; Salient Features of The Tourism Marketing; Market Research Technique. | | | | | | | | | | |
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| **Unit:2** | | | **Market Segmentation** | | | | **18 hours** | | | |
| The Tourism Market- Market Segmentation-Important Bases, Tourism Marketing Mixes I.E.  Four P’s- Product, Price, Place, And Promotion and Expanded Marketing Mix for Services. | | | | | | | | | | |
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| **Unit:3** | | | **New Product Development** | | **18 hours** | | | | | |
| Product Designing, Branding and Packaging; New Product Development; Product Life Cycle; Pricing – Determining Factors and Objectives; Distribution Systems- Electronic Distribution  System. | | | | | | | | | | |
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| **Unit:4** | | | **Advertising** | | **17 hours** | | | | | |
| Tourism Advertising- Importance; Selection of Media; Message; Strategy; Tourism Publicity-  Publicity Media; Public Relations; PR Techniques in Tourism. | | | | | | | | | | |
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| **Unit:5** | | | **Promotion** | | **17 hours** | | | | | |
| Sales Promotion- Techniques of Sales Promotion; Tools of Sales Promotion; Marketing of Indian Tourism – God’s Own Country, Incredible India, Discover India; Athithi Devo Bhava;  Visit India Year. | | | | | | | | | | |
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| **Unit:6** | | | **Contemporary Issues** | | **2 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | |
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|  | | | **Total Lecture hours** | | **90 hours** | | | | | |
| **Book(s) for Study** | | | | | | | | | | |
| 1 | Tourism Marketing- Chaudhary, M. New Delhi: Oxford University Press | | | | | | | | | |

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| 2 | Marketing Management- Kotler, P. Delhi: PHI |
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| **Book(s) for Reference** | |
| 1 | Tourism Marketing: A Collaborative Approach- Fyall, A., & Garrod, B., Bristol: Channel View  Publications. |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | <http://egyankosh.ac.in/bitstream/123456789/16989/1/Unit-1.pdf> |
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| Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com) | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | S | S | S | M | S | S |
| **CO2** | S | S | M | S | S | S | S | S | S | S |
| **CO3** | S | S | S | S | S | S | S | M | S | S |
| **CO4** | S | S | S | S | S | M | S | S | S | S |
| CO5 | M | S | S | M | S | S | S | L | S | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | | **3EA** | **ADVENTURE TOURISM IN INDIA** | | **L** | | **T** | **P** | | **C** |
| **Elective** | | | | **GROUP-B ELECTIVE – III (PAPER-XV)** | | **4** | |  |  | | **4** |
| **Pre-requisite** | | | | **Meaning and Types of Adventure Activities** | | **Syllabus Version** | | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | | |
| The main objectives of this course are to:   1. Learn about adventure tourism 2. Develop adventure-based tourism itineraries 3. Understand the types of adventure activity | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | |
| 1 | | Describe about adventure tourism | | | | | | | K1 | | |
| 2 | | Classify adventure tourism activities | | | | | | | K2 | | |
| 3 | | Understand the potential adventure tourism destinations | | | | | | | K2 | | |
| 4 | | Develop adventure-based itineraries | | | | | | | K3 | | |
| 5 | | Envisage the future prospects of adventure tourism | | | | | | | K2 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | |
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| **Unit:1** | | | **Introduction to Adventure Tourism** | | | | **18 hours** | | | | |
| Adventure Tourism - Meaning, Types; Tourism Resources Required for Adventure Tourism;  Potentiality For Adventure Tourism Activities In India. | | | | | | | | | | | |
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| **Unit:2** | | | **Air Based Adventure Activities** | | | | **18 hours** | | | | |
| Air Based Adventure Sports – Gliding, Paragliding, Parachute Jump, Ballooning, Kite Festival. | | | | | | | | | | | |
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| **Unit:3** | | | **Water Based Adventure Activities** | | **18 hours** | | | | | | |
| Water- Based Adventure, Kayaking, Boating, River Rafting, Rowing, Islands- Scuba Diving,  Fishing, Cruise, Wind Surfing, Water Skiing. | | | | | | | | | | | |
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| **Unit:4** | | | **Land Based Adventure Activities** | | **17 hours** | | | | | | |
| Land Based Adventure - Desert Camel Safaris, Elephant Safaris, Oasis, Skating, Himalayan Car  Rallies, Trekking, Rock Climbing, Mountaineering, Ice Skiing. | | | | | | | | | | | |
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| **Unit:5** | | | **Future Prospects of Adventure Tourism** | | **17 hours** | | | | | | |
| Wildlifeand National Parks of India And Their Tourism Importance; Natural World Heritage Sites; Future Prospects of Adventure Tourism In India. | | | | | | | | | | | |
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| **Unit:6** | | | **Contemporary Issues** | | **2 hours** | | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | | |
|  | | | | | | | | | | | |
|  | | | **Total Lecture hours** | | **90 hours** | | | | | | |
| **Book(s) for Study** | | | | | | | | | | | |
| 1 | Adventure Tourism & Sports- Jagmohan Negi, New Delhi: Kanishka Publishers. | | | | | | | | | | |
| 2 | Adventure Tourism- Ralf Buckley, CAB Publishing | | | | | | | | | | |
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| **Book(s) for Reference** | |
| 1 | Special Interest Tourism: Concepts, Contexts and Cases - Agarwal, S., Busby, G., & Huang, R.  London: CABI |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | [https://www.researchgate.net/publication/328412858\_The\_Significance\_of\_Adventure\_To](https://www.researchgate.net/publication/328412858_The_Significance_of_Adventure_Tourism/link/5bcc32c7a6fdcc03c798c96a/download)  [urism/link/5bcc32c7a6fdcc03c798c96a/download](https://www.researchgate.net/publication/328412858_The_Significance_of_Adventure_Tourism/link/5bcc32c7a6fdcc03c798c96a/download) |
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| Course Designed By: Mr.K.CHANDRAN (md@emperortraveline.com) | |

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



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| **Course code** | | **3EA** | **ECOTOURISM** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | **GROUP-C ELECTIVE-III (PAPER-XV)** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Awareness About Nature and Conservation** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Familiarize the concept of ecotourism 2. Educate the necessity of ecotourism 3. Understand the benefits of ecotourism | | | | | | | | | |
|  | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Describe the importance of environment | | | | | | K1 | | |
| 2 | Understand the balance between environment and tourism | | | | | | K2 | | |
| 3 | Describe the concept of ecotourism and its benefits | | | | | | K1 | | |
| 4 | Examine the impacts of ecotourism on environment and stakeholders | | | | | | K3 | | |
| 5 | Analyze the necessity of ecotourism in the present scenario | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **Environment- An Introduction** | | | **17 hours** | | | | |
| Environment- Definition, Concepts, Types- Living and Nonliving; Ecosystems-Types,  Components and Functions; Food Chain and Food Web. | | | | | | | | | |
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| **Unit:2** | | **Environment Pollution and Global Warming** | | | **17 hours** | | | | |
| Environmental Pollution with Special Reference to Tourism; Types of Pollutants; Types of Pollution and Effects of Pollution- Green House Effect; Ozone Depletion; Global Warming;  Acid Rain Etc. | | | | | | | | | |
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| **Unit:3** | | **Ecotourism** | | **17 hours** | | | | | |
| Ecotourism-Concepts, Objectives of Ecotourism; Characteristics of Ecotourism; Recent Developments and Trends Of Ecotourism; Ecotourism Planning and Development Strategies;  The Objectives of Ecotourism Year of 2002. | | | | | | | | | |
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| **Unit:4** | | **Restricted Areas** | | **17 hours** | | | | | |
| Ecotourism Resources and Activities in India; National Parks, Wild Life Sanctuaries, Tiger  Reserves, Biosphere Reserves, Wet Lands, Mangroves, Coral Reefs and Desert Ecosystem. | | | | | | | | | |
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| **Unit:5** | | **Ecotourism Planning** | | **20 hours** | | | | | |
| Eco-Tourism Planning and Development Strategies; Eco-Tourism Strategies with Special Reference to Environmental Protection (Environmental Impact Analysis) Product Development, Marketing and Promotion, Infrastructure Development; Eco-Tourism Organizations; – WTO,  International Eco- Tourism Society, UNDP, Eco-Tourism Organization in India. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | |
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|  | | **Total Lecture hours** | | **90 hours** | | | | | |

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| **Book(s) for Study** | |
| 1 | Ecotourism Policy and Planning- Fennel, D. A., USA: CABI Publishing |
| 2 | The Encyclopedia of Ecotourism- Weaver, D., London: CABI Publication |
|  |  |
|  | |
| **Book(s) for Reference** | |
| 1 | Environmental impacts of Ecotourism- Ralf Buckley, London: CABI. |
| 2 | Ecotourism and Sustainable Development: Who Owns Paradise? - Honey. Washington, DC: Island  Press. |
|  | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | [https://www.researchgate.net/publication/261641090\_The\_Concept\_of\_Ecotourism\_Evolut](https://www.researchgate.net/publication/261641090_The_Concept_of_Ecotourism_Evolution_and_Trends/link/5990a541458515b87b4ac28e/download)  [ion\_and\_Trends/link/5990a541458515b87b4ac28e/download](https://www.researchgate.net/publication/261641090_The_Concept_of_Ecotourism_Evolution_and_Trends/link/5990a541458515b87b4ac28e/download) |
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| Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com) | |

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



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| **Course code** | | **37A** | **FIELD VISIT** | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE – XVI** |  |  | **4** | | **3** |
| **Pre-requisite** | | | **Interest to Travel** | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | |
| The main objectives of this course are to:   1. Get practical exposure 2. Firsthand experience about destination 3. Develop itinerary preparation skills | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | |
| 1 | Develop itinerary | | | | | K1 | | |
| 2 | Anayse the destination through SWOC | | | | | K4 | | |
| 3 | Develop stakeholder’s relation | | | | | K3 | | |
| 4 | Assemble the components of tourism effectively | | | | | K6 | | |
| 5 | Prepare package tours | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | |

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| **Course code** | | **37B** | | **HEALTH AND WELLNESS** | | **L** | | **T** | | **P** | | **C** |
| **Core** | | | |  | | **1** | | - | | - | | **1** |
| **Pre-requisite** | | | |  | | **Syllabus Version** | | | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | | | |
| The main objective of this course is to   * Teaching the elements of physical, mental, emotional, social, intellectual, environmental well-being which are essential for overall development of an individual. * Addresses the dangers of substance abuse and online risks to promote emotional and mental health. | | | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | |
| 1 | To demonstrate proficiency in sports training and physical fitness practices. | | | | | | | | K2 | | | |
| 2 | To improve their mental and emotional well-being, fostering a positive outlook on health and life. | | | | | | | | K3 | | | |
| 3 | To develop competence and commitment as professionals in the field of health and wellness. | | | | | | | | K4 | | | |
| 4 | To create awareness on drug addiction and its ill effects. | | | | | | | | K4 | | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | |
| **Unit:1** | | **INTRODUCTION TO HOLISTIC WELL-BEING** | | | **3 hours** | | | | | | | |
| Introduction to Holistic Well-being- Wellness Wheel Exercise - Breaking Bad Habits | | | | | | | | | | | | |
| **Unit:2** | | **PHYSICAL WELL-BEING** | | | **3 hours** | | | | | | | |
| Physical Well-being- Fitness - Nutrition - Yoga - Meditation - Brain health - Heally lungs –  Hygiene and Grooming | | | | | | | | | | | | |
| **Unit:3** | | **EMOTIONAL WELL-BEING** | | | **2 hours** | | | | | | | |
| Emotional Well-being – Stress Management-Importance of saying ‘No’ for their Physical and  Mental well-being- Body Positivity and self-acceptance - Practicing Gratitude - Cultivating  Kindness and Compassion- Practicing Forgiveness- Celebrating Differences - Digital Detox. | | | | | | | | | | | | |
| **Unit:4** | | **INTELLECTUAL WELL-BEING** | | | **3 hours** | | | | | | | |
| Intellectual Well-being – Being a lifelong learner- Digital literacy - Transfer of Learning –  Environmental well-being- Mental well-being – Importance of self-reflection (Discussion) –  Meditation Practices. | | | | | | | | | | | | |
| **Unit:5** | | **DEVELOPING LIFE SKILLS** | | | **3 hours** | | | | | | | |
| Situational Awareness (Developing Life Skills) -Being Street Smart - General first aid procedure,  CPR procedure, Handling emergency situations like fire, flood etc.- Digital Awareness -  Understanding Addiction- Impact of substance abuse-Adverse health conditions, Social isolation,  ruined future, hidden financial loss and damaging the family reputation. | | | | | | | | | | | | |
| **Unit:6** | | | **CONTEMPORARY ISSUES** | | | | **1 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | | | |
|  | | **Total Lecture hours** | | | **15 hours** | | | | | | | |

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| **Text Book(s)** | |
| 1 | Park’s Text books of preventive and social medicine |
| 2 | Food and Nutrition by L. Swaminathan |
| **Reference Books** | |
| 1 | Dietics by Srilakshmi |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | https://www.youtube.com/watch?v=\_5F9yTs7Al0 |
| 2 | https://www.youtube.com/playlist?list=PLwdnzlV3ogoVhUuHDwFHzCj325BtEGZei |
| 3 | https://[www.edx.org/learn/healthcare](http://www.edx.org/learn/healthcare) |
| 4 | https://open.umn.edu/opentextbooks/textbooks/662 |
| Course Designed By: **Dr. Gandhimathi R and Dr. Selvajeyanthi S** | |

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

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



Fourth Semester



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| **Course code** | | | **43A** | **E-TOURISM** | | **L** | | **T** | | **P** | **C** |
| **Core** | | | | **CORE –XVII** | | **4** | |  | |  | **4** |
| **Pre-requisite** | | | | **Interest to Learn the Sync Between Technology and Tourism** | | **Syllabus Version** | | | **2025 -**  **2026** | | |
| **Course Objectives:** | | | | | | | | | | | |
| The main objectives of this course are to:   1. Learn about e-tourism 2. Understand the necessity of e-tourism 3. Understand the advantages of e-tourism | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | |
| 1 | | Know the meaning of e-tourism | | | | | | | | K1 | |
| 2 | | Associate the technology to present form of tourism | | | | | | | | K2 | |
| 3 | | Understand the role of e-marketing | | | | | | | | K2 | |
| 4 | | Learn the travel related software | | | | | | | | K1 | |
| 5 | | Learn the software used in hotels | | | | | | | | K1 | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | |
|  | | | | | | | | | | | |
| **Unit:1** | | | **Introduction To E-Tourism** | | | | **13 hours** | | | | |
| E-Tourism-Meaning; Development Of E-Tourism; E-Travel and Travel Portals; Significance of Travel Portals; Advantages and Disadvantages Of E-Tourism; Travel Portals in India;  Technologies for Data Processing and Communication- Hardware and Software. | | | | | | | | | | | |
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| **Unit:2** | | | **Role of Internet** | | | | **12 hours** | | | | |
| Internet and WWW; Web Designing; Tourism Websites; Email; Regulatory Frame Work;  Internet Economics- Using IT For Competitive Advantage. | | | | | | | | | | | |
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| **Unit:3** | | | **E-Commerce** | | **12 hours** | | | | | | |
| E-Commerce; Starting E-Business; E-Marketing of Tourism Products. | | | | | | | | | | | |
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| **Unit:4** | | | **CRS** | | **12 hours** | | | | | | |
| Usage of CRS – Galileo; Sabre; Amadeus; Apollo; Fantasia; And Various Function; E-  Ticketing. | | | | | | | | | | | |
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| **Unit:5** | | | **CRS in Hospitality** | | **9 hours** | | | | | | |
| Uses of Computer- Computer in Airlines; Contribution of SITA To Airlines; Computer in Hotels; Usage of CRS In Hotel Industry; Operational Usage Through Chain of Hotels;  Computer in Travel Agency – Videotex System, Services; Computer in Railways. | | | | | | | | | | | |
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| **Unit:6** | | | **Contemporary Issues** | | **2 hours** | | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | | |
|  | | | | | | | | | | | |
|  | | | **Total Lecture hours** | | **60 hours** | | | | | | |
| **Book(s) for Study** | | | | | | | | | | | |
| 1 | Tourism Information Technology- Sheldon, P. CABI. | | | | | | | | | | |
| 2 | Information Technology for Travel and Tourism- Inkpen, G., Longman | | | | | | | | | | |

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| **Book(s) for Reference** | |
| 1 | Tourism Information Technology**-** Pierre Benckendorff., Zheng Xiang., & Pauline Sheldon, CABI |
|  |  |
|  | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | file:///C:/Users/ADMIN/Downloads/23682-ArticleText-73052-1-10-20190419.pdf |
|  | |
| Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com) | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | S | M | S | M | S | S |
| **CO2** | M | S | S | S | S | S | S | M | S | S |
| **CO3** | S | S | S | M | M | S | M | S | S | S |
| **CO4** | S | S | M | S | S | S | S | S | S | S |
| CO5 | S | M | S | S | S | S | S | L | M | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | | **43B** | **HUMAN RESOURCES MANAGEMENT** | | **L** | | **T** | **P** | | **C** |
| **Core** | | | | **CORE – XVIII** | | **4** | |  |  | | **4** |
| **Pre-requisite** | | | | **Concepts of HRM** | | **Syllabus Version** | | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | | |
| The main objectives of this course are to:   1. Understand the functions of HRM 2. Know the need of HRM 3. Understand the HR planning | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | |
| 1 | | Understand the functions of HRM | | | | | | | K1 | | |
| 2 | | Classify recruitment methods | | | | | | | K2 | | |
| 3 | | Know the importance of training | | | | | | | K1 | | |
| 4 | | Estimate the benefits of workforce | | | | | | | K4 | | |
| 5 | | Formulate suitable strategies for managing human resources | | | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | |
|  | | | | | | | | | | | |
| **Unit:1** | | | **HRM-An Introduction** | | | | **13 hours** | | | | |
| Human Resources Management-Functions, Objectives; HRP-Human Resource Planning-  Objectives; Need for HRP on Tourism; Job Analysis. | | | | | | | | | | | |
|  | | | | | | | | | | | |
| **Unit:2** | | | **Selection and Recruitment** | | | | **12 hours** | | | | |
| Recruitment and Selection: Sources and Methods of Recruitment; E-Recruitment; Selection  Procedure-Tests and Interviews; Induction and Placement. | | | | | | | | | | | |
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| **Unit:3** | | | **Training and Career Development** | | **12 hours** | | | | | | |
| Training- Methods; Performance Appraisal; Career Development; Purposes and Types of Transfers; Types and Importance of Promotions. | | | | | | | | | | | |
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| **Unit:4** | | | **Employee Benefits** | | **12 hours** | | | | | | |
| Compensation to employees; Remuneration; Pay components; Incentives; Benefits. | | | | | | | | | | | |
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| **Unit:5** | | | **Morale and Conflict** | | **9 hours** | | | | | | |
| Employee Morale; Grievances; Managing Conflicts; Disciplinary Process; Collective  Bargaining; Labor Welfare; Trade Unions. | | | | | | | | | | | |
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| **Unit:6** | | | **Contemporary Issues** | | **2 hours** | | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | | |
|  | | | | | | | | | | | |
|  | | | **Total Lecture hours** | | **60 hours** | | | | | | |
| **Book(s) for Study** | | | | | | | | | | | |
| 1 | Personnel Management and Human Resources- Ratnam, V. R., & Srivatsava, B.K., New Delhi: Tata  McGraw Hill. | | | | | | | | | | |
| 2 | HRM- Mirza, S.S., New Delhi: TMH | | | | | | | | | | |
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| **Book(s) for Reference** | |
| 1 | Managing Human Resources: Productivity, Quality of Work Life, Profits- Wayne F. Cascio – Tata  Mcgraw Hill |
|  |  |
|  | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | file:///C:/Users/ADMIN/Downloads/Human\_Resource\_Management\_Practice\_Tourism\_an  d\_Hot.pdf |
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| Course Designed By: Prof. RAJESH KUMAR (bhmdirector@amceducation.in) | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | M | M | M | S | S | S |
| **CO2** | M | S | S | S | S | S | S | S | S | S |
| **CO3** | S | S | S | S | M | S | M | S | S | S |
| **CO4** | M | S | M | M | M | S | S | S | S | S |
| CO5 | S | S | S | M | M | S | S | S | L | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | | **43C** | **TOURISM POLICY, PLANNING AND DEVELOPMENT IN INDIA** | | **L** | **T** | **P** | | **C** |
| **Core** | | | | **CORE-XIX** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | | **Basic Understanding on The Importance of Policy and Planning** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | | |
| The main objectives of this course are to:   1. Understand the meaning and importance of policy 2. Know the meaning of tourism policy 3. Understand the significance of planning and development | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | |
| 1 | | Know the meaning of tourism policy | | | | | | K1 | | |
| 2 | | Analyse the objectives and strategies of tourism policy | | | | | | K4 | | |
| 3 | | Understand the planning process of tourism | | | | | | K1 | | |
| 4 | | Formulate sustainable tourism planning strategies | | | | | | K6 | | |
| 5 | | Understand budgetary planning | | | | | | K1 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | |
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| **Unit:1** | | | **Tourism Policy** | | | **12 hours** | | | | |
| Tourism Policy-Concept and Importance; Tourism Policy Making Bodies-WTO, Govt. Of India; Sargeant Committee Report and L.K. Jha. Committee Report. | | | | | | | | | | |
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| **Unit:2** | | | **National Tourism Policy** | | | **12 hours** | | | | |
| Objectives and Strategies of Various Tourism Policies and Plans; Tourism Policy of India-1982; National Tourism Policy 2002; Perspective Plan Of 1988; National Action Plan of Tourism  1992. | | | | | | | | | | |
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| **Unit:3** | | | **Tourism Planning** | | **12 hours** | | | | | |
| Tourism Planning- Concept, Objectives, Types; Tourism Master Plan; Tourism Planning Process- Techniques of Tourism Plan Formulation; Planning for Tourism Centres -Influencing  Factor; Sustainable Tourism Development. | | | | | | | | | | |
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| **Unit:4** | | | **Budgetary Allocations** | | **12 hours** | | | | | |
| Tourism Related Issues In Five-Year Plans In India- Allocations, Objectives And Strategies for  Tourism Sectors; Industry and Export Status; Tourism Circuits. | | | | | | | | | | |
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| **Unit:5** | | | **New Product Development** | | **10 hours** | | | | | |
| Tourism Development- Product Life Cycle; Launching A New Product; Image Building of  Destination. | | | | | | | | | | |
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| **Unit:6** | | | **Contemporary Issues** | | **2 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | | |
|  | | | | | | | | | | |
|  | | | **Total Lecture hours** | | **60 hours** | | | | | |
| **Book(s) for Study** | | | | | | | | | | |
| 1 | Tourism Planning: An integrated and Sustainable Approach - Inskeep E. | | | | | | | | | |

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

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



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| **Course code** | | **43D** | **ETHICAL CODES FOR TOURISM** | | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE-XX** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Basic Idea About Ethics and Its Necessity** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Know the meaning and importance of ethics 2. Understand the need of ethics in tourism 3. Know the advantages being ethical | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Know and describe the importance of ethics in tourism | | | | | | K1 | | |
| 2 | Know the ethical guidelines effectively | | | | | | K2 | | |
| 3 | Formulate the ethical norms | | | | | | K6 | | |
| 4 | Understand the global code of ethics | | | | | | K2 | | |
| 5 | Assess the role of national and international organizations in framing ethical  guidelines | | | | | | K5 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **Ethics-An Introduction** | | | **12 hours** | | | | |
| Ethics- Meaning, Importance, Types and Uses; Professional Ethics- Social Responsibility, Obligation and Ethical Concerns of Tourism Business; Present Scenario of the Tourism Industry-Social Evils and Economic Offences Taking Place in Tourism Sectors; Frauds and  Crimes Being Committed Against Tourist. | | | | | | | | | |
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| **Unit:2** | | **Global Code of Ethics for Tourism** | | | **12 hours** | | | | |
| The Role of WTO In Regulating Ethical Norms- Global Codes of Ethics for Tourism -Preamble and Ten Articles; Ethical and Social Responsibility of Tourists, Travel Agents, Tour Operator,  And Accommodation Sector. | | | | | | | | | |
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| **Unit:3** | | **Tourist Rights** | | **12 hours** | | | | | |
| Tourist Rights - Article 2 And 8 Of WTO Global Code of Ethics- Entry, Stay, Departure; Public Health; Safety and Security; Satisfaction; Tourists Bill of Rights- Manila Declaration; Standardization and Certification for Tourism Sustainability-ISO 14000; Sustainable and Responsible Tourism. | | | | | | | | | |
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| **Unit:4** | | **Conventions and Acts** | | **12 hours** | | | | | |
| Remedial Measures and Protection Against the Maladies- Conventions, And Their Relevance in Travel and Tourism Industry- Warsaw 1924; Chicago 1944; Brussels 1961; Athens 1974;  Helsinki 1976; Consumer Protection Act 1986. | | | | | | | | | |
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| **Unit:5** | | **Conservation Agencies** | | **10 hours** | | | | | |
| Necessity of Preserving Tourism Resources Like Cultural Heritages, Nature and Other Tourism Resources; Agencies Working for The Conservation of Tourism Resources- UNESCO, ASI, INTACH, IGNCA, ICCP, IUCN. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | |

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| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **60 hours** |
| **Book(s) for Study** | | | |
| 1 | WTO global code of tourism. | | |
| 2 | Codes of Ethics in Tourism: Practice, Theory, Synthesis- David, A. F., & David, M., Channel View  Publications | | |
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| **Book(s) for Reference** | | | |
| 1 | Tourism Ethics-David, A. F., Channel View Publications | | |
|  |  | | |
|  | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | <https://www.unwto.org/global-code-of-ethics-for-tourism> | | |
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| Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com) | | | |

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



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| **Course code** | | **4EA** | **ENTREPRENEURSHIP DEVELOPMENT IN TOURISM** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | **GROUP-A ELECTIVE – IV (PAPER-XXI)** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Meaning of Entrepreneurship** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Develop entrepreneurial interest within the learners 2. Learn the types of entrepreneurial ventures 3. Develop tourism ventures | | | | | | | | | |
|  | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Understand the significant inputs of entrepreneurship | | | | | | K1 | | |
| 2 | Identify the involved process of entrepreneurial venture | | | | | | K2 | | |
| 3 | Analyse the market feasibility | | | | | | K4 | | |
| 4 | Setup a tourism venture | | | | | | K3 | | |
| 5 | Correlate various management functions | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
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| **Unit:1** | | **Entrepreneur – An Introduction** | | | **12 hours** | | | | |
| Entrepreneur- Meaning, Types, Qualities, Function; Entrepreneurship – Characteristics, Importance; Role of Entrepreneur in National Development. | | | | | | | | | |
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| **Unit:2** | | **Business Ideas** | | | **12 hours** | | | | |
| Business Ideas- Sources; Methods of Business Ideas Generation; Identification of Opportunities;  Analysis of Opportunities. | | | | | | | | | |
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| **Unit:3** | | **Feasibility Study** | | **12 hours** | | | | | |
| Marketing Feasibility- New Destination and Tourism Services Development; Destination and Tourism Services Life Cycle; Financial Feasibility for Developing and Launching a New Tourism Products and Services; Sources of Finance; Financial Assistance and Loans Available  From Financial Institutions. | | | | | | | | | |
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| **Unit:4** | | **Setting Up a Travel Agency** | | **12 hours** | | | | | |
| Location and Other Feasibilities- Factors for the Selection of Site for Setting a Travel Agency or Hotel; Points to be Considered for the Building of Travel Agency or Hotel; Choice of  Technology for the Tourism Sector. | | | | | | | | | |
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| **Unit:5** | | **Establishing a Tourism Enterprise** | | **10 hours** | | | | | |
| Establishing a Tourism Enterprise- Steps, Procedures, License, Registration, Etc. Scope for Becoming an Entrepreneur in Tourism; Role of Govt. Agencies and Financial Institutions in Promotion of Entrepreneur in Tourism- SSI. DIC, TIDCO, TFCI. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | |
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|  | | **Total Lecture hours** | | **60 hours** | | | | | |

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| **Book(s) for Study** | |
| 1 | Entrepreneurship Development- Vasant Desai, New Delhi: Himalaya Publishing |
| 2 | Innovation & Entrepreneurship- Drucker, P.F., New York: Harper & Row. |
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| **Book(s) for Reference** | |
| 1 | Entrepreneurship- Kuratko, D.F. & Hodgets, R.M. New York: Harcourt College Publishers |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | <https://shodhganga.inflibnet.ac.in/bitstream/10603/89272/11/11chapter%202.pdf> |
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| Course Designed By: Mr. K. CHANDRAN (md@emperortraveline.com) AND Mr. J. DEEPAK  (deepak.deepu5@gmail.com) | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **Cos** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | M | M | M | M | S | S |
| **CO2** | S | S | ,M | S | S | S | S | S | S | S |
| **CO3** | S | S | S | S | S | M | S | S | M | S |
| **CO4** | S | S | M | S | S | S | S | S | M | S |
| CO5 | S | S | S | S | S | S | S | S | L | S |
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\*S-Strong; M-Medium; L-Low



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| **Course code** | | **4EA** | **TOURISM RESEARCH METHODS** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | **GROUP-B ELECTIVE – IV (PAPER-XXI)** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Basic Understanding on Research, Data, And Its Need** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Understand the importance of tourism research 2. Learn the methods of carrying out tourism research 3. Aware of research techniques | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Describe the meaning of research | | | | | | K1 | | |
| 2 | Understand the need of tourism research | | | | | | K2 | | |
| 3 | Apply advanced techniques in tourism research | | | | | | K3 | | |
| 4 | Classify the qualitative and quantitative techniques | | | | | | K2 | | |
| 5 | Compile various resources for making report | | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **Introduction to Research** | | | **12 hours** | | | | |
| Introduction to Research - Nature, Scope, And Purposes of Tourism Research; Research Ethics and Values; Historical Developments and The Current Debates in Tourism Research; Steps in Research Process; Overview of Research Design; Specific Problems Encountered by Tourism  Researchers In India. | | | | | | | | | |
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| **Unit:2** | | **Research Problem** | | | **12 hours** | | | | |
| Identifying Research Problems; Management Problems and Their Translation into Research Problems; Review of Literature; Sources of Secondary Data for Tourism; Tourism Management  Information; Surveys and Sampling; Questionnaire Design and Execution. | | | | | | | | | |
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| **Unit:3** | | **Quantitative Techniques** | | **12 hours** | | | | | |
| Quantitative Techniques; Measures of Central Tendency and Dispersion; Time Series Analysis; Correlation and Regression Analysis; Normal Distribution Statistical Testing of Hypotheses; Parametric and Non-Parametric Techniques; Multivariate Analytical Techniques; Quantitative Techniques in Decision Support; PERT-CPM; Introduction to Game Theory; Use of Software in  Data Analysis. | | | | | | | | | |
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| **Unit:4** | | **Qualitative Techniques** | | **12 hours** | | | | | |
| Qualitative Techniques; Case Study Method; Experimentation; Depth Interviews; Participant Observation; Ethnographic Fieldwork; Preparing Field Notes; Focus Group Technique;  Projective Techniques; Content Analysis; Historical Analysis in Qualitative Tradition. | | | | | | | | | |
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| **Unit:5** | | **Report Writing** | | **10 hours** | | | | | |
| Data Presentation; Communicating the Research Findings; Written and Oral Presentation;  Report Writing Tips; Scientific Writing Styles; Structure of Research Proposal; Tips on Writing Proposals for Committees or External Funding. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | |

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| Expert lectures, online seminars – webinars | | | |
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|  | | **Total Lecture hours** | **60 hours** |
| **Book(s) for Study** | | | |
| 1 | Market Research in Travel & Tourism- Brunt, P., UK: Butterworth Heinemann | | |
| 2 | Researching and Writing Dissertations in Hospitality and Tourism- Clark, M.,Riley, M., Wilkie,E. &  Wood, R.C. UK: ITBP. | | |
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| **Book(s) for Reference** | | | |
| 1 | Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers - Ritchie,  J.R.B. and Goeldner, C.R., UK: Wiley. | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | |
| 1 | file:///C:/Users/ADMIN/Downloads/RESEARCH\_METHODS\_IN\_TOURISM.pdf | | |
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| Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com) | | | |

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



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| **Course code** | | **4EA** | **EMERGING ISSUES IN TOURISM** | | **L** | **T** | **P** | | **C** |
| **Elective** | | | **GROUP-C ELECTIVE-IV (PAPER-XXI)** | | **4** |  |  | | **4** |
| **Pre-requisite** | | | **Follow-up of issues related to tourism** | | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. Understand the issues related to tourism sector 2. Analyse the impacts experienced by tourism sector 3. Exercise plan to overcome the issues | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | Learn the ongoing issues and its effect in tourism sector | | | | | | K1 | | |
| 2 | Identify solutions for the issues | | | | | | K2 | | |
| 3 | Apply technology in addressing the problem | | | | | | K3 | | |
| 4 | Understand and analyse various solutions | | | | | | K4 | | |
| 5 | Propose a suitable solution | | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | |
|  | | | | | | | | | |
| **Unit:1** | | **Ongoing Trends in Tourism Sector** | | | **12 hours** | | | | |
| Recent Trends and Practices in Tourism Traffic in India; Emerging New Forms of Tourism in India- Eco Tourism; Agricultural and Rural Tourism; Adventure Tourism; Wild Life Tourism; Medical Tourism and Business Travel; The Declining Market for Cultural Tourism Products in  India. | | | | | | | | | |
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| **Unit:2** | | **Issues of Tourism** | | | **12 hours** | | | | |
| Prospects of The Introduction of Euro in The Tourism-Economic Crisis and Depression and Its Impact on Tourism; Terrorism and Tourism – An Overview of Unrest; Safety and Security  Issues in Tourism. | | | | | | | | | |
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| **Unit:3** | | **E-Tourism** | | **12 hours** | | | | | |
| Introduction of Technologies; E-Tourism, Tour Net, Travel Portal; E-Commerce and Tourism –  Effects Of Business Travel And MICE | | | | | | | | | |
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| **Unit:4** | | **Tax Structures for Travel Business** | | **12 hours** | | | | | |
| Current Initiatives in Indian Tourism; Taxes and Tourism -Impact of Tourism; Direct and  Indirect Taxes for Tour Services, Airport Taxes, Luxury Tax. | | | | | | | | | |
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| **Unit:5** | | **Reviewing of Policy** | | **10 hours** | | | | | |
| Reasons for Not Achieving the Target and Objectives of Various Tourism Policies and Plans of India; Obsolete Strategy in Product Development and Marketing; Shortage of Rooms; Shortage  of Air Seats; Higher Price; Higher Taxes; Lack of Trained Manpower, Travel Documentation Formalities etc. | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | |
| Expert lectures, online seminars – webinars | | | | | | | | | |
|  | | | | | | | | | |
|  | | **Total Lecture hours** | | **60 hours** | | | | | |

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| **Book(s) for Study** | |
| 1 | Lonely Planet News letter |
| 2 | Global Tourism: Challenges and Development-Thakur, M., Omega Publications. |
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| **Book(s) for Reference** | |
| 1 | Current Issues in Hospitality and Tourism: Research and Innovations-A. Zainal, S.M. Radzi, R.  Hashim, C.T. & Chik, R. Abu., CRC Press. |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | [https://www.oecd-ilibrary.org/docserver/tour-2010-4-](https://www.oecd-ilibrary.org/docserver/tour-2010-4-en.pdf?expires=1596398121&id=id&accname=guest&checksum=5DB8FDBDA2668F525E49706416D1E2BC) [en.pdf?expires=1596398121&id=id&accname=guest&checksum=5DB8FDBDA2668F525](https://www.oecd-ilibrary.org/docserver/tour-2010-4-en.pdf?expires=1596398121&id=id&accname=guest&checksum=5DB8FDBDA2668F525E49706416D1E2BC)  [E49706416D1E2BC](https://www.oecd-ilibrary.org/docserver/tour-2010-4-en.pdf?expires=1596398121&id=id&accname=guest&checksum=5DB8FDBDA2668F525E49706416D1E2BC) |
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| Course Designed By: A.SURESH BABU (sureshbabu1510@gmail.com) | |

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



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| **Course code** | | **47A** | **PROJECT AND VIVA VOCE** | **L** | **T** | **P** | | **C** |
| **Core** | | | **CORE- XXII** |  |  | **6** | | **6** |
| **Pre-requisite** | | | **Understanding on Research Methods** | **Syllabus Version** | | | **2025 -**  **2026** | |
| **Course Objectives:** | | | | | | | | |
| The main objectives of this course are to:   1. Understand the existing scenario 2. Address the issues with suitable solutions 3. Learn new things | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | |
| 1 | Understand the methods of doing research | | | | | K2 | | |
| 2 | Describe the existing problem | | | | | K1 | | |
| 3 | Analyse the problem | | | | | K3 | | |
| 4 | Correlate policy with the issues | | | | | K4 | | |
| 5 | Design a solution | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | |
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Annexure

# M. A. TOURISM &TRAVEL MANAGEMENT

**Syllabus**

# (With effect from 2025-26 & onwards)

**Program Code:31U**



# DEPARTMENT OF TOURISM &TRAVEL MANAGEMENT

**(Affiliated Colleges)**

# Bharathiar University

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

# Coimbatore 641 046, INDIA

**BHARATHIAR UNIVERSITY: COIMBATORE 641046 DEPARTMENT OF TOURISM &TRAVEL MANAGEMENT**

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

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

**Program**: M.A. Tourism & Travel Management

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

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

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