

M. A. Tourism & Travel Management

Syllabus

AFFILIATED COLLEGES

Program Code: 31U

2021 – 2022 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 1047)

Coimbatore - 641 046, Tamil Nadu, India

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



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



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



BHARATHIAR UNIVERSITY: COIMBATORE 641046

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

(For the students admitted during the academic year 2021– 22 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
13A	Course - I Principles of Tourism	4	6		50	50	100
13B	Course - II Cultural Heritage of India	4	6		50	50	100
13C	Course - III Tourism Resources of India	4	6		50	50	100
13D	Course - IV Tourism Geography	4	6		50	50	100
1EA	Course - V Elective - I	4	6		50	50	100
Total		20					500
SECOND SEMESTER							
23A	Course - VI Travel Agency and Tour Operations Business.	4	6		50	50	100
23B	Course - VII Transports for Tourism	4	6		50	50	100
23C	Course - VIII Tourism Products of Tamil Nadu	4	6		50	50	100
23D	Course - IX Hospitality Management	4	6		50	50	100
2EA	Course - X Elective - II	4	6		50	50	100
Total		20					500
THIRD SEMESTER							
33A	Course - XI Sustainable Tourism Development	4	6		50	50	100
33B	Course - XII Air Fares and Ticketing	4	6		50	50	100
33C	Course - XIII Research Methodology	4	6		50	50	100
33D	Course - XIV World Tourism Panorama	4	6		50	50	100
3EA	Course - XV Elective - III	4	6		50	50	100

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

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

@ Includes 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)

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

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



First Semester

Course code	13A	PRINCIPLES OF TOURISM	L	T	P	C
Core	CORE –I		4			4
Pre-requisite	Understand Basic Tourism Concepts		Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Know the basic concepts and importance of tourism 2. Understand various types of tourism 3. Familiarize the various organization's role on the tourism development 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of tourism					K1
2	Identify different types of tourism					K2
3	Distinguish different types of tourism and its role					K3
4	Familiarize the various impacts of tourism					K4
5	Understand various leading tourism organizations' role on the promotion of tourism					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Basics of Tourism				15 hours	
Tourism - Definition, Meaning, and Characteristics; Types of Tourism; Tourists; Types of Tourists; Emerging Trends in Tourism- Ecotourism, Adventure Tourism, Rural Tourism, Aqua Tourism etc.; Components of Tourism and their Linkages.						
Unit:2	Evolution of Travel				15 hours	
Development of Travel and Tourism Through the Ages - Purposes for Travel During the Past, Travelers, Travel Accounts, Transports, Highways, Etc.; Factors Responsible for The Growth of Mass Tourism - Spas, Organized Travels, Paid Holidays Etc.; The Grand Tour.						
Unit:3	Measurement of Tourism				20 hours	
Motivation for The Travel; Deterrents of Tourism; Measurement of Tourism; Need for Tourism Statistics; Types of Tourism Statistics; TSA-Tourism Satellite Accounts-Methods and Problems; Emerging Trends in Tourism Traffic in India.						
Unit:4	Impacts of Tourism				20 hours	
Impacts of Tourism - Socio-Economic - Positive and Negative; Tourism Expenditure; Tourism Multipliers – Income and Employment; Manila Declaration; STD- Sustainable Tourism Development; Tourism - The World's Peace Industry. Touch Less Travel –Pre And Post-COVID-19 Impacts.						
Unit:5	Tourism Organisation and Association				13 hours	
Tourism Organizations – Objectives and Functions; WTO, IATA, PATA, WTTC, ICAO, MOT, DOT, ITDC, and TTDC. Role of UNWTO during the Pandemic Period.						
Unit:6					02 hours	
Expert lectures, online seminars – webinars						

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

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

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

Course code	13B	CULTURAL HERITAGE OF INDIA	L	T	P	C
Core	CORE-II		4			4
Pre-requisite	Basic Information About Indian Culture and Heritage		Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Enable the students to be familiar with historical and cultural background of India. 2. Understand the chronological order based various civilizations emerged in India 3. Learn and visualize various dynasty's and rulers of early India 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the inter-relationship between culture and heritage of India					K1
2	Recollect the various civilizations and its contribution to human civilization in India					K2
3	Understand various kingships and dynasties of India					K3
4	Familiarize various rulers and their contributions to culture art and architecture over the period of years					K4
5	Distinguish various inter-collaborative art and cultural history of India					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Indian Culture				15 hours	
Culture - Meaning; Indian Culture - Meaning and Constituents; Salient Features of Indian Culture -Unity in Diversity; The Importance of Indian Cultural Heritage for Tourism; Outline of The Historical Evolution of Indian Culture.						
Unit:2	Legacy of Different Dynasties- I				20 hours	
Cultural heritage of Harappa, Vedic and Sangam period; The contribution of Buddhism and Jainism to Indian Cultural Heritage; The Mauryan Contributions to Culture - Art and Architecture.						
Unit:3	Legacy of Different Dynasties - II				20 hours	
The legacy of Indo-Greeks, Sungas and Satavahanas; The Cultural Heritage of Gupta's and Harsha's; Ancient Centres of Learning; The Contributions of Chandellas and other Kingdoms.						
Unit:4	Legacy of Different Dynasties - III				20 hours	
The Contributions of Chalukyas, Pallavas, Pandiyas, Rastrakutas, the Cholas and Pandiyas, Nayaks, Hoysalas and Vijayanagar Kingdoms to Cultural Heritage.						
Unit:5	Legacy of Different Dynasties - IV				13 hours	
The Contributions of the Delhi Sultanate and the Mughals; Indo-Islamic culture; The Importance of Bhakti Movement; The Contributions of West to Indian Cultural Heritage.						
Unit:6					02 hours	
Expert lectures, online seminars – webinars						
					Total Lecture hours	
					90 hours	
Book(s) for Study						

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

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

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



Course code	13C	TOURISM RESOURCES OF INDIA	L	T	P	C
Core	CORE-III		4			4
Pre-requisite	Knowledge about Major and Minor Tourism Recourses of India		Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Know the tourism resources of India and their tourism potentiality. 2. Gain the knowledge about Historical and Archaeological Attractions in North India 3. Inculcate various other tourism attractions of India 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the origin of India's unique tourism importance					K1
2	Obtain information on archeological, historical and cultural tourism attractions in North India					K3
3	Familiarize with natural tourism attractions of India					K4
4	Learn various dynasties and their contributions to the cultural tourism of India					K5
5	Distinguish between man-made and natural attractions in India					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Tourism Resources in India				15 hours	
Tourism Resources – Concept, Types - Natural and Manmade, And Characteristics; Classification and Location of Tourism Resources of India - Eastern, Western, Northern and Southern; India – A Tourist Paradise; Important Tourism Circuits; Unique Features of Tourism Resources of India.						
Unit:2	Tourism Resources of Northern India				15 hours	
Archaeological Sites In North India And Other Parts Of India; A Case Study Of Indus Sites; Museums – Types Of Museums; Functions Of Museums; Museums In India; Important Art Galleries In India; Historical Monuments And Their Types – Region wise; Important Pillars, Forts And Palaces; World Heritage Sites In India; Hampi; Taj Mahal, Khajuraho Temples, Ajanta And Ellora.						
Unit:3	Physical Tourism Resources of India				20 hours	
Natural Tourism Resources - Beaches in East and West Coast; Goa, Juhu; Tourism Importance and Potentiality of Islands; Back Waters, Rivers and Lakes; Snake Boat Race, And Boat Houses. Tourism Importance of Forests and Deserts; Botanical Garden; Bio- Spheres; Mangrove Forests, Sunderbans; National Parks And Wild Life Sanctuaries; Water Falls; Hill Stations - Northern, Southern, Eastern, And Western India; Tourism Promotional Fairs and Festivals.						
Unit:4	Cultural Tourism Resources of India				20 hours	
Cultural Tourism Resources of India; Styles of Temple Architecture; Development and Features of Temple Architecture – Hindu - Cave Temples, Monolithic Temples, Structural Temples; Different Parts of Hindu Temples; Buddhist - Chaityas, Viharas, Stupas; And Islamic Mosques.						
Unit:5	Man-Made Tourism Resources of India				18 hours	

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

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

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

Course code	13D	TOURISM GEOGRAPHY	L	T	P	C
Core		CORE –IV	4			4
Pre-requisite		Understanding the Relationship Between Geography and Tourism	Syllabus Version			2020-21
Course Objectives:						
The main objectives of this course are to:						
1. Understand the applications of geography to tourism.						
2. Inculcate the basic concepts of map reading and various time calculation techniques						
3. Understand the IATA Traffic conference and Aviation Geography						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recollect the map reading and geographical distributions					K1
2	Remember the physical geography of the World					K2
3	Familiarize the International Time calculation					K3
4	Internalized the aviation geography and IATA traffic conferences					K4
5	Disseminate the emerging tourism movements around the World					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Global Geography					15 hours
Meaning and Types of Geography; Maps and Its Uses; Maps - Circuits and Tourism Centers; Geographical Components of Tourism; Importance of Geography in Tourism; Important Geographical Regions - Hemisphere, Continents.						
Unit:2	Physical Geography the World					15 hours
Physical and Political Geography – Major Continents of The World - America, Asia, Australia, Africa And Europe; Tourism Importance of Weather and Climate.						
Unit:3	Time Zones					20 hours
Latitudes and Longitudes; International Dateline; Time Zones; Calculation of Time; GMT Variation and Their Relevance and Importance in Travel and Tourism Sector.						
Unit:4	Aviation Geography and Its Uses					20 hours
Aviation Geography and Its Uses; IATA Traffic Conference Areas, Sub Areas and Sub Regions; IATA Three Letter Codes and Airline Codes.						
Unit:5	Natural Calamities Affecting Travel					18 hours
Geographical Factors Affecting Global and Regional Tourism Movements; Natural Calamities; Diseases, Etc.; Impact of Weather and Climate in Tourism Sector; Emerging Trends in Global Tourist Movements.						
Unit:6						02 hours
Expert lectures, online seminars – webinars						
					Total Lecture hours	90 hours
Book(s) for Study						

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

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

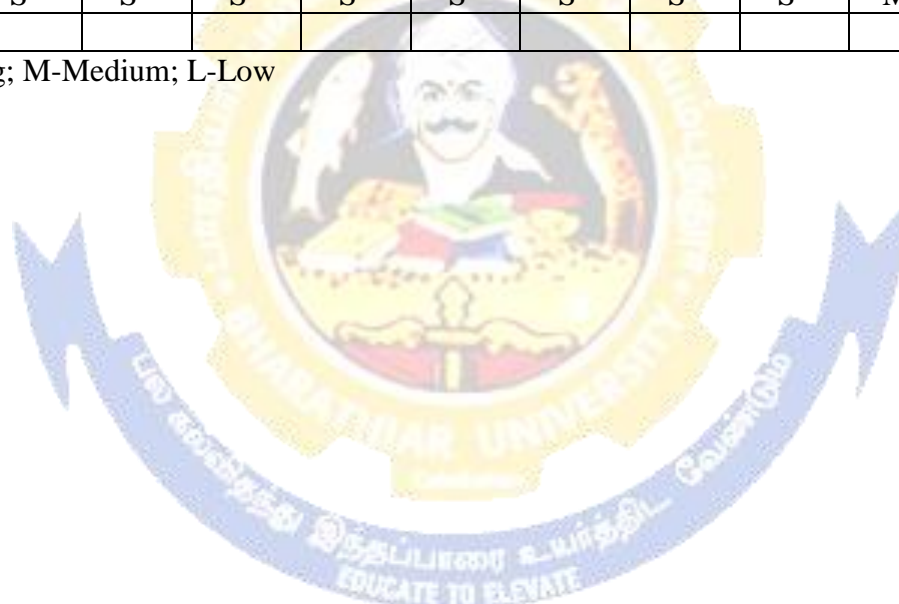
*S-Strong; M-Medium; L-Low

Course code	IEA	PRINCIPLES OF MANAGEMENT	L	T	P	C
Elective		GROUP –A ELECTIVE PAPER–I (PAPER-V)	4			4
Pre-requisite		Elementary Understanding on Tourism Management and Administration	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the elementary management concept necessary for tourism administration. 2. Able to recollect the various theories and functions of Management 3. Observe the various managerial skills required to manager 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1		Remember the various schools of management thoughts				K1
2		Familiarize various functions of management				K3
3		Understand the process of Management				K4
4		Able to Distinguish between various functions of the management				K5
5		Gain the basic knowledge about accounting and financial management				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		Theories of Management				15 hours
Management - Meaning, Importance, Levels, Management Skills; Development of Management Thought; Contributions Of Henry Fayol And FW Taylor.						
Unit:2		Functions of Management				15 hours
Functions of Management; Planning- Importance, Types, Process, MBO; Organization Type and Structure.						
Unit:3		Staffing, Directing and Controlling				20 hours
Overview of Staffing, Recruitment and Selection; Directing; Communication-Types, Barriers; Controlling – Methods and Techniques. Pre And Post Covid-19 Impact on Recruitment- Issues and Challenges.						
Unit:4		Motivation and Leadership				20 hours
Motivation-Importance and Theories; Leadership –Theories, Styles and Qualities.						
Unit:5		Accounting and Financial Management				18 hours
Accounting-Nature, Purpose, And Concepts; Journal Ledger and Trial Balance; Profit and Loss Account and Balance Sheet; Travel Agency Accounting-Uses and Users of Accounting Information; Financial Management-Objectives and Functions.						
Unit:6						02 hours
Expert lectures, online seminars – webinars						
		Total Lecture hours				90 hours
Book(s) for Study						
1		Essentials of Management: An International Perspective- Koontz, H., & Weihrich, H. New Delhi: McGraw Hill.				

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

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

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



Course code	IEA	MICE	L	T	P	C
Elective		GROUP –B ELECTIVE-I (PAPER-V)	4			4
Pre-requisite		Basic Understanding of MICE Industry	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
1. Understand and tap the emerging market potentiality of the MICE.						
2. Analyse the various components in MICE						
3. Learn various organisations role on MICE tourism development in India						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the basic structure the MICE industry					K2
2	Remember the MICE industry types and characteristics					K3
3	Familiarize the various originations role on MICE development in India					K4
4	Distinguish the role of travel agencies and tour operators in the field of MICE					K5
5	Recollect the role of modern technology in MICE development					K1
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to MICE					15 hours
Introduction To MICE; Evolution of MICE Industry - Components Of MICE; Economic and Social Significance Of MICE; Introduction to Professional Meeting Planning- Definition, Types and Roles – Associate, Corporate, Independent, TA’s And TO’s; Convention Visitor Bureaus – Functions, Structure and Funding Sources.						
Unit:2	MICE - Types and Characteristics					15 hours
MICE Market- Association and Corporate Meeting, Its Characteristics and Differences; Process of Meeting Management – Permeating, During the Meeting and Post Meeting Techniques); Role of Travel Agency in Management of Conferences, Pre-And-Post Conference Tours; Evaluation of Events And Its Importance.						
Unit:3	MICE in Indian Context					20 hours
Conference Venues- Concept, Facility Check-In and Check-Out Procedures, Requirements; Room Lay-Outs, F & B Planning for Conference- Convention Manager, Inter-Related Venues, Project Planning and Development; Introduction to Conference Facilities in India; Role and Functions of ICPB and ICCA.						
Unit:4	Trade Shows and Exhibitions					20 hours
Trade Shows and Exhibitions - Types of Shows, Benefits of Exhibitions, Participant Decision Making Process- Contract Negotiations – Principles, Negotiation with Hotels, Airlines and Ground Handler; Development of Events Sales and Marketing Plan. Impact of Covid-19 On MICE Industry.						
Unit:5	Contemporary Technology used in MICE					18 hours
Latest Meeting Technologies; Video Conferencing and Information Communication Technology; Factors Including Information Communication Technology Affecting Future Of						

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

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

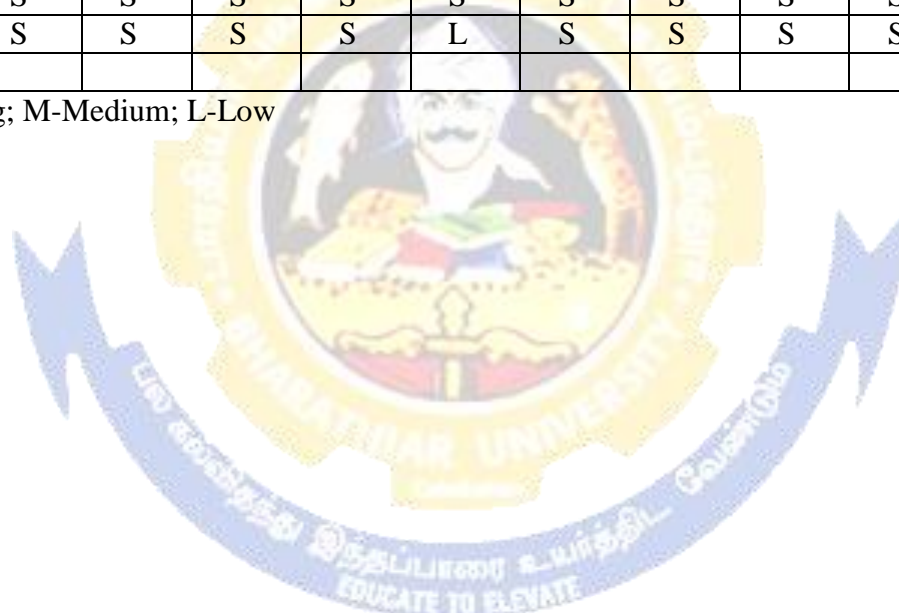
*S-Strong; M-Medium; L-Low

Course code	IEA	CULTURAL TOURISM	L	T	P	C
Elective		GROUP –C ELECTIVE– I (PAPER-V)	4			4
Pre-requisite		Familiarize the Interrelationship between Culture and Tourism	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the importance of cultural tourism of India 2. Know the uniqueness of the Indian cultural aspects of tourism 3. Familiarize the role of motivation in promotion of tourism 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the interrelationship between culture and tourism					K1
2	Gain the knowledge on the various festivals celebrated across the India					K2
3	Distinguish between impacts of tourism					K5
4	Familiarize the motivational concept of tourism					K3
5	Internalize the cultural aspect of tourism in India					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Culture and Tourism					15 hours
Tourist Host Interrelationship; Social and Cultural Disparities; Cultural Determinants of Tourism.						
Unit:2	Tourism and Moral Conduct					15 hours
Tourism and Moral Conduct; Role of Women to Tourism; Tourism and Cultural Change; Effects on Culture; Tourism and Material Form of Culture and Nonmaterial Forms of Culture.						
Unit:3	Tourism Festivals of India					20 hours
Tourism Festivals of India; Their Organization and Impact Assessment of Tourists; Pilgrimage and Tourism; Interrelationship; Pilgrimage Tourism Case Studies- Palani, Tirupathy, Sabarimala.						
Unit:4	Ethnic Tourism					20 hours
Ethnic Tourism Concept; Positive and Negative Impact; History- Its Use and Misuse In Tourism						
Unit:5	Promotion of Tourism					18 hours
Role of Images and Motivation in Promotion of Tourism; Spatial Planning for Cultural Tourism and Infrastructural Determinants; Visitor Management at Indian Cultural Sites; Indian Cultural Ambassadors- Artistes, Musicians, And Dancers						
Unit:6						02 hours
Expert lectures, online seminars – webinars						
Total Lecture hours					90 hours	
Book(s) for Study						
1	Cultural Tourism in India: Museums, Monuments &Arts: Theory and Practice- Gupta, S.P., New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.					

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

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

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





**Second
Semester**

Course code	23A	TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS	L	T	P	C
Core	CORE-VI		4			4
Pre-requisite	Information on Travel Agency and Tour Operator Functions		Syllabus Version	2020-21		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the significance of travel agency and tour operation business 2. Know the current trends and practices in the tourism and travel trade sector 3. Develop adequate knowledge and skills applicable to travel industry 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know evolution of travel agency business in the world					K1
2	Understand the difference between tour operator and travel agents					K2
3	Distinguish between different types of travel agents and tour operators					K3
4	Familiarize the Package for FIT, GIT and FAM tour					K4
5	Find various business opportunities in travel and tour sector					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Travel Agency				15 hours	
Travel Agency - Meaning, Origin and Development; Thomas Cook's Contributions, American Express; Types of Travel Agency.						
Unit:2	Structure of Travel Agency				15 hours	
Procedures to Set Up A Travel Agency; Organization of Travel Agency - Departments; Functions of Travel Agency; Sources of Income; Distribution Channels.						
Unit:3	Tour Operators				20 hours	
Tour Operator- Meaning and Types; Regulations and Procedures to Set Up A Tour Operator Firm; Functions of Tour Operator Firm; Preparation of Tour Itinerary; FIT, GIT; Types of Tour Packages - Product Oriented, Adventure Oriented, Special Interest Tour - Merits and Demerits- Covid-19 Impact on The Travel Industry.						
Unit:4	Tourist Guides and their Role				20 hours	
Tourist Guide; Types; Qualities; Functions; Training and Income; Travel Formalities - Passport, VISA and Its Types, Health and Currency Formalities.						
Unit:5	Tourism Organisations				18 hours	
Organizations Promoting Travel and Tour Operations Business - ASTA; UFTAA; WATA; TAAI; IATO; FHRAI.						

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Book(s) for Study		
1	Management of Travel Agency and Tour Operation- Chand. M., New Delhi: Anmol.	
2	Tourist Guide and Tour Operation: Planning & Organising- Jagmohan Negi, New Delhi: Kanishka Publishers.	
Book(s) for Reference		
1	The Business of Travel Agency and Tour Operations Management- Bhatia, A.K., New Delhi: Sterling Publishers (P) Ltd.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://www.pondiuni.edu.in/sites/default/files/travel-agency-op-mgt-260214.pdf	
Course Designed By: Mr. K. CHANDRAN (md@emperortraveline.com) AND Mr. J. DEEPAK (deepak.deepu5@gmail.com)		

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

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

Course code	23B	TRANSPORTS FOR TOURISM	L	T	P	C
Core	CORE-VII		4			4
Pre-requisite	Fundamental Information about Various Transport Systems		Syllabus Version	2020-21		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Remember the origin and development of transport system 2. Gain the knowledge about various modes of transportation and its usages 3. Familiarize the India's famous tourist train and its role on tourism developments 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the genesis of transport system origin and its development					K1
2	Able to distinguish between different types transport systems and its roles					K2
3	Familiarize the various luxuries tourist trains and its role and contribution to national tourism					K3
4	Find different types of Airline and terminologies					K4
5	Know the role of water transport system and its types					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Transport System				15 hours	
Transports -Meaning; Modes of Travel; Means of Transports; Types of Transports; Importance of Transports in Tourism. Effect of Covid-19 On Transport Sector- Tricks and Tips to Overcome and Handle This Pandemic Situation.						
Unit:2	Surface Transport				15 hours	
Surface Transport - The Development of Automobiles, Car, Coaches, Recreation Vehicles, Etc. And Their Tourism Importance.						
Unit:3	Railways				20 hours	
Origin and Development of Railways; Major Railway Systems- British Rail, Euro Rail, Amtrak; Indian Railways and its Operations; Trains of Tourism Importance - Palace on Wheels, Royal Orient, Toy Trains, World Heritage Trains, Trams, Metro, Taj Express, Shatabdi, Superfast Etc.; Role Of Railways In Tourism Promotion - Promotional Fares, INDRAIL Pass.						
Unit:4	Water Transports System				20 hours	
Water Transports - Liners and Cruises, Queen Mary -II, Amet, Boat Houses, Hovercrafts, Hydrofoils, Etc.; Tourism Potentialities and Activities of Water Transports.						
Unit:5	Air Transport System				18 hours	
Airlines-Scheduled and Charter and Its Types; Advantages of Charters; Nine Freedoms of The Air; Major Airlines of The World; Development of Civil Aviation in India; Nationalization of						

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

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

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

Course code	23C	TOURISM PRODUCTS OF TAMIL NADU	L	T	P	C
Core		CORE-VIII	4			4
Pre-requisite		Knowledge of Tourism Destination of Tamil Nadu	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Study the vast tourism resources of Tamil Nadu 2. Enable the students to understand the nature and importance of regional tourism potentiality. 3. Identify and manage emerging tourist destinations in Tamilnadu 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the physical geography of Tamil Nadu					K1
2	Familiarize various tourism products in Tamil Nadu					K2
3	Distinguish between manmade and natural tourism attractions in Tamil Nadu					K3
4	Internalize the role of department of tourism, Govt. of TN for tourism promotion					K4
5	Understand the recent strategies announced by the TN govt. for the tourism promotion.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Tamil Nadu- An Overview					15 hours
Geographical Locations of Tamil Nadu; Race, Language and Rulers of Tamil Nadu; Socio-Cultural Tourism Resources – Historical Monuments; Architectural Features Of – Mahabalipuram, Chola Triangle –Tanjore, Gangaikondacholapuram And Darasuram; Madurai; Chidambaram; Srirangam; Palaces, Forts; Museums; Galleries, Etc..						
Unit:2	Pilgrim Centers of Tamil Nadu					15 hours
Pilgrim Centers- Temples-Divyadesams; Padal Petra Sthalas; Arupadaiveedugal; Navagrga Temples; Panchabhuta Temples; Sri Rangam; Amman Shrines; Mahamaham; Nagore; Velankanni; Basilica; Ashrams; Auroville, Mutts.						
Unit:3	Natural Tourism Centers of Tamil Nadu					20 hours
Natural Tourism Centres- Beaches- Marina;Kovalam; Kanyakumari Beach-Sun Rise And Setting; Andaman & Nicobar Islands; Pitchavaram; Muttukadu; Rivers; Jog Falls , Hogenakkal, Hill Stations- Ooty, Kodaikanal; Yercaud; Valparai; Topslip; Tourism Promotion Festivals And Flower Festivals In Hill Stations; Zoological And Biological Garden; Wildlife Sanctuaries-Vandalur, Mudumalai; Theme Parks- Athisayam; Black Thunder; Kiskhinta; Birla Planetarium.						
Unit:4	Tourism Potentialities in Western Ghats					20 hours
Tourism Potentiality In Udumalaipettai and its Environs; Climate; Hill Stations- Munnar, Thekkady, Top Slip, Valparai, Anaimalai, Parambikulam; Tea Estates; Falls; Retreat Houses; Tree Houses; Dams - Aliyar, Tirumoorty, Amaravati, And Others; Masaniamman Temple; Aliyar						

Vedantri Maharishi Ashram; Eco, Adventure, Wildlife And Rural Tourism Activities; Trekking; Flora And Fauna.		
Unit:5	Role of Tamil Nadu Government for Tourism Promotion	18 hours
The Role of Department of Tourism, Govt. Of TN for Tourism Promotion; Tourism Traffic Trends in TN; Formation Of TTDC, Function and Various Activities Of TTDC; Tour Packages Of TTDC; Recent Strategies Announced by the TN Govt. for the Tourism Promotion.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Book(s) for Study		
1	Tourism in Tamil Nadu: Growth and Development, Pillai, S.S., MJP Publisher.	
2	Internet Sources	
Book(s) for Reference		
1	India- Lonely Planet Publication	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://www.tamilnadutourism.org/pdf/Tourism-EnglishPolicyNote201920.pdf	
Course Designed By: Dr. R. SEETHALAKSHMI (seethaprof@gmail.com)		

Mapping with Programme Outcomes

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

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

Course code	23D	HOSPITALITY MANAGEMENT	L	T	P	C
Core	CORE-IX		4			4
Pre-requisite	Awareness about Hotels and Other Accommodation Units		Syllabus Version	2020-21		
Course Objectives:						
The main objectives of this course are to:						
1. Enable the students to know the basic operations of hotel sectors						
2. Know the organisational structures of the hospitality industry						
3. Understand the hotels chains						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the origin and development of the hotel					K1
2	Understand the international hotel chains and types					K2
3	Familiarize the secondary and supplementary accommodation					K3
4	Familiarize the hotel operations and organizational structure in the hotel business					K4
5	Gain the new knowledge about Leading multinational hotel chains in India					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Fundamentals of Accommodation Sector				15 hours	
Accommodation – Meaning, Origin and Development; Importance of Accommodation Sectors in Tourism Promotion; Characteristics of Hospitality Sector.						
Unit:2	Hotels and Its Types				15 hours	
Hotels-Meaning and Types; International Hotels; Gradation; Classification; Hotel Chains; Heritage Hotels; Motels and Its Types; Emerging Ecotel.						
Unit:3	Secondary and Supplementary Accommodation				20 hours	
Secondary and Supplementary Accommodation; International Youth Hostels; Emergence of Time Shares; PGA.						
Unit:4	Hotel Operations				20 hours	
Hotel Operations and Organization; Front Office; Rooms; Food and Beverages Service and Production; Tariff Plans- American, Europe; Continental; Housekeeping; Menus-Chinese, Continental, Indian.						
Unit:5	Multinational Hotel Chains in India				18 hours	
Leading Multinational Hotel Chains in India; Ashok Group; Trends in Accommodation Sector; Incentives of Govt. Of India To the Sector; HRD Needs in Hospitality; Ethical Values and Regulatory Measures Required for The Sector.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						

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

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

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

Course code	2EA	COMMUNICATION SKILLS FOR TOURISM	L	T	P	C
Elective		GROUP-A ELECTIVE-II (PAPER-X)	4			4
Pre-requisite		Basic Communication Forms	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Impart communication skill for better public relations and interpretation about destination. 2. Emphasize on improving oral and written communication skills through experiential training 3. Gain the comprehensive understanding of the business and professorial communication skills 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Gain the fundamentals and meanings of communication skills					K1
2	Familiarize the basic structure of the grammar for leaning effective communication					K3
3	Understand the key tips and tricks of public speaking skills					K4
4	Form the sentence and structure creations					K5
5	Know the importance verbal and non verbal communication					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Communication					15 hours
The Concept of Communication, Meaning, Process, Types; Need for Communication; Channels of Communication; Barriers; Principles of Effective Communication; Relevance of Communication for Tourism; Rules for Effective Listening; Listening to The Speech of The Foreign Tourists.						
Unit:2	Communication Skills for Hotel Staffs					20 hours
Grammar and Pronunciation for Effective Speaking; Communication Skills Required for Telephone Handling; Communication Skills Required for The Staff of Travel Agency, Hotels, Etc.; Skills for Tourism Product Publicity – Presentation Technique; Describing the Tourism Attractions.						
Unit:3	Public Speaking Skills					15 hours
Public Speaking Skills; Reporting Skills; Role of Body Language, Dress, Gestures, Manners and Overall Confidence; Non-Verbal Communication; Ethical and Legal Guidelines; Table Etiquettes; Role of Culture in The Process of Communication.						
Unit:4	Paragraph Writing Skills					20 hours
Basics of Paragraph Writing, Paragraph as A Unit of Meaning; The Sentences and The Paragraph - Relationship and Interdependence; Use of Sentences Connectors.						
Unit:5	Written Communication					18 hours
Features of Written Communication; Types of Letters, Lay Out of a Letter, Writing Applications, Office Correspondence; Narrative Techniques; Writing Sales Letter; Communicating Through Reports; Preparation of Promotional Materials- Brochures, Advertisements Etc.; Writing to Various Media.						

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Book(s) for Study		
1	Communication in Tourism and Hospitality- Lynn Vander Wagen, Hospitality Press Pt.	
2	Business Communication- Rayon and V. Lesikar, John D. Pettit, JR. - Richard D. Irwin, INC	
Book(s) for Reference		
1	Interpersonal Skills for Travel and Tourism- Jon & Lisa Burton - Longman Group Ltd	
2	Effective Communication and Public Speaking- Mandal S.K. Mumbai: Jaico.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://swayam.gov.in/nd2_nou19_hs09/preview	
Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)		

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

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

Course code	2EA	TRAVEL AND TOURISM INDUSTRY 4.0	L	T	P	C
Elective		GROUP-B ELECTIVE-II (PAPER-X)	4			4
Pre-requisite		Interest to Learn the Technological Innovations	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the technological innovations in travel and tourism industry 2. Make the students aware of the technological applications in travel and tourism deliverables 3. Understand the significance of technology 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	List out various technologies and its uses in travel and tourism industry					K1
2	Describe a framework for virtual tourism					K1
3	Understand the scope of technological application in travel and tourism industry					K3
4	Analyse the effectiveness of various technologies in decision making process					K4
5	Ability to calculate the fair construction methods					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Tourism and Technology					10 hours
Introduction to Tourism and Technology- Use of Technology in Travel and Tourism- Type of Technologies- Importance of Technology in the Present Scenario- Limitations and Drawback of Technology.						
Unit:2	E-Commerce					12 hours
E-Commerce Framework – Traditional Vs E-Business Applications Major Categories of E-Commerce – B2C, B2B, C2B and C2C- Role of E-Commerce in Travel & Tourism Industry- Advantages & Disadvantages on Travel E-platforms.						
Unit:3	CRS and GDS					15 hours
CRS (Computerized Reservation Systems) terms specification- Basic Principles and Structure of Reservation Systems in Air Transport. GDS (Global Distribution Systems) - Functioning of GDS and Characteristics of GDS in the tourism market - Amadeus and other GDS. Impact of internet development on GDS formation (e-ticketing).						
Unit:4	Technological Advancements					13 hours
Technological advancements in Travel and Tourism - Smart Tourism Via Smart phone - Meaning and Description of Internet of Things (IoT), Recognition Technology, Virtual Reality (VR), Augmented Reality, Artificial Intelligence, and Robotics.						
Unit:5	Case Studies					8 hours
Case Studies – Touch less travel / Safety & Security measures on Pandemic – Access My NYC, Tag my Lagoon – Case studies of online travel portal- Make My Trip- Yatra- Goibibo- Expedia etc.						
Unit:6	Contemporary Issues					2 hours
Expert lectures, online seminars – webinars						

		Total Lecture hours	60 hours
Book(s) for Study			
1	Travel Information Manual – IATA		
2	E-commerce & Information Technology in Hospitality & Tourism- Zongqing Zhou, Cengage Learning.		
Book(s) for Reference			
1	Handbook of Research on Smart Technology Applications in the Tourism Industry- Evrim Çeltek , IGI Global Publishers		
2	IATA, Foundation Course Textbook, 5.9 Edition, Montreal.		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]			
1	https://www.iborn.net/blog/tourism-technology-how-tech-has-changed-way-we-travel		
Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com) AND Prof. RAJESH KUMAR (bhmdirector@amceducation.in)			

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

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

Course code	2EA	TOUR GUIDING AND INTERPRETATION	L	T	P	C
Elective		GROUP-C ELECTIVE-II (PAPER-X)	4			4
Pre-requisite		Meaning of Tour Guiding	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Acquire an in-depth knowledge about the profession of tour guiding and describing the destinations to the tourists 2. Understand the structure of the socio, economic and ethnical aspects of India 3. Familiarize the cultural, spiritual, and religious centers of India 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the basic structure of the Indian society and its culture					K1
2	Understand the basic skills required to the guides					K2
3	Apply the knowledge of Indian culture into practical manner for promotion tourism in India					K3
4	Analysis the women role on the tourism business					K4
5	Create the interrelationship between various cultural aspects of India					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Basic concept of Tour Guiding					15 hours
Tour Guiding- Concept, Present Status; Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct; Personal Hygiene and Grooming Checklist for Tour Guides; Principles of Tour Guide; Developing Tour Guiding Skills.						
Unit:2	Skills Required for Tour Guides –I					15 hours
Communication for Tour Guiding; Language, Posture and Presentation; Roadblocks in Communication; Speaking Faults-Body Language for Speaking; Tour Commentary Composition and Contents-Microphone Technique; Sense of Humour; Timing and Indications; Apology and Pausing; Linking Commentary with what to be seen.						
Unit:3	Skills Required for Tour Guides –II					20 hours
Visitor Interpretation-Concept Principles and Types; Developing Good Interpretation Skill; Popular Understanding of a Place; Principles of Good Interpretive Practical; Re-Constructive and Creative Interpretation; Nature Interpretation-Concept; Principles of Nature Interpretation; Intrinsic Quality of a Resource; Hierarchy of Interpretation; Heritage Interpretation.						
Unit:4	Role of Guides During Emergencies					20 hours
Dealing with Emergencies; Accidents, Law and Order, Theft, Loss of Documents; First Aid-Importance; General Procedures-Evaluation of Situation; First Aid Procedure-Artificial Ventilation, Bleeding Control, Treating Wounds; Principles of Bandaging; Treating Burns; Treating Snake; Bite- Dealing with Fractures; Complaint Handling.						

Unit:5	Guides-Training and Development	18 hours
Managing Relationship with Different Stakeholders at Tourist Destination- Tour Guide as Brand Ambassador- Training and Skill Development Programs.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Book(s) for Study		
1	Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism-Kumar, C., Createspace Independent Pub	
2	How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides-Manning, N., & Ramirez, K., Nick Manning Publishing.	
Book(s) for Reference		
1	Handbook of Tour Guides-Chowdhary, N., Matrix Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001855/M030302/ET/15260402319.37_ET.pdf	
Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)		

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

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



Third Semester

Course code	33A	SUSTAINABLE TOURISM DEVELOPMENT	L	T	P	C
Core		CORE –XI	4			4
Pre-requisite		Understanding on Sustainability	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn the concept and importance of sustainability 2. Understand the need of sustainability in tourism 3. Know the best practices adopted for ensuring sustainability 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the concepts of sustainability					K1
2	Associate the concepts of sustainability in tourism					K2
3	Act sustainably in all service delivery					K3
4	Measure the impact of sustainable concepts					K5
5	Propose suitable strategies to ensure sustainability					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Sustainability-An Introduction					18 hours
Sustainable Development- Background, Concept and Definition; Dimensions of Sustainability- Social, Economic, Environmental; Stockholm Conference 1972; Brundtland Commission 1987; Rio Declaration 1992; Global Warming and Sustainable Development.						
Unit:2	Sustainable Tourism					18 hours
Sustainable Tourism- Meaning, Definition, Global Significance of Sustainable Tourism; Agenda – 21 For Travel and Tourism Industry; World Conference on Sustainable Tourism 1995; Benefit and Issues of Sustainable Tourism Development.						
Unit:3	Sustainable Planning					18 hours
Sustainable Tourism Planning; Principles of Sustainable Tourism Planning; Climate Analysis, Locality Analysis and Site Analysis; EIA And Carrying Capacity; Design for Environment; Socio-Economic Conditions; Culture and Experimental Values.						
Unit:4	Organsational Role on Sustainability					17 hours
Standardization and Certification for Tourism Sustainability; ISO 14000 – Role Of WTTC, UN-WTO, PATA, UNEP, IUCN In Sustainable Tourism Development Code.						
Unit:5	Sustainable Approaches					17 hours
Approaches in Sustainable Tourism; Ecotourism; Concepts, Objectives of Ecotourism; Characteristics of Ecotourism; Global Initiative Under Quebec City and Oslo Conventions; Responsible Tourism; Concept and Global Responses; Cape Town and Kerala Declaration; Community Based and Pro Poor Tourism Including STEP; Eco-Friendly Practices and Energy Waste Management.						
Unit:6	Contemporary Issues					2 hours
Expert lectures, online seminars – webinars						

		Total Lecture hours	90 hours
Book(s) for Study			
1	Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca		
2	Ecotourism - Fennell, D.A. New York: Routledge Publication		
Book(s) for Reference			
1	Ecotourism and Sustainable Development: Who Owns Paradise? - Honey. Washington, DC: Island Press		
2	Taking Responsibility for Tourism- Goodwin, H. Woodeaton: Goodfellow Publishers Limited		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]			
1	https://www.researchgate.net/publication/236108688_Sustainable_Tourism_Development/ink/00b7d515ff82fce0b8000000/download		
Course Designed By: A. SURESH BABU (sureshababu1510@gmail.com)			

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

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

Course code	33B	AIR FARES AND TICKETING	L	T	P	C
Core		CORE- XII	4			4
Pre-requisite		Understanding about Air Tickets	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand about air tickets 2. Know about various components of air ticketing 3. Learn about other air travel documents 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the role of IATA in air travel					K1
2	Identify the airline and airport codes					K3
3	Describe the components of airfare					K2
4	Describe the computation of airfare					K2
5	Classify the air travel documents					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	IATA Traffic Conference				18 hours	
Division of World by IATA Traffic Conference Areas, Sub Areas, Sub Regions; Major Airlines, And Major Airports of The World; Airport Authority of India; Open Sky Policy; Time Calculations; GMT Variations; Concept of Standard Time; And Day Light Saving Time; Calculation of Elapsed Time; Flying Time and Ground Time.						
Unit:2	Codes of Airline, Airport and City				18 hours	
Familiarization with OAG (ABC); Important Airlines and Airport of World; Three Letter City Codes; Three Letter Airport Code; Coding and Decoding of Country, City, Airport and Airline; Minimum Connecting Time.						
Unit:3	Components of Airfare				17 hours	
Ticket-Meaning and Types; Manual and Machine; Vouchers; Basic Elements of Air Fare; Components of Fare; Operations Cost; Classes of Journey; Familiarization with Air Tariff; Mileage and Extra Mileage Allowance; Currency Regulation; NUC Conversion; Mode of Payment.						
Unit:4	Baggage				18 hours	
HIP- Higher Intermediate Point; Circle Trip Minimum (CTM); Backhaul Check; Add On; General Limitations on Indirect Travel; Mixed Class Journey; Special Fares; Passenger Ticket and Baggage Check with Issuance of Ticket with Itineraries- One Way, Return, Circle Trip, Mixed Class Special Fare; Baggage Rules.						
Unit:5	Travel Documents				17 hours	
Familiarization with Travel Information Manual; Documentation- Passport, VISA and Its Types; Currency, Custom and Health Regulations; Cards Useful for Expenses of Passenger's Travel, Credit Card and Its Types; ATC- Air Travel Card, UATP- Universal Air Travel Plan; BSP- Billing and Settlement Plan.						

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Book(s) for Study		
1	OAG	
2	Air travel Ticketing and Fare construction- Negi, J. New Delhi: Kanishka.	
Book(s) for Reference		
1	Airline Operations and Management- Cook, G. N., & Billig, B. G., London: Routledge.	
2	IATA Training Manual.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://www.yourtravelbiz.com/docs/fta-travel-101-airfare.pdf	
Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com)		

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

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

Course code	33C	RESEARCH METHODOLOGY	L	T	P	C
Core		CORE- XIII	4			4
Pre-requisite		Keen to learn research methods	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn the meaning of research 2. Understand the need of tourism research 3. Identify the methods of tourism research 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the importance of research					K1
2	Classify the different types of research					K2
3	Choose the best method for tourism research					K4
4	Illustrate the data with suitable statistical tools					K3
5	Understand the significance of hypothesis					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		Meaning of Research			16 hours	
Introduction to Research Methodology – Meaning of Research – Objectives of Research – Motivation in Research – Types of Research – Significance of Research – Methodology, Criteria for Good Research.						
Unit:2		Research Design			20 hours	
Research Design and Sampling Design – Meaning of Research Design – Need for Research Design – Features of a Good Design – Concepts Relating to Research Design – Developing Research Plan – Steps in Sampling Design – Characteristics of a Good Sampling Design – Types of Sample Design.						
Unit:3		Types of Data			17 hours	
Data Collection – Types – Primary Data and Secondary data – Collection of Data through questionnaire and Schedule – Processing and Analysis of Data – Sampling Fundamentals.						
Unit:4		Hypothesis			17 hours	
What is Hypothesis? Types of Hypothesis – Testing of Hypothesis – Procedure for Hypothesis – Usage of Hypothesis						
Unit:5		Report Writing			-18 hours	
Report Writing – Significance of Report Writing - Different Steps in Writing Reports – Layout of Research Reports – Types of Reports – Mechanics of Writing a Research Report – Role of Computer in Research – Introduction to SPSS.						
Unit:6		Contemporary Issues			2 hours	
Expert lectures, online seminars – webinars						
					Total Lecture hours	90 hours
Book(s) for Study						

1	Research Methodology: Methods & Techniques- C.R. Kothari & Gaurav, New Age International Publishers.
2	Research Methodology-P.C. Tripathi, New Delhi: Sultan Chand and Sons.
Book(s) for Reference	
1	Research Methodology- Panneerselvam, R. New Delhi: PHI Learning Pvt. Ltd
2	Statistics for Management- Levin R., and Rubin, D. New Delhi: Pearson India.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://www.ddegjust.ac.in/studymaterial/mba/cp-206.pdf
Course Designed By: A.SURESH BABU (sureshababu1510@gmail.com)	

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

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

Course code	33D	WORLD TOURISM PANORAMA	L	T	P	C
Core		CORE-XIV	4			4
Pre-requisite		Idea About World Countries	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Know the global tourism resources 2. Equip learners to prepare international tour itineraries 3. Enhance destination knowledge 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the world tourism destinations					K1
2	Classify different tourism resources					K2
3	Group destinations continent wise					K2
4	Acquire destination knowledge					K2
5	Prepare resources-based itineraries					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Attractions of Australia					18 hours
Wonders of The World Including the Contemporary; Antarctica As a Tourism Resource; Space as a Tourism Resource; Important Tourism Centres Of Australia – Sydney Harbour; Sydney Opera House; Beaches- Bondi, Surfers Paradise, Cable, Bells, Gold Coast and Magnetic Island; Great Barriers; Great Ocean Road; Kakadu National Reserve.						
Unit:2	Attractions of North and South America					18 hours
Popular Tourism Attractions of North America And South America-Times Square; National Mall; Memorial Parks; Disney World Magic Kingdom; Disney Land; Theatre Hollywood; White House, Statue Of Liberty; Library Of Congress; Empire Building; American Museum Of Natural History; Lincoln And Metro Museum; Amazon, Niagara; Angel Falls; Sea World Florida; Andes; Rockies; Grand Canyon National Park; Las Vegas.						
Unit:3	Attractions of Europe					18 hours
The Most Important Tourism Centres of Northern , Western And Other Part Of Europe ; Eiffel Tower; Louvre Museum; Notre Dame De Paris; Palace Of Versailles; British Museum; Buckingham Palace; Pleasure Beach In UK; Tower Bridge; Rome Colosseum; Acropolis; The Vatican Museum; The Vatican Square; Amsterdam, Alps; Swiss; Edinburg Castle; Cathedral Dame; Barcelona Beaches; Kremlin.						
Unit:4	Attractions of Asia					17 hours
Tourism attractions of Asia- central, east and west; Muktinath; Manasarovar; Jerusalem; Tibetan plateau; Mecca; Macedonia; Jerusalem; Bethlehem; Bali; Angkor Wat; Borodopur; Lhasa Potala palace; China summer palace, Temple of Heaven, Forbidden city, Chang Tang national reserve; Universal studio of Japan; Malaysia beaches and Petronas twin tower; Singapore; Hong Kong; Bangkok; Dubai.						
Unit:5	Attractions of Africa					17 hours
Famous African Tourism Destinations – Maasai Mara National Reserve; Simien Mountain						

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

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

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

Course code	3EA	TOURISM MARKETING			L	T	P	C
Elective		GROUP-A ELECTIVE – III (PAPER-XV)			4			4
Pre-requisite		Basics of Marketing Concepts			Syllabus Version		2020-21	
Course Objectives:								
The main objectives of this course are to:								
<ol style="list-style-type: none"> 1. Familiarize the marketing concepts 2. Make the learners to apply marketing functions in tourism sector 3. Design destination specific marketing strategies 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Describe the importance of marketing for tourism and allied sectors						K1	
2	Learn about market segments						K2	
3	Design new tourism products						K6	
4	Develop successful publicity campaigns						K6	
5	Evaluate the success of marketing strategies						K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1		Introduction to Marketing				18 hours		
Marketing-Concepts; Tourism Marketing; Importance of Tourism Marketing; The Tourist Product; Salient Features of The Tourism Marketing; Market Research Technique.								
Unit:2		Market Segmentation				18 hours		
The Tourism Market- Market Segmentation-Important Bases, Tourism Marketing Mixes I.E. Four P's- Product, Price, Place, And Promotion and Expanded Marketing Mix for Services.								
Unit:3		New Product Development				18 hours		
Product Designing, Branding and Packaging; New Product Development; Product Life Cycle; Pricing – Determining Factors and Objectives; Distribution Systems- Electronic Distribution System.								
Unit:4		Advertising				17 hours		
Tourism Advertising- Importance; Selection of Media; Message; Strategy; Tourism Publicity- Publicity Media; Public Relations; PR Techniques in Tourism.								
Unit:5		Promotion				17 hours		
Sales Promotion- Techniques of Sales Promotion; Tools of Sales Promotion; Marketing of Indian Tourism – God's Own Country, Incredible India, Discover India; Athithi Devo Bhava; Visit India Year.								
Unit:6		Contemporary Issues				2 hours		
Expert lectures, online seminars – webinars								
						Total Lecture hours		90 hours
Book(s) for Study								
1	Tourism Marketing- Chaudhary, M. New Delhi: Oxford University Press							

2	Marketing Management- Kotler, P. Delhi: PHI
Book(s) for Reference	
1	Tourism Marketing: A Collaborative Approach- Fyall, A., & Garrod, B., Bristol: Channel View Publications.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://egyankosh.ac.in/bitstream/123456789/16989/1/Unit-1.pdf
Course Designed By: A. SURESH BABU (sureshababu1510@gmail.com)	

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

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

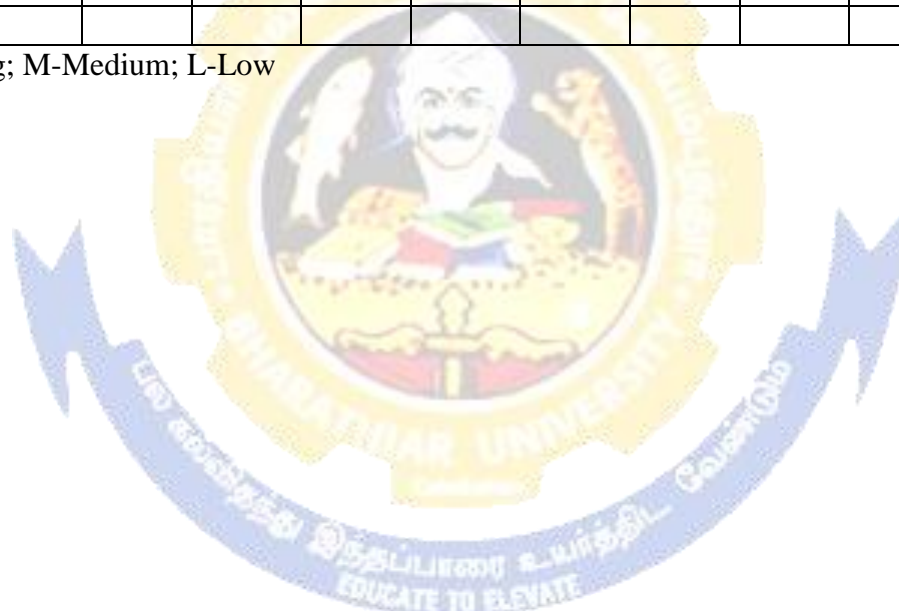


Course code	3EA	ADVENTURE TOURISM IN INDIA	L	T	P	C
Elective		GROUP-B ELECTIVE – III (PAPER-XV)	4			4
Pre-requisite		Meaning and Types of Adventure Activities	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn about adventure tourism 2. Develop adventure-based tourism itineraries 3. Understand the types of adventure activity 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe about adventure tourism					K1
2	Classify adventure tourism activities					K2
3	Understand the potential adventure tourism destinations					K2
4	Develop adventure-based itineraries					K3
5	Envisage the future prospects of adventure tourism					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Adventure Tourism				18 hours	
Adventure Tourism - Meaning, Types; Tourism Resources Required for Adventure Tourism; Potentiality For Adventure Tourism Activities In India.						
Unit:2	Air Based Adventure Activities				18 hours	
Air Based Adventure Sports – Gliding, Paragliding, Parachute Jump, Ballooning, Kite Festival.						
Unit:3	Water Based Adventure Activities				18 hours	
Water- Based Adventure, Kayaking, Boating, River Rafting, Rowing, Islands- Scuba Diving, Fishing, Cruise, Wind Surfing, Water Skiing.						
Unit:4	Land Based Adventure Activities				17 hours	
Land Based Adventure - Desert Camel Safaris, Elephant Safaris, Oasis, Skating, Himalayan Car Rallies, Trekking, Rock Climbing, Mountaineering, Ice Skiing.						
Unit:5	Future Prospects of Adventure Tourism				17 hours	
Wildlife and National Parks of India And Their Tourism Importance; Natural World Heritage Sites; Future Prospects of Adventure Tourism In India.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						
Total Lecture hours					90 hours	
Book(s) for Study						
1	Adventure Tourism & Sports- Jagmohan Negi, New Delhi: Kanishka Publishers.					
2	Adventure Tourism- Ralf Buckley, CAB Publishing					

Book(s) for Reference	
1	Special Interest Tourism: Concepts, Contexts and Cases - Agarwal, S., Busby, G., & Huang, R. London: CABI
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.researchgate.net/publication/328412858_The_Significance_of_Adventure_Tourism/link/5bcc32c7a6fdcc03c798c96a/download
Course Designed By: Mr.K.CHANDRAN (md@emperortraveline.com)	

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

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



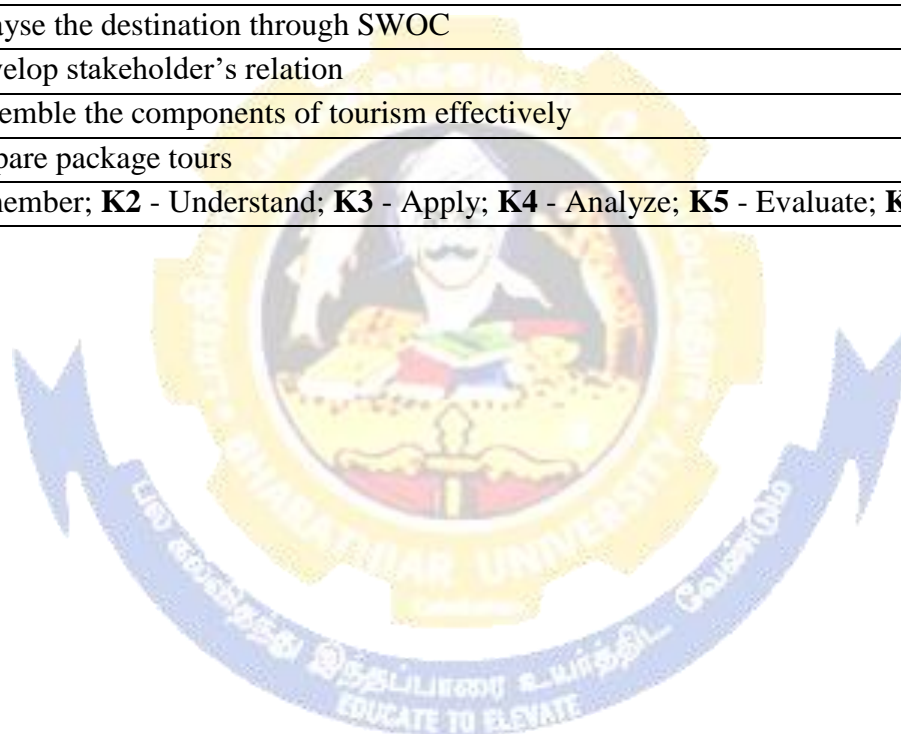
Course code	3EA	ECOTOURISM	L	T	P	C
Elective		GROUP-C ELECTIVE-III (PAPER-XV)	4			4
Pre-requisite		Awareness About Nature and Conservation	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Familiarize the concept of ecotourism 2. Educate the necessity of ecotourism 3. Understand the benefits of ecotourism 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the importance of environment					K1
2	Understand the balance between environment and tourism					K2
3	Describe the concept of ecotourism and its benefits					K1
4	Examine the impacts of ecotourism on environment and stakeholders					K3
5	Analyze the necessity of ecotourism in the present scenario					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Environment- An Introduction				17 hours	
Environment- Definition, Concepts, Types- Living and Nonliving; Ecosystems-Types, Components and Functions; Food Chain and Food Web.						
Unit:2	Environment Pollution and Global Warming				17 hours	
Environmental Pollution with Special Reference to Tourism; Types of Pollutants; Types of Pollution and Effects of Pollution- Green House Effect; Ozone Depletion; Global Warming; Acid Rain Etc.						
Unit:3	Ecotourism				17 hours	
Ecotourism-Concepts, Objectives of Ecotourism; Characteristics of Ecotourism; Recent Developments and Trends Of Ecotourism; Ecotourism Planning and Development Strategies; The Objectives of Ecotourism Year of 2002.						
Unit:4	Restricted Areas				17 hours	
Ecotourism Resources and Activities in India; National Parks, Wild Life Sanctuaries, Tiger Reserves, Biosphere Reserves, Wet Lands, Mangroves, Coral Reefs and Desert Ecosystem.						
Unit:5	Ecotourism Planning				20 hours	
Eco-Tourism Planning and Development Strategies; Eco-Tourism Strategies with Special Reference to Environmental Protection (Environmental Impact Analysis) Product Development, Marketing and Promotion, Infrastructure Development; Eco-Tourism Organizations; – WTO, International Eco- Tourism Society, UNDP, Eco-Tourism Organization in India.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						
Total Lecture hours					90 hours	

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

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

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

Course code	37A	FIELD VISIT	L	T	P	C
Core		CORE – XVI			4	4
Pre-requisite		Interest to Travel	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Get practical exposure 2. Firsthand experience about destination 3. Develop itinerary preparation skills 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Develop itinerary					K1
2	Analyse 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						





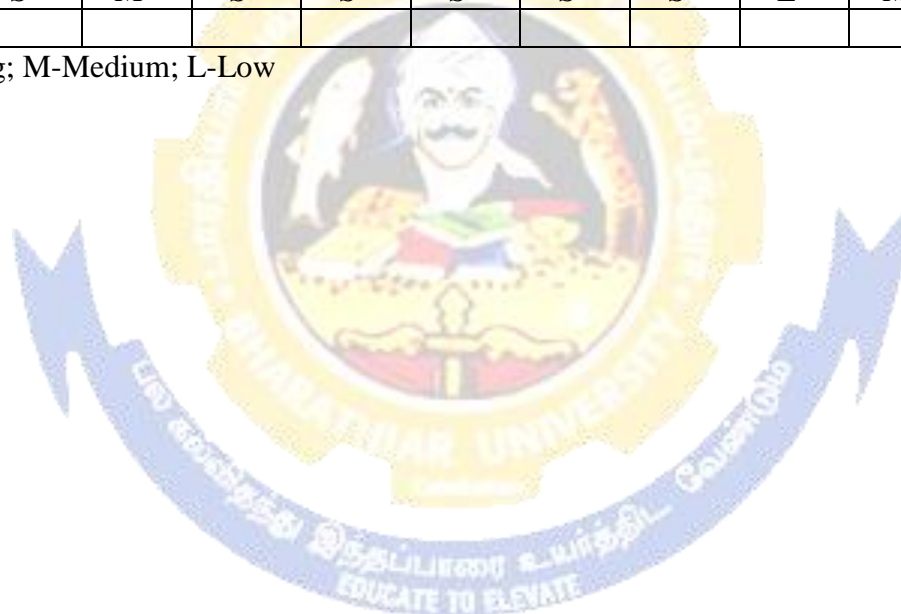
**Fourth
Semester**

Course code	43A	E-TOURISM	L	T	P	C
Core		CORE –XVII	4			4
Pre-requisite		Interest to Learn the Sync Between Technology and Tourism	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Learn about e-tourism 2. Understand the necessity of e-tourism 3. Understand the advantages of e-tourism 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the meaning of e-tourism					K1
2	Associate the technology to present form of tourism					K2
3	Understand the role of e-marketing					K2
4	Learn the travel related software					K1
5	Learn the software used in hotels					K1
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction To E-Tourism				13 hours	
E-Tourism-Meaning; Development Of E-Tourism; E-Travel and Travel Portals; Significance of Travel Portals; Advantages and Disadvantages Of E-Tourism; Travel Portals in India; Technologies for Data Processing and Communication- Hardware and Software.						
Unit:2	Role of Internet				12 hours	
Internet and WWW; Web Designing; Tourism Websites; Email; Regulatory Frame Work; Internet Economics- Using IT For Competitive Advantage.						
Unit:3	E-Commerce				12 hours	
E-Commerce; Starting E-Business; E-Marketing of Tourism Products.						
Unit:4	CRS				12 hours	
Usage of CRS – Galileo; Sabre; Amadeus; Apollo; Fantasia; And Various Function; E-Ticketing.						
Unit:5	CRS in Hospitality				9 hours	
Uses of Computer- Computer in Airlines; Contribution of SITA To Airlines; Computer in Hotels; Usage of CRS In Hotel Industry; Operational Usage Through Chain of Hotels; Computer in Travel Agency – Videotex System, Services; Computer in Railways.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						
Total Lecture hours					60 hours	
Book(s) for Study						
1	Tourism Information Technology- Sheldon, P. CABI.					
2	Information Technology for Travel and Tourism- Inkpen, G., Longman					

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

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

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



Course code	43B	HUMAN RESOURCES MANAGEMENT	L	T	P	C
Core		CORE – XVIII	4			4
Pre-requisite		Concepts of HRM	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the functions of HRM						
2. Know the need of HRM						
3. Understand the HR planning						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the functions of HRM					K1
2	Classify recruitment methods					K2
3	Know the importance of training					K1
4	Estimate the benefits of workforce					K4
5	Formulate suitable strategies for managing human resources					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	HRM-An Introduction					13 hours
Human Resources Management-Functions, Objectives; HRP-Human Resource Planning-Objectives; Need for HRP on Tourism; Job Analysis.						
Unit:2	Selection and Recruitment					12 hours
Recruitment and Selection: Sources and Methods of Recruitment; E-Recruitment; Selection Procedure-Tests and Interviews; Induction and Placement.						
Unit:3	Training and Career Development					12 hours
Training- Methods; Performance Appraisal; Career Development; Purposes and Types of Transfers; Types and Importance of Promotions.						
Unit:4	Employee Benefits					12 hours
Compensation to employees; Remuneration; Pay components; Incentives; Benefits.						
Unit:5	Morale and Conflict					9 hours
Employee Morale; Grievances; Managing Conflicts; Disciplinary Process; Collective Bargaining; Labor Welfare; Trade Unions.						
Unit:6	Contemporary Issues					2 hours
Expert lectures, online seminars – webinars						
					Total Lecture hours	60 hours
Book(s) for Study						
1	Personnel Management and Human Resources- Ratnam, V. R., & Srivatsava, B.K., New Delhi: Tata McGraw Hill.					
2	HRM- Mirza, S.S., New Delhi: TMH					

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

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

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



Course code	43C	TOURISM POLICY, PLANNING AND DEVELOPMENT IN INDIA	L	T	P	C
Core		CORE-XIX	4			4
Pre-requisite		Basic Understanding on The Importance of Policy and Planning	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the meaning and importance of policy 2. Know the meaning of tourism policy 3. Understand the significance of planning and development 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the meaning of tourism policy					K1
2	Analyse the objectives and strategies of tourism policy					K4
3	Understand the planning process of tourism					K1
4	Formulate sustainable tourism planning strategies					K6
5	Understand budgetary planning					K1
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Tourism Policy					12 hours
Tourism Policy-Concept and Importance; Tourism Policy Making Bodies-WTO, Govt. Of India; Sargeant Committee Report and L.K. Jha. Committee Report.						
Unit:2	National Tourism Policy					12 hours
Objectives and Strategies of Various Tourism Policies and Plans; Tourism Policy of India-1982; National Tourism Policy 2002; Perspective Plan Of 1988; National Action Plan of Tourism 1992.						
Unit:3	Tourism Planning					12 hours
Tourism Planning- Concept, Objectives, Types; Tourism Master Plan; Tourism Planning Process- Techniques of Tourism Plan Formulation; Planning for Tourism Centres -Influencing Factor; Sustainable Tourism Development.						
Unit:4	Budgetary Allocations					12 hours
Tourism Related Issues In Five-Year Plans In India- Allocations, Objectives And Strategies for Tourism Sectors; Industry and Export Status; Tourism Circuits.						
Unit:5	New Product Development					10 hours
Tourism Development- Product Life Cycle; Launching A New Product; Image Building of Destination.						
Unit:6	Contemporary Issues					2 hours
Expert lectures, online seminars – webinars						
Total Lecture hours					60 hours	
Book(s) for Study						
1	Tourism Planning: An integrated and Sustainable Approach - Inskeep E.					

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

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

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



Course code	43D	ETHICAL CODES FOR TOURISM	L	T	P	C
Core		CORE-XX	4			4
Pre-requisite		Basic Idea About Ethics and Its Necessity	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Know the meaning and importance of ethics 2. Understand the need of ethics in tourism 3. Know the advantages being ethical 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know and describe the importance of ethics in tourism					K1
2	Know the ethical guidelines effectively					K2
3	Formulate the ethical norms					K6
4	Understand the global code of ethics					K2
5	Assess the role of national and international organizations in framing ethical guidelines					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Ethics-An Introduction					12 hours
Ethics- Meaning, Importance, Types and Uses; Professional Ethics- Social Responsibility, Obligation and Ethical Concerns of Tourism Business; Present Scenario of the Tourism Industry-Social Evils and Economic Offences Taking Place in Tourism Sectors; Frauds and Crimes Being Committed Against Tourist.						
Unit:2	Global Code of Ethics for Tourism					12 hours
The Role of WTO In Regulating Ethical Norms- Global Codes of Ethics for Tourism -Preamble and Ten Articles; Ethical and Social Responsibility of Tourists, Travel Agents, Tour Operator, And Accommodation Sector.						
Unit:3	Tourist Rights					12 hours
Tourist Rights - Article 2 And 8 Of WTO Global Code of Ethics- Entry, Stay, Departure; Public Health; Safety and Security; Satisfaction; Tourists Bill of Rights- Manila Declaration; Standardization and Certification for Tourism Sustainability-ISO 14000; Sustainable and Responsible Tourism.						
Unit:4	Conventions and Acts					12 hours
Remedial Measures and Protection Against the Maladies- Conventions, And Their Relevance in Travel and Tourism Industry- Warsaw 1924; Chicago 1944; Brussels 1961; Athens 1974; Helsinki 1976; Consumer Protection Act 1986.						
Unit:5	Conservation Agencies					10 hours
Necessity of Preserving Tourism Resources Like Cultural Heritages, Nature and Other Tourism Resources; Agencies Working for The Conservation of Tourism Resources- UNESCO, ASI, INTACH, IGPCA, ICCP, IUCN.						
Unit:6	Contemporary Issues					2 hours

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

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

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

Course code	4EA	ENTREPRENEURSHIP DEVELOPMENT IN TOURISM	L	T	P	C
Elective		GROUP-A ELECTIVE – IV (PAPER-XXI)	4			4
Pre-requisite		Meaning of Entrepreneurship	Syllabus Version		2020- 21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Develop entrepreneurial interest within the learners 2. Learn the types of entrepreneurial ventures 3. Develop tourism ventures 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the significant inputs of entrepreneurship					K1
2	Identify the involved process of entrepreneurial venture					K2
3	Analyse the market feasibility					K4
4	Setup a tourism venture					K3
5	Correlate various management functions					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		Entrepreneur – An Introduction			12 hours	
Entrepreneur- Meaning, Types, Qualities, Function; Entrepreneurship – Characteristics, Importance; Role of Entrepreneur in National Development.						
Unit:2		Business Ideas			12 hours	
Business Ideas- Sources; Methods of Business Ideas Generation; Identification of Opportunities; Analysis of Opportunities.						
Unit:3		Feasibility Study			12 hours	
Marketing Feasibility- New Destination and Tourism Services Development; Destination and Tourism Services Life Cycle; Financial Feasibility for Developing and Launching a New Tourism Products and Services; Sources of Finance; Financial Assistance and Loans Available From Financial Institutions.						
Unit:4		Setting Up a Travel Agency			12 hours	
Location and Other Feasibilities- Factors for the Selection of Site for Setting a Travel Agency or Hotel; Points to be Considered for the Building of Travel Agency or Hotel; Choice of Technology for the Tourism Sector.						
Unit:5		Establishing a Tourism Enterprise			10 hours	
Establishing a Tourism Enterprise- Steps, Procedures, License, Registration, Etc. Scope for Becoming an Entrepreneur in Tourism; Role of Govt. Agencies and Financial Institutions in Promotion of Entrepreneur in Tourism- SSI, DIC, TIDCO, TFCI.						
Unit:6		Contemporary Issues			2 hours	
Expert lectures, online seminars – webinars						
Total Lecture hours					60 hours	

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

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

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

Course code	4EA	TOURISM RESEARCH METHODS	L	T	P	C
Elective	GROUP-B ELECTIVE – IV (PAPER-XXI)		4			4
Pre-requisite	Basic Understanding on Research, Data, And Its Need		Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the importance of tourism research 2. Learn the methods of carrying out tourism research 3. Aware of research techniques 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the meaning of research					K1
2	Understand the need of tourism research					K2
3	Apply advanced techniques in tourism research					K3
4	Classify the qualitative and quantitative techniques					K2
5	Compile various resources for making report					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Research				12 hours	
Introduction to Research - Nature, Scope, And Purposes of Tourism Research; Research Ethics and Values; Historical Developments and The Current Debates in Tourism Research; Steps in Research Process; Overview of Research Design; Specific Problems Encountered by Tourism Researchers In India.						
Unit:2	Research Problem				12 hours	
Identifying Research Problems; Management Problems and Their Translation into Research Problems; Review of Literature; Sources of Secondary Data for Tourism; Tourism Management Information; Surveys and Sampling; Questionnaire Design and Execution.						
Unit:3	Quantitative Techniques				12 hours	
Quantitative Techniques; Measures of Central Tendency and Dispersion; Time Series Analysis; Correlation and Regression Analysis; Normal Distribution Statistical Testing of Hypotheses; Parametric and Non-Parametric Techniques; Multivariate Analytical Techniques; Quantitative Techniques in Decision Support; PERT-CPM; Introduction to Game Theory; Use of Software in Data Analysis.						
Unit:4	Qualitative Techniques				12 hours	
Qualitative Techniques; Case Study Method; Experimentation; Depth Interviews; Participant Observation; Ethnographic Fieldwork; Preparing Field Notes; Focus Group Technique; Projective Techniques; Content Analysis; Historical Analysis in Qualitative Tradition.						
Unit:5	Report Writing				10 hours	
Data Presentation; Communicating the Research Findings; Written and Oral Presentation; Report Writing Tips; Scientific Writing Styles; Structure of Research Proposal; Tips on Writing Proposals for Committees or External Funding.						
Unit:6	Contemporary Issues				2 hours	

Expert lectures, online seminars – webinars	
Total Lecture hours	
60 hours	
Book(s) for Study	
1	Market Research in Travel & Tourism- Brunt, P., UK: Butterworth Heinemann
2	Researching and Writing Dissertations in Hospitality and Tourism- Clark, M.,Riley, M., Wilkie,E. & Wood, R.C. UK: ITBP.
Book(s) for Reference	
1	Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers - Ritchie, J.R.B. and Goeldner, C.R., UK: Wiley.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	file:///C:/Users/ADMIN/Downloads/RESEARCH_METHODS_IN_TOURISM.pdf
Course Designed By: A. SURESH BABU (sureshababu1510@gmail.com)	

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

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

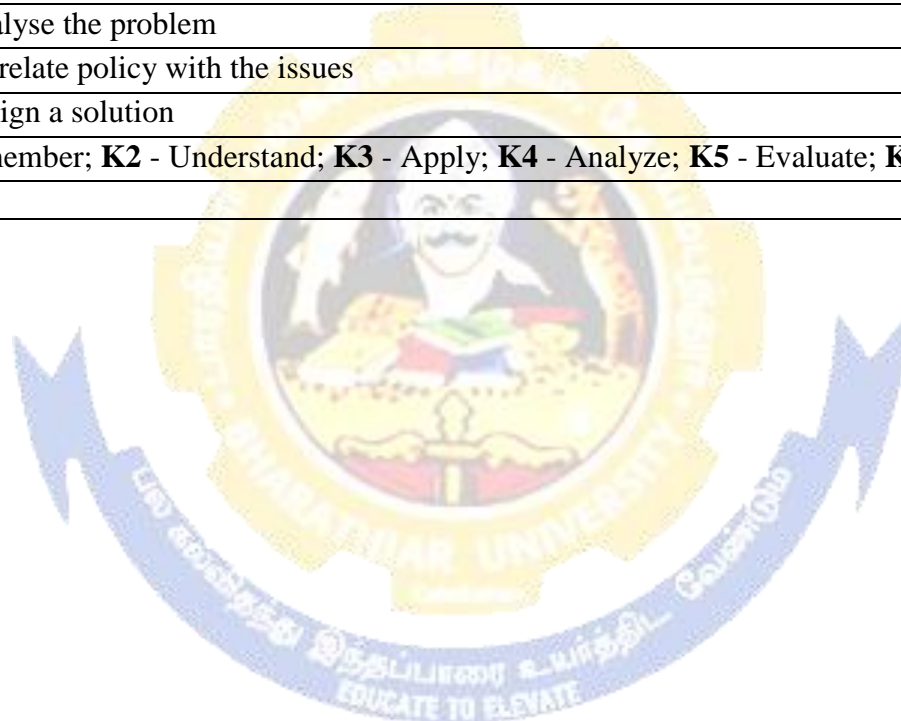
Course code	4EA	EMERGING ISSUES IN TOURISM	L	T	P	C
Elective		GROUP-C ELECTIVE-IV (PAPER-XXI)	4			4
Pre-requisite		Follow-up of issues related to tourism	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the issues related to tourism sector 2. Analyse the impacts experienced by tourism sector 3. Exercise plan to overcome the issues 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn the ongoing issues and its effect in tourism sector					K1
2	Identify solutions for the issues					K2
3	Apply technology in addressing the problem					K3
4	Understand and analyse various solutions					K4
5	Propose a suitable solution					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Ongoing Trends in Tourism Sector					12 hours
Recent Trends and Practices in Tourism Traffic in India; Emerging New Forms of Tourism in India- Eco Tourism; Agricultural and Rural Tourism; Adventure Tourism; Wild Life Tourism; Medical Tourism and Business Travel; The Declining Market for Cultural Tourism Products in India.						
Unit:2	Issues of Tourism					12 hours
Prospects of The Introduction of Euro in The Tourism-Economic Crisis and Depression and Its Impact on Tourism; Terrorism and Tourism – An Overview of Unrest; Safety and Security Issues in Tourism.						
Unit:3	E-Tourism					12 hours
Introduction of Technologies; E-Tourism, Tour Net, Travel Portal; E-Commerce and Tourism – Effects Of Business Travel And MICE						
Unit:4	Tax Structures for Travel Business					12 hours
Current Initiatives in Indian Tourism; Taxes and Tourism -Impact of Tourism; Direct and Indirect Taxes for Tour Services, Airport Taxes, Luxury Tax.						
Unit:5	Reviewing of Policy					10 hours
Reasons for Not Achieving the Target and Objectives of Various Tourism Policies and Plans of India; Obsolete Strategy in Product Development and Marketing; Shortage of Rooms; Shortage of Air Seats; Higher Price; Higher Taxes; Lack of Trained Manpower, Travel Documentation Formalities etc.						
Unit:6	Contemporary Issues					2 hours
Expert lectures, online seminars – webinars						
Total Lecture hours					60 hours	

Book(s) for Study	
1	Lonely Planet News letter
2	Global Tourism: Challenges and Development-Thakur, M., Omega Publications.
Book(s) for Reference	
1	Current Issues in Hospitality and Tourism: Research and Innovations-A. Zainal, S.M. Radzi, R. Hashim, C.T. & Chik, R. Abu., CRC Press.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.oecd-ilibrary.org/docserver/tour-2010-4-en.pdf?expires=1596398121&id=id&accname=guest&checksum=5DB8FDBDA2668F525E49706416D1E2BC
Course Designed By: A.SURESH BABU (sureshababu1510@gmail.com)	

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

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

Course code	47A	PROJECT AND VIVA VOCE	L	T	P	C
Core	CORE- XXII				6	6
Pre-requisite	Understanding on Research Methods		Syllabus Version	2020-21		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the existing scenario 2. Address the issues with suitable solutions 3. Learn new things 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the methods of doing research				K2	
2	Describe the existing problem				K1	
3	Analyse the problem				K3	
4	Correlate policy with the issues				K4	
5	Design a solution				K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						





Annexure

M. A. TOURISM & TRAVEL MANAGEMENT

Syllabus

(With effect from 2020-21 & onwards)



Program Code:

DEPARTMENT OF TOURISM & TRAVEL MANAGEMENT

(Affiliated Colleges)

Bharathiar University

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

Coimbatore 641 046, INDIA

BHARATHIAR UNIVERSITY: COIMBATORE 641046
DEPARTMENT OF TOURISM & TRAVEL MANAGEMENT

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

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

Program: M.A. Tourism & Travel Management

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

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

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

